**Shot notes:**

1. **Difference between Material and Non-material culture. (2014** **2016)**

**Answer: Material and non-Material Culture:**

**Introduction:** Culture is a very wide term which covers the entire activities, ways of thinking, behaving and many other things ranging from very simple to the most complicated learned behavior and the products of learned behavior. The man made culture can be classified into two main categories in order to analyze the culture i.e. material and non-material cultures.

* 1. **Material Cultures:** Material culture includes all the things that are having physical formed for instance tools, pen, table, radio set, furniture, dams, bridge, building, television set, automobile, book shoes etc. are the examples of material culture. These are the products of human efforts to control their environment and to make the life comfortable and safe. The developed societies are rich in respect of this category of culture due to greater use of science and the technology and in all walks of life as compared to the primitive society. The material culture is not static but it is changeable. Development of science and technology has a great impact on the material culture. The individuals are accepting variety of material culture as time passes and resultantly tremendous changes have occurring in society.
  2. **Non-Material Cultures:** Most often the culture implies the non- material culture. It is some internal things. The non-material culture consists of ideas, language, belief, habits, ritual, virtues, customs, attitude, outlook, feeling and thinking, traditions, attitudes, knowledge etc. These do not have a physical shape. These are very important in determining human behavior and have strong hold on individuals. The non-material part of culture is responsible for enriching the material part. Both material and non-material cultures are interrelated. Like material culture the non- material culture also is changeable. But the rate of its change is less than material culture.

1. **Define cultural lag. (2014)**

**Introduction:** The concept of cultural lag was first introduced by W.F. Ogburn in his book *Social Change* which was published in 1922. Since that date ‘cultural lag’ has been discussed from different angles by sociologists. Thus, MacIver has spoken of technological lag, technological restraint, culture clash and cultural ambivalence.

**Meaning:**

According to this theory, the culture of any society consists of a pattern of interrelated elements. We can easily see that all aspects of a culture will not change at the same rate at the same time. Hence, a change in any one part of the cultural pattern may create strains and disturbances in the other closely related parts. Adjustments between these parts will have to be made eventually to restore harmony. But there will naturally be a time lag before harmony is restored. This is known as cultural lag.

**Innovation of Technology and cultural lag**: According to Ogburn, “technological progress produces rapid changes in the material aspects of our culture, but the non-material aspects fail to adjust or they do so only after an excessive time lag. As a result, many troublesome social problems are created”. For example, automobile was introduced long before we could sufficiently broaden our streets, which were suitable for horse-drawn carriages, and enforce strictly traffic rules in order to avoid motor accidents. There is, thus, a gap between the material aspects of a culture, represented by the automobile, and the non-material aspects, represented by broader streets and appropriate traffic rules. Similarly, when we make a statement that man’s wisdom is lagging behind his power to make weapons of mass destruction, we actually refer to a kind of cultural lag. In this atomic change, such a lag is steadily increasing. “In atomic cultural lag, the leading variable is the maximum area within which, at any given date, people could be killed from a given base. The lagging variable is the ability to prevent this accelerating power from damaging or destroying the kind of civilization which is valued within the accepted frame of values”.

**Non- technical Aspects and Cultural lag:** The above illustrations indicate that cultural lag appears when technological innovations move faster than social innovations. But many instances may be cited in which the leading factor of social change, which leads to cultural lag, has been political or social-psychological. Thus, a country may adopt parliamentary form of democracy as an instrument of political action. But, in the initial stages, this form of government may not be very effective because of the failure of the people to develop habits of thought, attitudes, and temperaments that are so necessary for making the best use of this machinery. The initial failure of democracy in some of the newly independent countries of Asia and Africa is partly due to this reason. We may also think of some striking forms of cultural lag which emerge from the development of non-technological innovations. For instance, the progressive income tax, that is, income tax assessed at a progressive rate, may be regarded as a definite social innovation that is non-technological in character. Since the amounts of money involved are often quite large in the case of some persons, the inducement to find some dishonest method of escaping from part or all of the payment becomes great. The higher the rates of taxation, the greater are the inducement to evasion of taxes.