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## **Language communications skills and academics achievements of the girls in government schools in Rajasthan**

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### **Abstract**

Language is the human capacity for acquiring and using complex systems of communication, or to describe the set of rules that makes up these systems, or the set of utterances that can be produced from those rules. The man finds solutions to his problems, gets entertainment, acquires knowledge and gets success in his life through the language. He expresses human feelings of happiness and sorrows with his friends and family through the language. He gets education through the language. The language is the only means through which he studies his syllabus and gets success in his educational life. The man in the society needs a language through which he exchanges his views to others. The man in the society needs a language through which he exchanges his vies to other. The society can neither exist no can it develop in absence of language. The language is important for social, political, economic and moral development of a society.

**Keywords:** language, comination, skill, socio-cultural behaviour, expresses human feelings of happiness, development

### **Introduction**

Language is a medium through which humans exchange their thoughts and emotions, but question arises as to whether all the means of exchanging views can be called language. Generally speaking, any such means of communication like facial expressions, hand gestures or body language through which one person can communicate his / her thoughts to another, can be called language.

Language is the human capacity for acquiring and using complex systems of communication, or to describe the set of rules that makes up these systems, or the set of utterances that can be produced from those rules.

Animals communicate through a variety of ways, involving gestures, facial expressions, gaze, vocalisation, olfactory communication, bioluminescence and seismic communication, etc. In some ways, these rudimentary means of communication may be called language. Human language relies entirely on social convention and learning. Its complex structure can afford a much wider range of possible expressions and uses than any known system of animal communication. Language is thought to have originated 1.8 to 2.5 million years ago with the arrival of genus *Homo*, when early hominins started gradually changing their primate communication systems, acquiring the ability to form a theory of other minds and a shared intentionality. In scientific terminology the modern complex language is called the *language proper*, and the precursor of language proper is called proto language, which is believed to be used by pre human species. Arrival of language also coincided the increased brain volume in humans as compared to their hominin ancestors. Human brain has specialised neuro-anatomical structures: Broca's and Wernicke's areas, which are specialised to process language. Even though humans have specialised structures in brain for language processing they still require social interaction in early childhood to acquire language. Through social interactions children start speaking fluently by the time they are three years old. Hence social interactions play as much an important role in learning language as the language centres of the brain. The use of language is an integral part of human culture, apart from its communicative uses, language also has many social and cultural uses, such as signifying group identity, defining social norms, social stratification, as well as for social grooming and entertainment.

Bihari, a "*Reeti Kalin*" Hindi poet, has written as to how a couple in public expresses their emotions to one another through eye contact. Soldiers use various hand gestures in the battlefield to communicate effectively.

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Human language is complex and relies entirely on social convention and learning and hence it's no surprise that human language is as diverse and rich as various cultures around the world. There are estimated to be around 6000 to 7000 languages in the world. Language works within the confines of its society and every society has its own language. Language has no existence outside the society. Humans have their relations with the society, through the language. The words used by an individual has its relation with the society. The symbol of every word is always prevalent in the society. The symbol is obtained by individuals through tradition and the symbols used by their ancestors are used by man in his present time.

### Meaning and Definition

The meaning of the language is to say or to speak. Linguists define language as to whatever can be spoken to communicate. According to Manak Hindi Dictionary "The words used by any particular group of people to express their feelings and thoughts can be called language".

Block and Tregor - "A language is a system of arbitrary vocal symbols by means of which a society-group cooperate."

### Different Kinds of Languages

According to Charles Darwin, the apes are ancestors of human beings. The apes also talk to each other in their own language. It means that language of human beings could have been like the language of apes at a certain age when they used gestures and vocalisations.

Three stages of development of language are accepted - The language of gestures, vocal language and written language. The language of gesture can be said to be the origin of language. Primitive humans might have used a variety of gestures to express, we know this by observing gestures, vocalisations and facial expression used by chimps to communicate. Chimps are our closest relatives in animal kingdom with whom we share 98% of our DNA. It has been observed that chimpanzees intentionally produce manual gestures as well as vocal signals to communicate with humans which suggests that the precursors to human language are present at both the behavioral and neuro-anatomical levels in chimpanzee. A more complex and evolved brain in humans was ultimately the key to development of vocal language in humans.

