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**UNIT 4****VIOLENCE**

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**4.0 OBJECTIVES**

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The main objective of this unit is to expose the student to a very serious problem existing in the world of today. Life of an individual is threatened by many kinds of violence. In this unit you are expected:

- To understand nature, cause and types of violence
- To discuss how violence affects precious lives
- To search for solution/s to this growing problem

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**4.1 INTRODUCTION**

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It is quite proper that we take some time to sit back and consider our world which is steeped in violence. A casual look at our society will tell us the untold miseries existing and how this violence is perpetuated under various shades. There is cultural violence, religious violence, economic violence, media violence, group violence, sexual violence, political violence and the types of violence could be in exhaustive. Life is being threatened by innumerable kinds of violence and we feel so powerless and helpless at the intensity and the gravity of the matter. Something has gone wrong somewhere. It is the personal and collective responsibility to get on the right track of life and not on the violent one. Violence can only beget violence and not peace.

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**4.2 NATURE OF VIOLENCE**

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The word violence is derived from the Latin word 'violentia' which comes from the root 'vis' which means force. Usually 'violence' denotes great force, excessive or constraint. The first two meanings: force and excessive force are taken from the stand-point of an agent's activity. The third meaning: constraint is taken from that of a passive principle affected adversely by the activity of the agent.

In defining violence we may point out two principles: the constraining and the constrained. The latter, though always passive in relation to the agent inflicting violence, may suffer violence either as an active or as a passive principle.

If it is an active principle, it suffers violence when, by an extrinsic agent, it is forced to act contrary to its own inclination or prevented from acting according to it.

If it is a passive principle (one that requires an external agent to bring it into act), it suffers violence when it is moved to an act opposed to the one to which it is naturally, though passively, inclined or when it is prevented from receiving, from a corresponding natural agent, its proper act to which it has a natural passive inclination.

Violence is firstly the exercise of physical force so as to damage persons or property, but more importantly for our purposes the forcible interference with personal freedom.

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### **4.3 KINDS OF VIOLENCE**

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#### ***Domestic/Family Violence***

Domestic/Family violence is an act carried out with the intention or perceived intention of physically hurting another person. A family is defined as a social group characterized by common residence, economic cooperation, and reproduction. The most common domestic violence is exhibited in wife beating, physical punishment of children, fighting between the siblings, incest, marital rape, family homicide, elder abuse etc. Ever since interest in family violence began in the early 1960s, researchers, clinicians and policy makers have intrigued with the idea that family violence may be transferred from one generation to the next within families. Most of the thinking has taken either a learning theory or social milieu perspective, based on the assumption that adults who themselves were victims of or witnessed violence in their childhood homes are more likely than those without such a background to act violently toward their spouses or children.

#### ***Verbal Violence***

This is a common phenomena present in all most all the cultures of the world. The improper treatment or use of word/s or perversion of meaning or its application is the method used in this form of violence. At the slightest provocation people try to gain dominance over the other party by raising their voice in abusive language. The louder you are able to shout, use abusive and filthy language; victory seems to be at your side. This is also very much seen in the family, at work place, in the market and in private life too.

#### ***Psychological Violence***

This type of violence is the weapon of the strong ones to subdue the weaker ones by causing a type of fear in them. This kind of violence is much more harmful than the physical violence. Black mailing, tarnishing the good name of some one in public, fear of loosing ones name and fame, psychological pressure at work place, fear of family status being lost are some of the psychological violence which takes place in the society. It is an excessive fear of the unknown things to happen and people become psychotic cases due to mental depression and some times go mad due to such fear.

### ***Sexual Violence***

Sexual violence could be defined as exerting force over another person against his/her will and drag him/her into sexual activity. Everyday news paper and TV media brings in scores of examples in this type of violence. All such sexual violence ends up in brutal violence either of physical, mental or both. Women and children are most vulnerable persons in this type of violence.

