

Most Influential Agents of Socialization



Social Work

KEYWORDS : Agent, Socialization, Cognitive growth, Culture, Nature, Media, Family, Peer group, Omnipotent, social norms, etc.

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ABSTRACT

This is well known fact that every infant is born without culture, civilization, tradition & religion etc. In fact new born baby gradually starts learning lot of things; Natural, Unnatural, consciously, unconsciously, directly, indirectly, formally and informally under different circumstances. One day, he identified and dignified himself due to his own deeds and believes and whatever taught & learnt in the past.

That is much known that human species is the supreme creation of the supreme power Almighty Allah. Thus human being so closed and attached by the natural assets. Whatever, Omnipotent has given to human that's immeasurable and uncountable. Everything has a positive and negative energy but, it's depends on owner & user, in which way he use. Nature and Nurture both is integral partner to provide positive energy, give proper direction and flourish the capabilities and competences for the physical and emotional growth and development of human being.

Nature refers to the inherited (genetic) characteristics and tendencies that influence development. Some inherited characteristics appear in virtually everyone. For instance, almost every children have the capacity to learn to walk, understand language, imitate others, use simple tools, and draw inferences about how other people view the world. Thus every children have a set of universal human genes that, when coupled with a reasonable environment, permit them to develop as reasonably capable members of the human species. Inherited characteristics and tendencies are not always evident at birth. Many physical features emerge gradually through the process of **maturat-ion**, the genetically guided changes that occur over the course of development. Environmental support, such as food, reasonably safe and toxin-free surroundings, and responsive care from others, is necessary for maturation to take place; nature never works alone.

Nurture refers to the environmental conditions that influence development. Children's experiences in the environment affect every aspects of their being, from the health to the curiosity of minds. Nurture affects children's development through multiple channels: physically through nutrition, activity, and stress; intellectually through informal experiences and formal instruction; and socially through adult role models and peer relationships. With good environmental support, children thrive. Unfortunately, the conditions of nurture are not always nurturing. For example, children who grow up in an abusive family must look outside the family for stable, affectionate care.

Socialization is an imperative source and life-long process by which infants, young children & adults interact with various agents and through that acquire knowledge, language, social skills, social values, norms ethics, culture and civilizations and learn formal / informal social structure and the explicit and implicit behaviour to become a socially responsible person of the society.

Thus, in our surrounding several institutions and different agencies are available which plays a very significant role in socializing the human being. These are called agents of socialization, few of them are very much influential in own way like; family, school, peer group & mass media. Let describe these agents one by one according to personal and social experiences.

The Family: No one can ignore the role of family in the formation of the personality in fact it plays an outstanding role in the formation of personality. Parents should get the credit when their children turn out to be good enough, responsible and even go on to accomplish a great thing in life? And they get the blame if their children turn out to be bad? No parent deserves all the

credit or blame for their children's achievement and failure. But, the evidence indicates that parents and family member's behaviour, attitude, social values, life style etc. affect on their children growth and development profoundly.

The School: In these days we have a formal agent of socialization in form of schools, colleges & universities, which has a great bearing on the socialization process. Where children not only learn language and other subjects but also get instilled the concept of time, discipline, team work, cooperation and competition. They learn the importance of being neat, patient and obedient. Through the means of reward and punishment the desired behaviour pattern is reinforced whereas undesirable pattern meets with disapproval, ridicule and other incentives. The school plays a vital role as a socialiser under this student acquires social norms and values (values of achievement, civic, ideal, solidarity and group loyalty etc.) from the teachers, instructors and peers too. In this way school comes next to the Family for the growing children.

The Peer Group: In a rapidly changing society peer groups have great influence on an individual. Peer group is social group consisting of individuals who are equal in such respects as age, education, socio-economic status, culture & social background etc. No doubt in that peers also help to socialize child and adult and sometime incite them to violate social norms and cross the boundary. This is true that peer group offer the opportunity to develop various social skills, such as leadership, sharing or teamwork and empathy. Peer groups also offer the opportunity to experiment with new roles and interactions; it can have positive or negative impact on individuals. Naturally negative force has more attraction than Positive force for the people. Negative peer interaction occur more frequently following friendship, romantic relationship, and experimentation with drugs, drinking, vandalism, and stealing may also be increased by interaction with the peer group.

Social study proves that, children and adolescents without strong family connections, or a positive connection with other adults in their life, face a higher risk of negative influence from peer groups. If the child or adolescent has not been able to form bonds with positive peer groups, it is more likely they will be considered as distant and different from their peers, making them feel more like outsiders. Lower standards of acceptance often exist in less positive peer groups, making it easier for people to join. Unfortunately, many such groups often engage in self-destructive and anti-social activities.

The Mass Media: When we talk about Media that means all the medium of communication, information, interaction, inter-

pretation, entertainment etc. either electronic or print media; newspapers, magazines, comic books, radio, video games, movies, and especially television, internet & Phone. These are altogether playing an essential role in the process of socialization and ruling as a chief agent of socialization. Media through the sweetness, pleasant, and attraction enter into people's heart and mind and start play with common people's choice, perception, culture, tradition, norms, dress code, beliefs, practices and life style like a remote controller. Today, media teach and encourage the viewer's specially teenagers to support the existing norms & values or oppose or raise the voice against them. This is true that media aware us about present, future and past from all over the universe and alert regarding upcoming incident, and discover new and innovative things, different beliefs and practices logical or illogical. Thus, media increase our knowledge, flourish our capability, and accelerate our creativity, boost innovative & visualization ability, in many ways help to do something. But, it's very difficult for the viewers to believe on one thing, decide one thing, say something, adopt new or old thing, practice various thing and have strong perception about something. Because senders and givers of message lost their work ethics and working behind the money, similarly receivers and viewers forgot their scientific approach of receiving or viewing things.

When we look at the young generation; Child & Teenage Group, media work for them like mentor, role model, leader, motivator & inspiration etc., whatever they watch and observe through the media they start to copy it, whether hair style, dress code, code of conduct, food habit, attitude, and life of style even parents, teachers and mentors got failure to control and give proper direction to them due to media exploitation. The media also reinforce racial and gender stereotype including the belief that women are sex objects and suitable target for male violence. Everywhere could be seen yellow journalism in the field of journalism, newspapers and magazines full of views, television and movies full of violence and vulgarism and that influence on children from a very young age and affects their cognitive and social development.

Internet and Mobile phone the main source of love & affection among the teenagers that divert their positive energy into negative way and destroy their potentiality during the main age of growth and development. The media have the power to empower the new generation in positive manner, teach social norms and civilizations, reduce violation, harassment, vulgarity, create awareness about the social issues & problems and provide appropriate solutions of them and can play outstanding role into build a healthy society. Very unfortunate, "How media is powerful, so media work for them who are powerful in terms of money and act according to their wishes".

Conclusion: This article examined that the process of socialization is quite a complicated phenomenon, it has several stages and institutions and is influenced by different factors it could be internal or external and natural or unnatural. Sociologist and psychologist are belief that "the each and every part of socialization plays a significant and scientific role in the process of socialization into the cognitive growth and social development for the children and adults". Result could be better more better, if all the above mention things take place in right time and a proper manner. First of all the family plays a very important role this process, particularly at the beginning of person's life, then number comes school, peer group, and media etc. and these agents stage to stage added some social values to being a better and responsible citizen.

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