Humans could overcome many difficulties relating to communication with the help of vocal or oral language. Man used to express his views after being independent. He expresses the minutest feelings along with the feelings of joy and anger. He created the words for friendship and enmity along with development of society. He also created words for happiness and sympathy. The literatures for all known languages for a long time was based on spoken language. For hundreds of years the contents were passed on from one generation to the other through the tradition of spoken language as written language probably had not developed at that time. It was due to this reason that the *vedas* were listened during those periods. In order to remove the difficulties of describing conditions of society, the man felt the necessity of inventing scrip.

### Language as a significant tool for academia

Humans with the help of language have become the most developed amongst all the inhabitants on the earth. The

Language is the backbone of human life. The human life is not possible in absence of language. In absence of language, the man can neither succeed in social life nor can maintain relations with others.

The man finds solutions to his problems, gets entertainment, acquires knowledge and gets success in his life through the language. He expresses human feelings of happiness and sorrows with his friends and family through the language. He gets education through the language. The language is the only means through which he studies his syllabus and gets success in his educational life. The man in the society needs a language through which he exchanges his views to others. The man in the society needs a language through which he exchanges his vies to other. The society can neither exist no can it develop in absence of language. The language is important for social, political, economic and moral development of a society.

The language preserves the activities of man, his customs, traditions, livings, etc. in itself. Man is a social animal and as a result he takes the help of language for communication. The communication skills of man helps to connect himself with family, society, national and international level. The language becomes the means to connect students with teachers in the classroom, friends in the neighbourhood, in acquiring knowledge and in the field of entertainment. The language besides being the foundation of social life inaugurates the religious political and economic conditions in accordance with the passage of periods. The availability of epics of Kautilya's *Arth Shastra*, Chakra's *Ayurveda*, and great works of sages and leaned personalities could not have been possible in absence of the language. From the primitive age of human civilization to the present day knowledge of technology is possible only through the language. We acquire knowledge in respect of education and various other subjects related to literature through language. The language is connected with different aspects of our life. The imagination of expression is not at all possible without language.

### Language and Identification in academics

The language is an important aspect of society. The man gets social behaviour form behaviours based on language. Multiplicity is the speciality of society. The society consists of all types of people high and low, rich and poor, old and young, relatives, men and women, whites and blacks. Every group is identified by its language. The language is used on the basis of theses specialities, such as low class, high class, old class etc. There are variations in words, sentences of different classes of people as per their activities, living condition and wearings, etc. The basis of difference between high and low class is wealth. The rich will converse with poor in disgraceful manner whereas the poor will converse with the rich in respectful manner. There are differences in the language of communication between young and old. SMS has its own lingo and the youth is the mostly to blame for this candid way of texting where they can effectively reduce a sentence to a mere three letters: "I am laughing out loud." to "LOL" etc. Today's environment is highly competitive and younger generation bears the full brunt of it right from high school till probably rest of their life. They face competition since very early stages of their lives, spend a lot more time on the internet than older generation. They are constantly bombarded with loads of information through internet some meaningful others, well, just entertainment.

They feel a raging and a constant urge to share their lives on social networks with friends. They live on a fast track world where an experience is not actually an experience unless it is shared on facebook and its intensity is measured in the no. of comments and likes. As a result from this fast-track and digital lifestyle mixed with cut throat competitive environment, a new form of language is appearing. It's the fundamental nature of language to constantly adapt to the ever-changing environment and has been the main driving force in evolution of language in humans.

Within any society there are marked differences in language between genders. Women are polite and of simple in nature as compared to the men. The language and gender are biological activity of the same society. As most of the societies are patriarch, male dominance can be seen in the language. The woman in society are considered other's property. After marriage, on account of change in the social environment, the changes can be seen in the language of a woman.