### ***Gang Violence***

Gang violence is an out come of city culture where the rival groups compete with each other for dominance. The disoriented youth is forced to pledge his allegiance to one or the other Gang without which his survival will be in danger. Unemployment and wrong aspirations of the youth drive them into such gangs from where there seems to be no way out. The Gang provides a sort of safety and security to the individual and he in turn is expected to be faithful to the Gang's principles. Most of the Gangs are engaged in organized crime and they become a problem for the law and order in the land.

### ***Child Abuse/violence***

Children across the world are the most vulnerable lot when it comes to the question of violence. They are so defenseless and fall prey to various types of abuses. The law prohibits child labour under serious consequences. But the number of children forced to work in unfavourable circumstances for eight to twelve hours a day, for a meager remuneration is a sorry state of affairs. Children are forced to be in household works, construction work, agricultural works and worst of it in sexual racket.

### ***Gender Violence/harassment***

Gender violence is type of attitude and force exerted over the weaker section of the society. In a patriarchal society, the male member is said to be the head of the family and responsible for the discipline in the house. This attitude is extended towards all other areas in the society. The women and children are considered to be voiceless in such a society. The gender discrimination, less wage for the same work, stipulated work ethics for women, dress code, total submission to the will of man etc are the kind of gender violence/harassment existing in our society.

### ***Political Violence***

Political violence is the use of force for political ends, outside its normal use in international warfare or in the internal administration of justice. Political violence covers a wide spectrum from stone-throwing at demonstration to revolution and civil war. Violence is conventionally distinguished from force in general as unlawful; thus political violence oversteps the limits placed upon the lawful pursuit of political purpose.

### ***Cultural Violence***

Much of the recent cross-cultural research on human violence has been based on one or the other of two basic models of human aggression. The first model, the drive discharge or catharsis model

suggests that all groups have an innate level of aggression that must be periodically discharged in some way. The second model, the culture pattern model suggests that some societies have a basic set of values and beliefs that emphasize aggression and violence. In these societies, as compared to other societies that lack such an orientation, violence is likely to be found in all or many spheres of activity including interpersonal relationships, family life, child rearing, religious ceremonies, warfare, and games and sports. Taken to its extreme, the culture pattern approach suggests that in some societies violence is a way of life.

### ***Religious Violence***

The initial difficulty in connecting violence to religious ideas and practices is that both these key words seem clear enough to commonsense understandings; everyone knows what they mean, but this clarity is far from simple and varies with almost every category employed. Religion, as far as the common understanding goes, is a way to peace and happiness. How to attach violence to Religion? Violence is firstly the exercise of physical force so as to damage persons or property, but more importantly for our purposes the forcible interference with personal freedom, violent or passionate conduct or language; finally, passion or fury. So we see that the joining together of religious and violence in a single all-embracing phrase involves the need for wide ranging rather than confining definitions. We take religion to involve any beliefs or practices for which there are no pragmatic foundations other than belief although there may be basic historical facts behind some activities. Violence is even more difficult to define because it has to cover both words and actions causing both physical and psychological damage to both people, property, animals and the environment. There are different types of religious violence practiced: extreme fasting, self-mortification, inflicting injuries on ones own body, self-mutilation for religious purposes etc. In the name of different Religion (faith and practice) numbers of conflicting situation/s has/have arisen. Often religion becomes the trump-card at the hands of the politicians/men in power.

### ***Fundamentalism***

Fundamentalism is the type of religious fervour created or carved out by some dominant group/s. These groups are guided by the principle of some fascist mentality. Fundamentalists are eager to protect their religion by means of extreme austerity like self discipline, severe punishment of both physical and mental. The strict moral code exercised by them make religion something unbearable and it simply destroys the peace of mind.

### ***Terrorism***

Terrorism is the paradigm of political violence, but it eludes easy definition. One type of analysis views it as political killing rendered illegitimate, in contrast to tyrannicide, either by the availability of peaceful alternatives or by its targeting innocent citizens rather than responsible politicians. Another type regards terrorism as low-level warfare directed, contrary to the principles of the just war, against harmless civilians, often owing to the terrorists' lack of adequate resources to defeat a military force.

