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Q 1: (a) How sociology will help you to be a successful Media person?

Ans:

Sociology is a branch of social sciences wherein we study the origin, formation, growth and development of human society. It also tell us about the cultural sensitivity, social norms and individual as well as collective behavior of human nature. Working journalists need to interact with common folks and the powerful alike and they need to be culturally sensitive and aware of their red lines while speaking to their respective clients. Journalists need to know how to wade through the flood of these cultural, behavioral sensitivities and reach their goal of finding the truth and sharing it with their readers.

Journalists also need to be fully educated in how to address a particular issue, or particular section of the society and this skill can only be attained through learning the soci-cultural behaviors. For instance if a journalist working in Pashtun society, he/she is bound by some cultural norms and behavior which are expected of him/her to follow.

A journalist has to be very careful and sensitive in structuring his/her statements/quires. As Pakistan is a heterogeneous nation with people from different cultures, races, and religion. It is this dynamic nature of our societies where sociology gives the knowledge and experience to a media person working within it.

Q 1: (b) During the Pandemic.....

Ans: Covid-19 virus is a worldwide phenomenon. So, as an educated individual of my society. I have the following roles, and responsibilities in helping to contain the spread of this virus:

- First and foremost. I need to self-isolate myself as guided by the doctors around the world. Human is a social animal so it goes against my nature to confine myself from all physical and social contact. But this act of self-isolation is required to both prevent harm to myself and to others who may get infected if I were to ignore these guidelines. It is unfortunate that many people still believe in conspiracy theories that this virus is a hoax and there is no need for any self-isolation. It is this mindset that has caused covid-19 to spread through many countries in matter of a few days.
- Secondly, I am obligated as an educated individual to prevent any misinformation or misconception regarding the Covid-19 virus. As many false remedies have surfaced over the weeks since the inception of this virus; promising to cure it.
- Thirdly, I need to educate myself from reliable sources about the symptoms of this virus, and the method through which it can be prevented. This will help not only myself but also those people that come to me or are on social media seeking for answers.
- Last but not least. It is imperative that we keep our heads leveled and not cause panic. Panic is the last thing that we need in the fight against covid-19. These are just a few of our roles as educated members of this society.

Q 2: (a) Highlight any five characteristics of your culture?

Ans: As an individual of the rich and vibrant culture of Pashtun people. I have been raised on the tenants of Pashtunwali. Which can be defined as the way of life, or code of life of the Pashtun people. Some of these values are as follow:

- 1) **Milmastya:** Which is commonly called hospitality. The care of a guest is of the utmost importance for any Pashtun household. It is this care for a guest that has elevated the respect of the Pashtun people in the global community. Guests are provided the best of food and accommodation even by the poorest Pashtun families. Guests are always welcomed and considered by Pashtuns as pride to host them.
- 2) **Jirga:** Which is called arbitration. Pashtuns tribal elders and other influential persons assemble whenever a dispute arises between two Pashtun households, or tribes. An arbitration is held in which both parties present their cases. The Jirga of the arbitration after listening to both parties and getting all the facts straight gives a binding-verdict which both parties have to follow.
- 3) **Wafa:** It can be defined as Loyalty. A true Pashtun will never betray the trust of his family or friends. Even if the world is against that particular individual a true Pashtun will stand firm besides him/her.
- 4) **Nang:** The most central tenet of the Pastunwali or Pashtun culture. Nang is defined as the honor of a Pashtun. A true Pashtun will never dishonor the sanctity of another Pashtun/person's home, or female family members. As it is the ultimate insult to a Pashtun's honor to disrespect his family members or the sanctity inner household.
- 5) **Kheegara:** It can be defined as 'social welfare'. Helping the needy without any prejudice or consideration. For instance during the mourning the aggrieved family is provided with food by the community. Their guests are welcomed, served with food and if they are from the distanced locations, then arrangements are made for overnight stay.

Q 2 (b) Differentiate between a nuclear.....

Ans:

Nuclear family: A nuclear family also known as an elementary or conjugal family is an arrangement in which a single couple along with their dependent children live as the basic social unit.

Joint family: A joint family is an arrangement in which grandparents, uncles, aunties, cousins live together under the same roof and make some financial contribution to the common funds and share the same rules under the household.

My Preference and why: I as an individual have been brought up in an extended family for some part of my life and that has given me enough experience to see the flaws in such a system. Not all members may contribute financially which could make them a burden on the other family members. In nuclear family the roles of each individual member is clear and defined. Whereas in a joint family a member of the family could be a grandparent, parent, uncle, brother, at the same time and so lose his status or role in the family.

That is why I prefer the Nuclear family setup as compared to joint or extended family setup. In a nuclear family every member has a defined role to play. A son cannot play the role of a father and vice versa. Complications can be resolved easily and without problems. Also in a nuclear family the sense of privacy is respected and maintained. In a joint family system one may lose some if not all of his privacy. These are some of my reasons to why I prefer a nuclear family to that of joint family system.

Q 3: Define the following?

Answer:

- 1) **Ethnocentrism:** It is best described by an American sociologist, William G. Sumner as, *'the technical name for the view of things in which one's own group is the center of everything, and all others are scaled and rated with reference to it'*. This is called *ethnocentrism*. This belief of superiority leads to racism against other cultures or societies.
- 2) **Nuclear Family:** : A nuclear family also known as an elementary or conjugal family is an arrangement in which a single couple along with their dependent children live as the basic social unit. Such as single married couples living with their children.
- 3) **Patrilocal:** In sociology patrilocal residence refers to the social phenomenon in which a married couple resides with or next to the husband's household. This pattern is followed by the children of the married couple. Sons will bring their wives into or next to their parent's household. While, daughters will move into their husbands household.
- 4) **Endogamy:** is the practice of marrying within a specific social group, caste, or ethnic group, rejecting those from others as unsuitable for marriage or other close personal relationships. Such practices are most common in religious and tribal societies. The most prominent of which is Hinduism. In which a man or woman cannot marry a person of different caste within the same religion.
- 5) **Sub-culture:** A sub-culture is a reference to a much smaller group of people within a broader society which may create their own traditions, or events different than the parent culture which this group belongs to. For instance Chitralis in Khyber pakhtunkhaw

who constitute few hundred thousands of population but with a different language (kowar), customs and traditions.