### **Communication and Academic Achievements**

The ability to communicate complex thoughts is unique to human species, this ability is what separates humans from other species of earth. The role of communication has been fundamental in human's ability to exchange knowledge and to forms groups, alliances and societies to achieve cooperation on massive scales making humans the dominant and most powerful species in the history of earth. The communication process provides speciality to human behaviour. The communication is called the exchange of thoughts. This communicative capacity exists not only in human society but also in some rudimentary capacity in the society of animals and birds as well. The complex and highly developed human society as we know it, could not have been possible in absence of communication. The proto-language, precursor to language proper, is estimated be 1.8 to 2.5 million years old and assumed to have arrived with arrival of genus *Homo*. And since language is a subset of a Complex Communications System used by humans, these complex communication systems used by modern humans are assumed to have their roots in pre-human species.

Conversations, arguments, listening to radio, watching Television or dreaming can be said to be different sorts of communications.

People love to talk, tell stories and exchange views, they feel a constant urge to which they have no control over. A good example of this can be seen in any noisy class room, in the absence of teacher the class room would be abuzz with noise like a bee hive where every bee is buzzing about something and buzzing to someone. Most of these conversations are not academic nor do they improve efficiency of a students in their subjects. Most of these conversations are small talks, fun conversations: "a useless activity to pass idle time". One might argue that it's a result of increased brain capacity in humans for language and communication, and our brains are hardwired to talk, and we just can't control it.

One might also argue that these seemingly meaningless conversations are a device to fulfil our physical and emotional needs, they also serve to form and reinforce friendships and to join groups which are more aligned to our interests. Therefore communication is inseparable part of our lives and a key factor to the existence of society, which is also based on communication.

### **Communication in academics**

The word "communication" has originated from the *Latin* word '*comunis*', the meaning of which is generally participated information and sending of the said information. We can express this in this manner that, communication is an effort through men participate with one another in thoughts, emotions and mental activities. There are different forms of communications and all forms of expression of views and feelings which fulfil the purpose of mutual cooperation.

Humans develop mutual understanding through communication. The communication is an essential necessity of every society. The development of communication depends on the experiences of society and its inhabitants. The communication is the description of incidents with implied messages in it. As the air is important to human life so is the communication for human beings.

In fact, the communication is more than just exchange of thoughts. This is not stable but full of activities. This is continuous activity on the direction of achieving the desires objectives.

Thus we can say that communication is the activity of exchange of thoughts, information, and knowledge through scripts, symbols and utterances. The sender and receiver both exchange some views and information.

### **Nature of Communication in academics**

The communication is inseparable part of human society. The words and gestures used in different ways by humans are the parts of the communication process. This is the axis of human society. Social life cannot be possible absent communication.

Communication is exchange of information. The sender sends the message to the receiver to mould the thinking and the behaviour of the receiver. In communication, the information and thoughts are exchanged directly and indirectly.

In communication, purposeful and positive experiences, behaviour and necessities are mutually exchanged. The definite goal is implied in it. This helps in cleaning and impressing the behaviour of mankind. The man or the society in whatever forms want to communicate, its nature is shaped or unshaped accordingly and that is according to the nature of listener and speaker. If the communication broadcasts the message in a language worth opposing, its nature becomes contrary.

Finally, the result of all communication is an activity meaning thereby a contact between the sender and the receiver. If there is any change in either of them the other will automatically be changed.

Some psychologist treat human relations by using communication as an instrument to resolve the issues. Its nature has the capacity to bring the people closer or drive them away from each other. The communication process is so complex that it is impossible to limit it in a particular form.

### **Types of Communication**

Depending upon the nature of communication, it is mainly of four kinds:-

1. Communicating
2. Inspiring.
3. Educating
4. Entertaining

**Depending upon the no. of people involved in the process, the communication can be divided in following 4 categories**

1. Intra Personal Communication
2. Inter Personal Communication
3. Group Communication
4. Mass Communication

**Intra Personal Communication:** This is a psychological activity which has always existed in humans. Intra Personal communication occurs when a person talks to himself or herself. Intrapersonal Communication is very important in thinking over the thought before communicating the same. It can be like a failsafe mechanism of the mind.