Is terrorism justified? In no way it is justified either because it inevitably involves the death of innocents or because it is in breach of political obligations. Typically terrorists not only appeal to utilitarian considerations but also argue that innocents are unintended victims who suffer no more, and perhaps less, than in conventional war, or that the citizens who are targeted have

collective responsibility as members of the oppressor group. Terrorists also deny the existence of political obligations to a state which is oppressive or which they refuse to recognize.

**Check your progress 1**

**Note:** a) Use the space provided for your answer  
b) Check your answers with those provided at the end of the unit

1. What is violence?

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2. Which type of violence is employed to subdue the weaker ones?

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#### 4.4 CAUSES OF VIOLENCE

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##### *Consumerism*

We live in a world, which is growing very fast with its new technologies and developments. One of the fast growing trends of today's world is consumerism. Consumerism means equating of personal happiness with the purchasing of material possessions. It is one of the most threatening situations of the modern world. Though it was not a new phenomenon it widely spread over the twentieth and twenty first centuries.

Most people in materially developed countries and middle-class people in the developing world live in the consumerist society. It is possibly due to the development of science and technologies through which productive capacities of mankind has improved a lot. The value system has undergone a drastic change. What was considered to be of high value like austerity, simplicity, community living etc. is given way to lavish life styles, self-centeredness and self possessions. Selfishness is the most painful or the vicious out come of this consumerism. The modern consumerist society blindly forgets the other who is in need of some help.

Consumerism is the equating of personal happiness with the purchasing of material possessions and consumption. Consumerism is commonly associated with the western world, it is multi cultural and non geographical and it is seen in most of the main cities of the world. The roots of consumerism is as old as the first civilizations, that the people purchasing goods in excess of their basic needs. Ancient Rome is the best example for it. Consumerism is not a new phenomenon. It has only become wide spread over the 20<sup>th</sup> century. Consumerism is said to be the 'promotion of the consumer's interests' or the theory that an increasing consumption of goods is economically desirable.

How does consumerism affects the society?

Consumerism interferes with the working of society, by replacing the normal common sense desire for an adequate supply of life's necessities, relationships with an artificial ongoing and the money to buy them with little regard for the utility of what is bought. An intended consequence

of this, prompted by those who profit from consumerism, is to accelerate the discarding of the old, either because of lack of durability or a change in fashion. It is often interpreted or understood wrongly that economy would improve if people just bought more things and spent more money on buying things. The money, which has to be, better spend on education, nutrition, housing etc. are spent on products of dubious value and little social return. And as a result many consumers run out of room in their homes to store the things that they buy and build again and again new buildings and store houses. If these stored products were so essential in the first place, why do they need to be stored? Lot of things we possess actually are not necessary for us and rarely we are satisfied with the things that we have, thus we have an unsatisfied society. As some one has aptly said: ' you work in a job you hat, to buy stuff that you don't need, to impress people that you don't like'.

The other extreme consumerism is that Malls have replaced parks, places of worships and community gatherings. People no longer like the trouble even to meet their own immediate neighbours. Most of the gathering have become the part of shopping, people tend to be more comfortable in 'market places' than living in a healthy balanced society. Sadly a society is growing up where people often cannot keep the balance between income and their needs. This imbalance in the expenditure makes the people to depression and gradually leads to suicide.

#### ***Economic costs of Consumerism***

The more consumerism spreads, the weaker is the incentive to manufacture durable and quality products. It is more likely to import cheap and low quality goods which floods the market. By facilitating the sale of whatever is advertised and sold without examination by the purchaser about its quality, origin, environmental degradation will end up in a destruction of productive economy.

#### ***Environmental Costs of Consumerism***

Consumerism causes the wasteful cause of energy and material far above and beyond that needed for every day living at a comfortable level. The best example for the cost of consumerism is the over use of disposable items. It is said that 200 billion cans, bottles and paper cups are thrown away each year in developed world.

The craze after new products and our casual mentality with plastic and such disposable articles adds up the environmental pollution. The amount of carbon dioxide vomited by vehicles alone in a crowded city is unthinkable. The over use of plastics and such items also cause environmental pollution. Burning of the plastics and rubber items are a great threat to the protection of environment.

