Social and Cultural Perspective

Mr. SoponSatornsumritpol

Ramanggala University of Technology Thanyaburi, Thailand

Amidst the social and cultural changes throughout the world which are the consequences of the advancement of technology result in the changes of ways of life in every region of the word. These changes seem to be accepted by people in each society unconsciously.

The current of high-tech civilization era slowly penetrates worldwide, and we gradually adopt it. Borderless communication which spreads in all direction causes the forgetfulness of our own progenitors. It is a pity to see that. Learning to imitate through electronics media can change societies and subcultures completely.

Common problems and impact relating society and culture all over the world can be classified into 4 way. They include:

1. **Administration**

At present, we are in the era that people have longed for the right and freedom. Therefore, many countries face problem in managing or controlling their people for their unity.

2. **Economy**

People's extravagance for their household facilities in their everyday life leads to inflation. These unnecessary desire will lead to excessive demand.

3. **Society**

The current of information transfer in online networks which spread rapidly worldwide can cause people gain information without thoughtful consideration. They just want to show that they are not old-fashioned.

4. **Culture**

The social condition that everybody hustles both in work and everyday life activities will put pressure and distort cultural forms which is so called "the world changes, our lives change". The will cause changes in the seniority system, communication systems, ways of life as well as many other systems. Also generation gaps will obviously be seen.

Thorough overall problem and impacts of social and cultural changes mention above, in the writer's point of view-which can be considered being in the middle of two generations, was brought up in conventional society and has the development in modern society. I would like to introduce ways to the possible solutions, although these may not be able to solve problems in all situations.

1. **Educational management system adjustment**

It has been consideref that education plays am important role in the development of people's life quality all over the world. Education is an essential element in instigating us to be able to think, do and have wide vision. Hence, we have to continuously develop education.

The educational management should emphasice student – centeredness. The most important thing is to raise the learners' mind. In addition, the teaching and learning still focus on offering academic contents or content-based curriculum and gearing the learners to their future careers. Creating "public mind" should be embedded since childhood having parents as their role model.

2. **Creating cultural networks**

Each society has its own cultural strength. Some practice their strict instructional methods. Others apply their democratic methods and they provide opportunities for learners to gain freedom in expressing their opinion. Thus, we can't judge what methods are better. As a result, bulding cultural network might start by gathering with other societies to declarethe individual or uniqueness. For example, the practice of wearing ethnic group costumes to shows uniqueness or unity. Establishing interest groups by setting social

networking groups for easily accessible communication as well as the campaign to speak their dialects instead of using central or official languanges which are forced to use nationwide, for instance.

3. Applying principles of mass psychology

In modern societies, we cannot avoid having "role model' or "idol". So, it is quite common if we take advantages from the imitation of their role models of our children. One way is to promote "idols" who are celebrities in the societies. They can be super stars, singers, businessmen, or sportsmen who have the power to attract the children to imitate their good deeds. However, in using the methods mentioned, we have to create positive motivation such as as giving rewards or certificate to role models or idols as incentive to do good things. We hope that the children will imitate them in the long run.

4. Integrated cooperation and coordination

Social changes didn't happen only once, nor did it come from only on person. Sometimes, they can be underwater waves or big storms which are difficult to stop. Consequently, it is absolutely difficult to change things abruptly. One possible solution is to have public relation among institutions both public and private sectors, especially different fields of mass media who play important roles on all walks of life. Presenting news in positive ways, composing songs; making plays, soap operas and producing movies as well as bringing famous writers to create written works of different forms that are easily accessed can be very important.

Conclusion :

The empowerment of people in our society to be value human resources of our beloved country in order to strengthen and drive our society effectively as those in the westernized or industrialized countries, we need cooperation and supports from every sector – both state policy issuing and supports from private sector as well as individual behavioral adjustment. The advancement of our society comes from the power of local people together not from only one man.