

Attitude towards modernization : A gender study

■ ASHA CHAWLA AND TEJPREET KAUR KANG

Received: 08.12.2011; Accepted: 15.05.2012

See end of the paper for
authors' affiliations

Correspondence to :

ASHA CHAWLA
Department of Human
Development, College of
Home Science, Punjab
Agricultural University,
LUDHIANA (PUNJAB)
INDIA

■ **KEY WORDS** : Modernization, Transformation, Progressive build up

■ **HOW TO CITE THIS PAPER** : Chawla, Asha and Kang, Tejpreet Kaur (2012). Attitude towards modernization : A gender study. *Asian J. Home Sci.*, 7 (1) : 220-222.

The term 'Modern' refers to follow a new approach, a new outlook, a new attitude for the objects, situations, ideology and people in life. A modern person of present era is oriented more towards his/her present and future than the past, who is more regular, systematic, efficient, lawful, capable to tackle the challenging situations intelligently, uses the knowledge of science and technology as a powerful tool for achieving mastery over his/her environment. Thus, the concept of modernization is described with broader perspective in modern times (Moorjani *et al* 2007). According to Inkeles and Smith (1974) the outstanding marks of the modern man are: his readiness for new experience and his openness to innovation and change. Secondly, his capability of forming or holding opinions over large number of problems and issues that arise not only in immediate environment but also outside of it. Thirdly, he shows more awareness of the diversity of attitude and opinion around him rather than closing himself off in the belief that everyone thinks alike, indeed, just like him. In other words modern man is democratic by nature rather than dogmatic. Fourthly, he is oriented to the present or the future, rather than to the past. Lastly he believes that a man can learn in substantial degree to dominate his environment in order to advance his own purposes and goals, rather than being dominated entirely by the environment. Atlas (1972) viewed modernization as a process by which scientific knowledge is extended and utilized in society with the ultimate

purpose of achieving a satisfactory and qualitative life.

Modernization is the process of transformation of a society from its backward framework to a forward looking, progressive build up. It is usually understood as a process of long range social and cultural change, often regarded as leading to progressive development and evolution of society.

Modernization also involves structural and functional changes in the society and these changes in social structure are related to the changes in the behaviour, beliefs and attitudes of the people of the concerned society. These attitudes form a firm foundation of the personality of the individual. In this changing social environment, various environmental factors have been influencing the attitudes. The concept of attitude has been used to denote the sum total of a man's inclinations and feelings, ideas and thoughts at any specified situation. Environment consists of various types of forces such as, physical, social, political, intellectual, emotional etc, which affect the life, nature and growth, development and behaviours of the individual, resulting in a modernized society (Srivastava and Bhatia, 2004).

Education is the most essential pre-requisite for modernization and only with the help of education, people become aware of their roles in modernizing process of the society. Bhadauria (2003) stated that education has a positive impact upon modernization process among women. The educated youth, urban adolescents (Jindal, 1984; Jayaswal,