It is said that consumerism is the major cause for the macro pollution problems, such as global warming, depletion of the ozone layer, generation of huge quantities of highly toxic wastes and acidification of lakes and destruction of forests. Lack of social concern is the major reason for the consumerism and environmental pollution. Without a second thought in the name of industries and development trees are cut down, rivers are polluted and the soil is poisoned. Thus the bio-diversity is being lost.

#### ***Advertisements and Consumerism***

One of the main reasons for consumerism is the over powering of advertisements. Many anti-consumerists believe that a modern consumer society is created through extensive advertising and media influence, rather than arising from people's natural ideas regarding the kinds of things that they need. In other words, anti consumerists believe that consumerism is an artificial creation. Today most of the products are made not according to the need of the consumer but according to the welfare of the companies and the supporting media channels. Actually it is they who decide what people have to buy than what people need to buy.

The basic criticism of advertising is that it leads people to purchase goods that they have no wish to purchase. Very often misleading facts and figures of the goods are advertised in such an enchanting way that the unsuspecting minds are simply trapped by it. The advertisement in TV attracts much more than any other medium of communication. The media has got tremendous influence on all sections of people. It exercises both positive and negative impact in the lives of many. We need to be cautious in the use of media that we will not fall a prey to the advertising companies.

### ***Effects of consumerism***

The imbalance existing between the wealthy and the poor, the haves and have-nots, some living in super abundance and comfort while the majority in utter want of things creates social, cultural, ecological, and personal problems in the society. A revolution of rising expectations is sweeping the world. People live in a want based economy and pro-growth mentality and this deeply affects the world view. Materialism increasingly spreads, human and spiritual values are lost and the result is a moral crisis.

### ***Effects of consumerism on youth and children***

The psychology of the youth in the consumerist world runs like this: 'I can imagine it, therefore I want it. I want it therefore I should have it. Because I need it, I deserve it. Because I deserve it, I will do anything to get it'. Very often the youth is not able to reach the height of their expectation and they are prone to engage in some evil method/s of raising the needed money usually through violent ways.

The present trend of a nuclear family where in the only child is pampered with such a lot of goods, makes the child/children right from the start to develop this consumerist mentality. The kids markets are enormous and there are many products and foods geared towards them. Parents on the one hand find it hard to raise the children in the modern society and children on the other hand, grow increasingly towards consumerism. It is quite natural for the children to get attracted to anything that is colourful and wonderful and out of curiosity they just wish to have it for sometime in their hands not knowing at all, the costs and effects of it. Companies and advertising agencies make use of this tendency in them to the maximum.

### ***Consumerism in India***

Consumerism is a fast growing trend in India and increasingly affects people's life-styles, attitudes and values. A greed-based society is growing so fast in our country. The phenomenon of consumerism began in India about 20 years ago. Consumerism is not simply the consumption of products to answer one's needs. It is a special type of consumption not focusing on the basic needs and utility, but on the aspirations of consumers for a better standard of living and social mobility. According to the prediction of the early 1980s that India would become the next

'consumer market power house' is coming true. Consumerism is deeply rooted and affects most classes. In the last two decades, the demand for TVs, Refrigerators, automobiles and music systems are greatly on the increase.

This consumerist tendency is also an after effect of the prestige and competition prevalent among the people. Consumers are brain washed in to buying all sorts of things that are made in any where in the world. People fall as an easy prey to tempting advertisements and end up in purchasing things which are less useful to them.

### ***Economic exploitation***

Man is defined as 'a rational animal'. The distinguishing mark in him should be the rationality. There is a strong tendency in man to give expression to his animal nature in various spheres of his life. One of such areas is to show of his power and strength in subjecting others to his brute power or economic status. Money and wealth is a big buyer and those who possess it wield a great lot of influence both positive and negative. Economic exploitation makes the poor still poor and the rich further to grow and glow in their plentitude. The unequal distribution of money and wealth leads to an imbalance in the social life and it often ends up a sort of violence. The glaring example is that of the French Revolution.