**Inter Personal Communication:** This is most used and observable type of communication which is directly between two people where, one person has direct contact with the other person. This communication may be formal or informal. This can take place anywhere by uttering words, making facial expressions and using body gestures etc. Since inter personal communication takes place between two persons in front of each other, it is, therefore meant that both persons send and receive messages. This is ideal and effective form of communication. People can express themselves through speaking complemented by appropriate facial expressions to achieve a desired level and intensity of expression. It is one to one communication between two persons and therefore gives each one to access the other and form personal opinions about each other. It's how personal relations are born or broken.

**Group Communication:** Group communication is expanded version of inter-personal communication in which two persons discuss on exchange of their thoughts and interests. People come close each other in groups and they put forth their views before the others. The groups are of different type and their objectives may also be different. The groups which are formed for the sake of dinner, tea party, dance, religion or any other social obligation are definitely different in their objectives as compared to the groups formed for serious objectives such as meetings convened on AIDS Control, eradication of poverty, providing education to all etc.

The groups may be small or large, the communication is essential to take decision based on consensus. Opinions and views are exchanged and enable people accessing other people's opinions and reshape their own with respect to the group. Communication within the group is essential in conforming to the group behaviour.

**Mass Communication:** The mass communication is a different form of communication and messages or information is communicated to a large number of people, the general public, the masses. Hence the name, mass communication.

**Mass Communication differs from Group Communication in following ways**

- a) Group Communication involves a group of people participating willingly and actively, engaging to communicate on some specific topic or to achieve a common objective. On the other hand the masses or the mob are only the recipient of the information sent their

way and they don't have any common objective or specific purpose related to the subject of communicated content. An example of group communication can be a medical conference of Cardiologist gathered to discuss new developments in treatment of clinical Hypertension. An example for mass communication can be a News being broadcasted on TV, Radio, newspapers and magazines.

- b) Mass Communication is mostly one way traffic, from the creators of the content (ex: newspaper, radio, TV, websites) to the consumers of the content, the general public which mostly receives the messages and seldom sends back a reply. Whereas Group Communication involves a continuous to and fro dialogue, the conversation, where Group Members both send and receive messages. There is a continuous exchange of information as compared to information being sent one way in Mass Communication.
- c) Groups are generally very small as compared to the masses or the general public as groups are formed based on some common interest and specific purpose and objective to achieve from engaging in two way communication among the group by its members.
- d) Sending Information to masses always requires a big organisation such as a TV or a Radio Channel, News Publications, Media Networks etc. Groups don't necessarily require big organisation, but organisation do play limited role in facilitating the group formation and managing the proceeding within the group.

**Socio Cultural and Behavioural Patterns**

**The Concept of Culture**

The word culture is related to behaviour. In general speaking terms the word 'culture' is used for nice, interesting, helping and polished behaviour. The word 'culture' has originated from Latin word '*cultura*' which means cultivation or animal rearing. The credit for using the word goes to Taylor, an English Scholar. According to him, the culture is an intricate factor which consists of knowledge, customs, principles, law and habits which are acquired by humans living as a social animal. The word 'culture' is connected with the development of all aspects of human life i.e., physical, mental and spiritual. The Culture is a state of polishing the soul. It is a process to develop inner power in humans. It can briefly be said that the culture shows all the customs of thinking, experience and behaviour obtained from social traditions.

The tradition of culture is older than Vedas. With the idea to make human life cultured and conform to the society, culture is prior to the creation of Vedas. Therefore from the point of view of any country or different aspects of life or human social relations and inspiring ideas are culture.

They all form our culture in which people for hundreds of years using a particular life style in thinking, carrying religious activities and running administration. Our literature and epics also narrates social and cultural backgrounds existing in a particular period.

The culture is related with knowledge. This is main behavior of life of philosophy. This natural condition directing the social development. The culture can be noticed in expressed and unexpressed forms. These customs. Religions, arts, literature and crafts are embedded in the expressed culture whereas unexpressed culture can be

noticed in the values of the expressed culture. The culture is mirror of our past, present and future life.

The culture is name of customs for leading a developing life of a man. The concept of culture keeps on changing from ancient time to present time. Indeed, the culture can be said to be the soul of any civilization which make us realize the virtues of human values.

