Media, Society and Culture: Interrelations and Changing Scenario

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Contemporary Crisis in Behaviour and Relationship: A Socio-Cultural Study of Man, Media and Materialism

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"...the most basic things are always learned with pain, since our inertia and complacent love of comfort prevent us from learning them until they are forced upon us. It appears that man is willing to learn about himself only after some disaster; after war, economic crisis, and political upheaval have taught him how flimsy is that human world in which he thought himself so securely grounded"

(Barrett, 35).

A man learns gentility, civility and nobility in order to annihilate the evil self. Apart from educational institutions, there are family and society which render a man the true teachings of life. A society is composed of a good number of families; a family is formed with a number of people. People constitute the cornerstone of family and society. Blessed is that society where people live divorced from decadence and degeneration. A social structure is a framework of human relationships. Society is a total complex of human relationships in so far as they grow out of the action in terms of means-end relationship intrinsic or symbolic (Parsons, 231). August Comte viewed society as a social organism possessing a harmony of structure and function (Salunke & Bagad, 1). This structure is subject to ceaseless changes; and the changes are wrought by numerous factors working within and without. Change from within is called 'endogenous' or 'orthogenetic' and change from without is termed 'exogenous' or 'heterogenetic'. "Social change, according to Jones is a term used to describe variations in, or modifications of any aspect of social processes, social patterns, social interaction or social organization."(Kalsekar, 139) If the social change proves malignant and malicious for the existing harmony and conventional culture, it becomes a social problem. Every social problem takes time to become a serious threat

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