### ***Unemployment***

The researchers have come to an important factor regarding the cause of violence and that is unemployment. The Youth is a strong force and when they are left with nothing worth to do, no income to sustain the family or themselves, the tendency is all the more greater to engage themselves in kinds of works which could be very anti-social. Unemployment destroys the very dignity of a human being and it simply crushes his ego. He feels unwanted and useless and will definitely search out a way of earning something without paying much attention what the means are. This is how the Youth of the country, the main work-force, is mis-lead and manipulated.

### ***Caste system***

The division of the society based on the colour of your skin (chatur varnya) and each group strictly separated from the other with the specification of works permitted in that group and substantiating this division by giving it a divine origin has invited untold atrocities committed against the lower castes and the less privileged always trying to rise above their miserable existence. Caste system is nothing but a clever manipulation of Aryan race (super race) to gain power and keep every one else their subjects. No divine sanction could ever justify the manipulative nature of the caste system. The poor and illiterate are made to believe that it was their fate to be so. One is forced to remain within their caste and never try to do anything which could better their position. Any type of revolution within this system was contained with great violence and force.

### ***Capitalism***

The law of the jungle: 'survival of the fittest' seems to be the unwritten law in the capitalism. The cut-throat competition, practically in every field of life makes it impossible for the less fortunate ones to fall out of the race. The driving force in capitalism is the money. It is true that the best in human person could be extracted in such an atmosphere. But the fine human qualities like love, compassion, charity etc. seems to be alien terminologies in the capitalistic society. The

attraction of money, power, and influence is so great that people forget to treat the other persons as individuals but as commodities. The use and throw culture of the capitalism is creating such a big rift between the people that there is always a great danger of some violent retaliation.

### ***Gang culture/rivalry***

It has been now established that the Gang culture and rivalries are an out come of the miss-guided Youth in search of some employment. A human being wants to express one self as some one important, useful and wanted. In a society where there is less chance for such a dignified way of life, the Youth is drawn towards Gangs where they find some reason to live for. This is a major problem faced by every developing nation. The large number of youngsters migrating from the village set up to the towns and cities find them less competitive to skilled work and end up in Gangs which provide them with some sense of security and a means to live. The type of job for the Gang is different and different Gangs compete with each other to gain control over the town or the city. It leads to violence and blood shed.

### ***Lack of Education***

The global statistics clearly prove that a great number of the population still remain illiterate. Comparing to the by-gone years, we have improved the facilities for education. But when the majority of the people remain illiterate, the society, nation and the world at large run the risk of easily getting manipulated by the clever but vicious minds. World wide we are aware how the simple flock is made to believe in the wrong ideals and they fight tooth and nail for a cause which itself seems to be based on unfounded grounds. Thus lack of education leads to violence.

### ***Moral laxity***

Moral laws are finest fabric which knits together the different persons in the society into a whole. The moral laws safe guards the inter personal relationship and builds up a better and strong society. Whenever and wherever the moral laws of the land was tampered with and less attention was given to it, respect for life and value of life had dwindled. Laxity in moral standard of life will clearly reflect in the attitude towards life. There are already visible signs of this danger in the way human beings are treated. Human life has become the least valuable things where as the lives of other animals and birds get a better attention. This easy go mentality may lead one to loose one's own conscience or inner voice and would end up in violence and crime against humanity.

### ***Good leadership***

Good and efficient leaders are inevitable for the democratic functioning of the government. The incapable and weaklings are a shame to the nation. The responsibility of the leader is to guide the nation on the right track. But if the leader himself is a flop, then we can only imagine the state of affairs in the land. Lack of good leadership will end up utter chaos and confusion and wicked and criminals will have a field day in such a set up. A free-for-all will be the out come of such a rule. This is a conducive atmosphere for the anti-social elements to thrive. The end effect will be violence and anarchy.

### ***Poor planning and deep corruption***

Corruption is a global phenomena! We seem to take shelter under this caption and hardly move our little finger to do anything against it. Money seems to be the sole agent which moves things

forward. The corruption has become so deep rooted that we are forced to be part of this corrupt system. To stand for truth, to be genuine in this world seems to be a Herculean task. The system gets so corrupted that people resort to violence and killing to get the target achieved. The corruption gets an added ground due to the poor planning. The unequal distribution of land and property and opportunities will ultimately lead to a kind of violent revolution.