### Indian Culture and Value System

The culture of any country encircles the high and strong literary traditions, religions, society and the strength of the language. Thinking on this point we find Indian Culture from the point of view of literature, society, religion and language is very rich. In this, on one side if it is exhorted that to work is one's right but without expecting the fruit of the same whereas people should be happy and should not have any disease. In these exhortations the message of global brotherhood is present.

From the point of view of literature, the *vedas*, *upnishads*, *Ramayana*, *Mahabharat*, *Ramcharitmanas*, *Bible*, *Quran* and *Guru Granth Sahib* etc. are our rich and invaluable cultural heritage. In these epics we find spiritual thinking, religious beliefs, moral preaching, social ideals, political ideals, natural beauty and also many analysis of human values in it.

On thinking from the point of view of religion, we find that there is unity in diversity in India as far as Hinduism, Islam, Sikhism, Christianity, Jainism and Buddhism are concerned. There is respect for holy works and saints of all religious seats amongst the people. The preaching of sacrifice, non-violence, patience, realization of others sorrows and the feelings of global brotherhood are found almost in all religions.

If we see from social point of view, we find that the caste system, division of life span in four stages, concepts relating to astrology, dresses, folk songs etc. are the identities of Indian Culture, and the Indians are proud of their culture.

The diversity in languages and cultures are the highest example of Indian Culture. On one hand the words of English, Urdu, Arabic, Pharsi and Italian are enriching our collections on the other hand, the foreign culture is mingling itself in our culture. Foreign eating styles, ant dresses can directly be seen in many cities.

History is witness to the fact that Indian Culture is so vibrant that it managed to survive and retain its core identity despite countless attacks by various sects and foreign invaders from the period of Alexander to Mughal raiders and finally the East India Company, throughout the history, which in turn has also influenced the Indian culture.

Human behavior and conduct are two factors that make an individual understand the human values and are, thus the guiding factors of their lives. Good moral values and strength to guide all human beings offer a long passage of time, have become the symbol of our country.

The relation of cultural values are with the human life and the life is controlled by all those factors which have relations with human environment or society, such as behavior, conduct, objectives, principles, belief, happiness and sorrow etc. The human values are completely based on the environment of the society. Individuals gives importance to those things which give them happiness. Being a social animal, humans establish their existence in the society and cultural values are related with the human and society both.

It can, therefore, be said that Indian Culture is very old, large, deep and vibrant in which the value of religion, wealth, love, freedom from life and death, sacrifice, trust, non-violence, coexistence, nationality, respect for individuals and feeling of global welfare are present. These guiding factors of human values teach the people, global brotherhood and coexistence.

### Behavioural Patterns

Behaviour is the set of actions and mannerisms made by organisms, or systems, in conjunction with their environment, which includes the other systems or organisms around as well as the physical environment. Behaviour of an organisms is a range of responses to various stimuli or inputs, whether internal or external, conscious or subconscious, voluntary or involuntary.

Human behaviour refers to the range of behaviours exhibited by humans and which are influenced by culture, attitudes, emotions, values, and ethics. Thus like all organisms, human behaviour is a limited set of behaviours, although with a complexity unmatched by any other species. In humans, behaviour is believed to be controlled primarily by the endocrine system and the nervous system. It has been observed in nature that complexity in the behaviour of an organism is correlated to the complexity of its nervous system i.e., organisms with more complex nervous systems have a greater capacity to learn new responses and thus adjust their behaviour.

The behaviour of people falls within a range with some behaviour being common, some unusual, some acceptable, and some outside acceptable limits. The acceptability of behaviour is evaluated relative to social norms and regulated by various means of social control.

In sociology, behaviour in general is considered as having no meaning, being not directed at other people, and thus is considered an innate or a basic human action. In sociology, "behaviour" itself means an animal-like activity devoid of social meaning or social context. On the other hand Social Behaviour is a more advanced action, as social behaviour is behaviour specifically directed at other people or the society, hence the name "Social Behaviours". In a sociological hierarchy, social behaviour is followed by social actions, which is directed at other people and is designed to induce a response. Further along this ascending scale are social interaction and social relation. In conclusion, social behaviour is a process of communicating. Human behaviour is studied by the academic disciplines of psychiatry, psychology, social work, sociology, economics, and anthropology.

### Factors affecting human behaviour and actions

Human behaviour is experienced throughout an individual's entire lifetime. It includes the way they act with their environment (other people and natural environment) based on factors such as social norms, core faith, culture and attitude.

Behaviour is impacted by certain traits each individual has. The traits, acquired or genetic in nature or a unique mix of both, vary from person to person and can produce different actions or behaviour from each person under the same environment. For example, in case of identical twins, in most cases twins grow up to unique individuals with different characters, attitude and aspirations towards life. Apart from an identical genetic structure, and appearance

they acquire different character traits and develop different interests as they grow older.

Social norms severely impact behaviour. Humans are expected to follow certain rules in society, which conditions the way people behave. There are certain behaviours that are acceptable or unacceptable in different societies and cultures.

Core faith can be perceived through the religion and philosophy of that individual. It shapes the way a person thinks and this in turn results in different human behaviours. Attitude can be defined as "the degree to which the person has a favourable or unfavourable evaluation of the behaviour in question." Your attitude highly reflects the behaviour you will portray in specific situations. Thus, human behaviour is greatly influenced by the attitudes we use on a daily basis.

### **A Closer look at Factors affecting Human Behaviour and Actions**

#### **Social Norms**

**Social norms** are group-held beliefs about how members of a group should behave in a given context.

Sociologists describe norms as informal understandings that govern society's behaviours, while psychologists recognize smaller group units, like a team or an office, may also endorse norms separate or in addition to cultural or societal expectations. The psychological definition emphasizes social norms' behavioural component, stating norms have two dimensions: how much behaviour is exhibited and how much the group approves of that behaviour.

Norms can be understood as unwritten rule on how society must behave, and what majority of people believe about others and how they should act in a particular social group or culture. The types of groups that affect a person social norm would range from friendships, family members, workplace, and our national state.

Norms work to promote a great deal of social control which refers to societal and political mechanisms that regulate individual and group behaviour in an attempt to gain conformity and compliance to the rules of a given society, state, or social group. Social norms can be enforced formally (e.g., through sanctions) or informally (e.g., through body language and non-verbal communication cues).

Social psychology research has found the level of importance an individual gives to group-controlled resources is directly proportional to the likelihood that he or she is to conform to the group. Social norms also allow a person to assess what behaviours the group deems important to its existence or survival, since they represent a codification of belief; groups generally do not punish members or create norms over actions which they care little about. Norms in every culture create conformity that allows for people to become socialized to the culture in which they live.

#### **Emergence and Transmission of Social Norms**

Groups may adopt norms through a variety of ways. Norms can arise formally, where groups explicitly outline and implement behavioural expectations. Laws or club rules serve as an example of this. However, social norms are

much more likely to develop informally, emerging gradually as a result of repeated use of discretionary stimuli to control behaviour. Not necessarily laws set in writing, informal norms represent generally accepted and widely-sanctioned routines that people follow in everyday life. These informal norms, if broken, may not invite formal legal punishments or sanctions, but instead encourage reprimands or warnings. Groups internalize norms by accepting them as reasonable and proper standards for behaviour within the group. Once firmly established, a norm becomes a part of the group's operational structure and hence more difficult to change. Knowledge about social norms is derived through experience and learned through social interaction. Individuals learn through experience, what behaviours are acceptable or unacceptable by the group in a given context. Knowledge about cultural norms is important for impressions, which is an individual's regulation of their nonverbal behaviour.

#### **Non Conformity to Social Norms**

Behaviours in accordance with social norms are positively reinforced by the group members and non-conformity "deviance from social norms" is negatively reinforced or discouraged by the group. An example of negative reinforcement would be wearing casuals in corporate offices, which is strongly discouraged and considered unprofessional. Any such behaviour not conforming to the social norms of the group is considered a deviant behaviour. At first, group members may increase pressure on a non-conformist, attempting to engage the individual in conversation or explicate why she should follow their behavioural expectations. Especially with new members who perhaps do not know any better, groups may use discretionary stimuli to bring an individual's behaviours back into line. Over time, however, if a member continues to disobey, the group will give up on her as a lost cause; while the group may not necessarily revoke her membership, they may give her only superficial consideration.