### ***Media***

Is the Media a 'Boon or a Bane'? There had been a lot of debate over this point. It is both. The media has an important role to play in the field of information. The entire world has become a global village through the power of the media. Anything that happens in the remotest corner of the world is instantly transmitted into the channel and telecasted over all the world. The promptness and audacity of the correspondents and TV crew are commendable. They have exposed to the nations the crimes and scandals that are in the higher ups which otherwise would not have seen the light of the day. The media has such a power to create opinion.

On the other hand media can vitiate the information and keep of pumping in wrong and false news and reports regarding the various events that are happening in and around the world. There a lot of truth why the governments are very keen on putting a curb on the media. The constant tug-of-war between the Media and the government/s is due to this aspect of its influence in creating an opinion for or against the government. When the media fails to do its duty, then it is a bane.

The Media influences the rich and the poor, young and old in every day life. It has a tremendous role to play in building up a strong society. It can promote and demote the good value system. It can instigate and subdue the revolution and anti-social activities. It will depend on what stand the media takes with regard to a particular event. When the media is biased and fails to render correct information, then it becomes a means of oppression at the hands of the powerful. This may lead to a violent response.

### ***Frustration***

Frustration is a mental state where in you feel totally disappointed with the entire system, administration, persons, situations, job and life itself. The factors that lead to this state of life are many. This is common factor found among the Youth who though posses the best of qualification/s is/are not able to get a job. The long waiting for a suitable and satisfactory job drives the youngsters to various other bad habits. Their retaliation is given vent to violent methods of destruction and anti-social activity. They become an easy prey to the underground organizations which engage in destabilizing the society.

### ***Family Break-up***

Family is smallest and important cell where the future citizens are carved out. The best and first education into human value system is taught in the families. What a child sees and learns in the early part of his life, remains with him till his last breath. This clearly shows what an important role the family has in the life of an individual.

The malady of the modern society is the family break up on flimsy grounds. When the family stability and integrity is lost, at stake, the children will be the worst victims of such a set up.

They are defenseless and most vulnerable in such a broken family. It is most probable that they develop a negative attitude towards life which is very difficult to change or correct in the later years. The constant fight and violence in the family to which they are a mute witness in the younger days will show up when they grow up and resort to such violence without any remorse conscience. Thus the family break-up is a serious matter in the up-bringing of the children.

### ***Peer group pressure***

The adolescent age/period of a child is a very difficult one. He/she is looking for some role models in life and wants to establish that he/she is some one of importance or worth. This is the age in which the group or peer group pressure plays a great deal of importance in their life. They are at times forced to prove their femininity or masculinity in performing daring adventures or doing some acts which, left alone, they would never think of undertaking. Such peer group pressure may lead one to violent acts of ant-social activity.

### ***Lack of tolerance***

Modern man has become too conscious of time and along with that he has lost control of himself. He has become a bundle of impatience and intolerance. Modern man becomes easily nervous at the slightest mishap or a little failure on the part of his colleagues or companions. The culture of "time is money" drives him almost mad and lands him in a state of innumerable illness of both mind and body. He gets easily worked up for a silly reason and spoils his day and whole health on account of that. This lack of tolerance makes him often violent in his behavior and makes him most unpopular among his companions and friends and thus a misfit in the society. It is then no surprise that he soon or later becomes a volley of violent behavior.

### ***False Propaganda***

It is the survival tactics of the men in authority and power. The false propaganda is an easy means to instigate people against a particular community or group. This is a crude and most unethical means of inciting the gullible people into violence. The mob frenzy cannot be contained and the harm committed often goes unpunished. This is the precise reason why men in authority resort to this method because they go scot-free. Thus the false propaganda adds more woes to the already existing situation.

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## **4.5 PROPOSALS TO OVERCOME VIOLENCE**

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Some of the suggestions to overcome the Violence could be the following:

**Stable family set up:** The family is the cradle of good citizens. If this bond could be strengthened and good up-bringing of the children ensured, a lot of further violence could be removed or contained in the society.