#### **Sociology Theory's Treatment of Social Norms**

Sociology theorist Karl Marx and Talcott Parsons had established theories that the both believed that society need norms. According to Marx norms are used to create roles in society, which allows people to function properly in different social class structures.

Parsons on the other hand, believed that structural functionalist affect school, norms that dictate the interactions of in all social encounters. These are some of the reasons why people, believe that social norms are crucial to human behaviour.

#### **Final Word on Social Norms**

Human behaviour has a high degree of adaptability evident by the fact that individual's change their behaviour according to the group they go into, which allows norms to provide an order in society.

Hence it is essential to mention here that social norms are pillars on which the human society stands, and absent social norms the human society will be thrown in to chaos and might even cease to exist returning humans back to the stone ages. Human beings need social norms to guide and direct their behaviour.

### Core Faith & Culture

Another important factor of human behaviour is their “core faith”. This faith can be through religion, philosophy, culture or personal belief and often affects the way a person can behave.

**Religion:** The word *religion* is sometimes used interchangeably with *faith* or *belief system*; however, in the words of Émile Durkheim, religion differs from private belief in that it is “something eminently social”. A global 2012 poll reports that 59% of the world's population is religious, 23% are not religious, and 13% are atheists. It is only natural for religion, which plays such a large role in society, to have an effect on human behaviour. Religious beliefs tend to derive morality, ethics, religious laws or a preferred lifestyle from their ideas about human nature. There are roughly about 4200 religions in the world.

**Morals:** Morals are another factor of core faith that affects the way a person behaves. Emotions connected to morals including shame, pride, and discomfort and these can change the way a person acts. Most importantly, shame and guilt have a large impact on behaviour. The development of modern morality is a process closely tied to the sociocultural evolution of different peoples of humanity. Some evolutionary biologists, particularly socio-biologists, believe that morality is a product of evolutionary forces acting at an individual level and also at the group level through group selection. Some socio-biologists contend that the set of behaviours that constitute morality evolved largely because they provided possible survival and/or reproductive benefits (i.e. increased evolutionary success). Humans consequently evolved “pro-social” emotions, such as feelings of empathy or guilt, in response to these moral behaviours. On this understanding, moralities are sets of self-perpetuating and ideologically-driven behaviours which encourage human cooperation.

**Culture:** Culture can be defined in terms of the ideas and values of a society. However, behaviour analysts define culture as all the conditions, events, and stimuli arranged by other people that regulate human action (Glenn, 1988; Skinner, 1953). Culture regulates an individual's behaviour. A person in an English-speaking culture learns to speak in accord with the verbal practices of the community. People in the community provide reinforcement for a certain way of speaking. In this manner, a person comes to talk like other members of the public and, in doing so, contributes to the perpetuation of the culture. The customs or practices of a culture are therefore maintained through the social conditioning of individual behaviour. Behaviour analysts suggest that the principle of selection (by consequences) also occurs at the cultural level. Cultural practices therefore increase (or decrease) based on consequences produced in the past. A cultural practice of making containers to hold water is an advantage to the group, because it allows for the transportation and storage of water. This practice may include making and using shells, hollow leaves, or fired-clay containers. The cultural form that is selected (e.g., clay jars) is the one that proves most efficient. In other words, the community values those containers that last the longest, hold the most, and so on. For this reason, people manufacture clay pots, and the manufacture of less efficient containers declines.

**Cultural Evolution and Behaviour:** Cultural invention refers to any innovation that is new and found to be useful to a group of people and expressed in their behaviour but which does not exist as a physical object. Cultures are internally affected by both forces encouraging change and forces resisting change. These forces are related to both social structures and natural events, and are involved in the perpetuation of cultural ideas and practices within current structures, which themselves are subject to change. Cultures are externally affected via contact between societies, which may also produce—or inhibit—social shifts and changes in cultural practices. War or competition over resources may impact technological development or social dynamics. Behaviour analysts are interested in cultural evolution, because cultural changes alter the social conditioning of individual behaviour. Analysis of cultural evolution suggests how the social environment is arranged and rearranged to support specific forms of human behaviour.

**Cultural Design and Social Problems:** Behaviour analysts suggest that the solution to many social problems requires a technology of cultural design. B. F. Skinner (1948) addressed this possibility in his utopian book, *Walden Two*. Although this idealistic novel was written some 4 decades ago, contemporary behaviour analysts are conducting small-scale social experiments based on Skinner's ideas (Komar, 1983). For example, behavioural technology has been used to manage environmental pollution, encourage energy conservation, and regulate overpopulation (Glenwick & Jason, 1980)

The beliefs of certain cultures are taught to children from such a young age that they are greatly affected as they grow up. These beliefs are taken into consideration throughout daily life, which leads to people from different cultures acting differently. These differences are able to alter the way different cultures and areas of the world interact and act.

### Attitude

An attitude is an expression of favour or disfavour toward a person, place, thing, or event (the attitude object). Prominent psychologist Gordon Allport once described attitudes “the most distinctive and indispensable concept in contemporary social psychology.”

The effects of attitudes on behaviour represents a significant research enterprise within psychology. Two theoretical approaches have dominated this research: the *theory of reasoned action* and, its theoretical descendant, the *theory of planned behaviour*, both of which are associated with Icek Ajzen. Both of these theories describe the link between attitude and behaviour as a deliberative process, with an individual actively choosing to engage in an attitude-related behaviour.

### Theory of reasoned action

Derived from the social psychology setting, the theory of reasoned action (TRA) was proposed by Ajzen and Fishbein (1975 & 1980) [21, 16]. The components of TRA are three general constructs: behavioural intention (*BI*), attitude (*A*), and subjective norm (*SN*). TRA suggests that a person's behavioural intention depends on the person's attitude about the behaviour and subjective norms ( $BI = A + SN$ ). If a person intends to do a behaviour then it is likely that the person will do it.

*Behavioural intention* measures a person's relative strength of intention to perform a behaviour. *Attitude* consists of beliefs about the consequences of performing the behaviour multiplied by his or her evaluation of these consequences (Fishbein & Ajzen, 1975) [21]. *Subjective norm* is seen as a combination of perceived expectations from relevant individuals or groups along with intentions to comply with these expectations. In other words, "the person's perception that most people who are important to him or her think he should or should not perform the behaviour in question" (Fishbein & Ajzen, 1975) [21].

Simply put: if people evaluate the suggested behaviour as positive (attitude), and if they think their significant others want them to perform the behaviour (subjective norm), this results in a higher intention (motivation) and they are more likely to do so. A high correlation of attitudes and subjective norms to behavioural intention, and subsequently to behaviour, has been confirmed in many studies.

### Theory of planned behaviour

The theory of planned behaviour was proposed by Icek Ajzen in 1985 through his article "From intentions to actions: A theory of planned behaviour." The theory was developed from the theory of reasoned action.

In addition to attitudes and subjective norms (which make the theory of reasoned action), the theory of planned behaviour adds the concept of *perceived behavioural control*

The theory states that attitude toward behaviour, subjective norms, and perceived behavioural control, together shape an individual's behavioural intentions and behaviours. Perceived behavioural control is an individual's perceived ease or difficulty of performing the particular behaviour (Ajzen, 1988). It is assumed that perceived behavioural control is determined by the total set of accessible control beliefs, which is an individual's beliefs about the presence of factors that may facilitate or impede performance of the behaviour (Ajzen, 2001) [18].

### Motivation and Opportunity as Determinants

An alternative model, called MODE for "Motivation and Opportunity as Determinants" was proposed by Russell H. Fazio, which focuses on motivations and opportunities for deliberative attitude-related behaviour to occur. MODE is a Dual process theory that expects deliberative attitude-behaviour linkages - like those modelled by the theory of planned behaviour - only occur when individuals have motivation to reflect upon their own attitudes.

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