### ***Value based Education:***

The job oriented education policy need to be changed into value based education. Basic human values are to be given priority and that will ensure a better society which will be concerned for the welfare of every one.

### ***Pro-life movement and respect for life:***

Promoting the pro-life movement culture and respecting life will create a new awareness in the mind of people. This would mean to prevent any kind of aberration that would endanger the life of the unborn.

**A stable Government:**

A good government which will look after the welfare of the people can reduce the unnecessary violence taking place. Law breakers should be dealt with severe punishment irrespective of what position they hold. Only that will ensure that every one is equal before the law of the land.

**Religious and cultural Tolerance:**

We live in a multicultural and multi-religious context. A cross cultural and religious knowledge will enhance our appreciation for the other group who are also striving on the way of perfection and salvation. Every culture and each religion has its uniqueness and learning from different cultures and religions in the world will help people to live in a better harmony and avoid unnecessary fight and violence.

**Ahimsa- a way of life:**

Indian contribution to the world, largely indebted to Mahatma Gandhi, for a peaceful existence is the principle of Ahimsa. It is a deep rooted love for life in every form. Ahimsa (non-injury) extends itself to Ahimsa in thought, Ahimsa in word and Ahimsa in deed. That means the entire life becomes a total love and no violence.

**Check your progress II**

- Note:** a) Use the space provided for your answer  
b) Check your answers with those provided at the end of the unit

1. How do youth and children become the victims of consumerism?

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.....2.What are the suggestions to overcome violence?

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**4.6 LET US SUM UP**

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This unit on Violence has exposed us to the stark reality of beautiful world getting destroyed under the constant threat of various types of violence on the global level. It is a small attempt to make us aware of the need to work out a method where by we will turn up ourselves as promoters of life and not simply destroyers of this beautiful gift of life. We need to learn the value of life and teach others and the next generations to come how to respect each and every life.

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**4.7 KEY WORDS**

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**Violentia:** It is a Latin word which has its root in 'Vis' meaning force.

**Consumerism:** It is a tendency to purchase more and more though you may not require it.

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#### 4.8 FURTHER READINGS AND REFERENCES

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#### 4.9 ANSWERS TO CHECK YOUR PROGRESS

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##### Check Your Progress I

1. The word violence is derived from the Latin word 'violentia' which comes from the root 'vis' which means force. Usually 'violence' denotes great force, excessive or constraint. The first two meanings : force and excessive force are taken from the stand-point of an agents's activity. The third meaning : constraint is taken from that of a passive principle affected adversely by the activity of the agent.
2. Psychological violence is the weapon of the strong ones to subdue the weaker ones by causing a type of fear in them. This kind of violence is much more harmful than the physical violence. Black mailing, tarnishing the good name of some one in public, fear of loosing ones name and fame, psychological pressure at work place, fear of family status being lost are some of the psychological violence which takes place in the society. It is an excessive fear of the unknown things to happen and people become psychotic cases due to mental depression and some times go mad due to such fear.

##### Check Your Progress II

1. The psychology of the youth in the consumerist world runs like this: ' I can imagine it, therefore I want it. I want it therefore I should have it. Because I need it, I deserve it. Because I deserve it, I will do anything to get it'. Very often the youth is not able to reach the height of their expectation and they are prone to engage in some evil method/s of raising the needed money usually through violent ways. The present trend of a nuclear family where in the only

child is pampered with such a lot of goods, makes the child/children right from the start to develop this consumerist mentality. The kids markets are enormous and there are many products and foods geared towards them. Parents are on the one hand find it hard to raise the children in the modern society and children on the other had grow increasingly towards consumerism. It is quite natural for the children to get attracted to anything that is colourful and wonderful and out of curiosity they just wish to have it for sometime in their hands not knowing at all, the costs and effects of it. Companies and advertising agencies make use of this tendency in them to the maximum.

2. Value based Education, Pro-life movement and respect for life, A stable Government, Religious and cultural Tolerance, and Ahimsa- as a way of life

