

THE HUMAN IN THE "WEB" OF THE SOCIAL CONTROL

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ABSTRACT: THE SOCIAL CONTROL ACCOMPANIES THE ENTIRE LIFE CYCLE OF MAN. THE ORGANIZATION OF SOCIAL PROCESS AND THE CONSTRUCTION OF SOCIETY ARE POSSIBLE THANKS TO THE DIFFERENT TYPES OF SOCIAL CONTROL PRESENTED IN THIS ARTICLE. THE SOCIAL SYSTEM IS IMPOSSIBLE WITHOUT UNIVERSAL STANDARDS, IMPLEMENTATION OF WHICH PEOPLE REPRESENT THEIR SOCIALIZATION. THROUGH SOCIAL CONTROL ARE FORCED TO ADHERE TO A CERTAIN LINE OF SOCIAL BEHAVIOR.

KEY WORDS: CONTROL, SOCIAL CONTROL, SOCIAL ORGANIZATION, TYPES OF CONTROLS, INTROJECTION, TRADITIONS, CUSTOMS, MORAL NORMS

THE word "control" accompanies the entire life cycle of man. Obviously, that control us "stalking" anywhere. State as the largest social organization set up specialized institutions that watch for order in society. "Control - this is a process that ensures attainment of the objectives of the organization... Internal control is necessary for any organization and without it it can not function... .One of the important features of control consists in the fact that it must be comprehensive... No part or subsystem of the organization should not be out of reach control [2]."

IN different scientific sources social control is typing in a different way and from a different starting point. For example, in terms of social organization according to ANGEL ANGELOV main controls are: preliminary, current, final [2]:

1. *The preliminary control* - essential tool for its implementation is the creation and observance of certain rules, procedures and policy.

2. *The current control* – is carried out directly in the course of activities of the organization coincides with the implementation of the activities themselves, based on measurement of actual results in the implementation of activities.

3. *Final control* – in carrying out the current control using feedback in the course of ongoing work.

NORBERT ELIAS [6, p.180] considering the problem of social control in his monograph "What is sociology?" he wrote: "Towards universal characteristics of the society fall triad of the main types of control. The level of development of a society can be defined:

1. According to this, how are his plans beyond human control dependencies, ie on what we commonly referred to as "natural events";

2. Depending on how are big its plans to control interpersonal relationships, ie on what we commonly referred to as "social relationships";

3. Depending on how large is the control of each of its members on yourself as an individual, which - as it is dependent on others - more or less will be controlled. "

FURTHERMORE, in justifying their theses N. Elias notes that in its development and operation of a certain level of development of the three types of control are interdependent. For the first two types of control he believes that in the course of development of society the chances of control, regardless of the many twists and turns - gradually increasing: For example, in the modern development of human societies chances to control extra-human, natural dependencies continuously growing faster than the chances of control on human social relationships.

CONSIDERING the differences of the three types of control Elias [6, p.166] states, that the "first type of control that corresponds to what is commonly called technological development, the second - on what is often referred to as the development of social organization... differentiation and integration of public associations is an example of the expansion of this type of control. An example of the third type of control is the civilization process. It occupies a special place, since the first two types of control directions of development may slightly simplistic to characterize as an extension or increase in control. "

IN "Invitation to Sociology" PETER BERGER [3, p.74] develop their views on the different types of social control starting from their own understanding that "the means of social control vary significantly from one situation to another." He gives the following classification of types of social control:

1. **Physical control** [6, p.74] – the oldest means of social control is physical violence. In primitive societies, it is still the most important thing. "And even in refined existing societies of modern democracy last argument is the violence. None modern state can not exist without police and without the equivalent of armed power. "In countries with humanitarian ideologies instrumentite violence are dismantled and used with caution. In any current society, violence is used sparingly and only as a last resort. "It should be particularly emphasized that almost all people living in social situations in which, if any of the other means of coercion does not work, violence can be applied to them formally and legally [6, p.75]."

2. **Political and legal control** – system of control one has to live in society [6, p.75].

3. **Economic control** – according to Berger [6, p.76] "малко средства за принуда са толкова ефективни колкото заплахите по отношение на средствата за живот или за печалба." "Less coercive measures are as effective as those to subsistence or for profit." Such control realized employers to workers. Universities and church use economic sanctions to protect their staff from involvement in deviant behavior.

4. **Invisible forms of control** - These are the mechanisms of disgrace, persuasion, ridicule and gossip. They appear in compact groups where members well know and feel a sense of attachment. All these social phenomena are a powerful tool for social control in any kind of primary groups.

4.1. Many societies use **the ridicule** as one of the main mechanisms for control over children – the child adapts not from fear of punishment, but to not laugh at him.

4.2. **"The gossip** as hardly needs to be explained is particularly effective in small communities where most people spend their lives with a high level of social visibility and podnazornost by neighbors. In such communities gossip is one of the original channels

aftertaste communication, which is essential for the maintenance of the social fabric [6, p.78].”

4.3. Shame and ostracism - are one of the most devastating means of control by which human society has. "These are the favorite controls in groups opposed in principle to the use of violence [6, p.78].”

5. Control based on morality, custom and etiquette - Only urgent / from the viewpoint authorities / aspects of this system are backed by legal sanctions. "However, this does not mean that a person can simply decide to be amoral, eccentric or alien to good manners - that person remains unaccepted and without a chance to be accepted in the groups that respect that considered them good manners [6, p.79].”

6. Informal control - it levied by relatives, colleagues, partners and friends.

6.1. Professional control - "Any professional role in society, even the most humble work, brings a code of conduct [6, p.81].”

6.2. Control in the private life – "This is the circle in which the individual performs its most important social connections. Disapproval, loss of career, ridicule or contempt in this intimate group has much more tangible psychological weight than the same reactions occurring elsewhere [6, p.82].”

7. Control in the intimate sphere – It is especially powerful because of the very factors involved in its construction of individual biography. "She chooses her husband and best friend in an act of essential sebeopredelyane.

P. BERGER notes that one of the aspects of all forms of social control is a fraud. He writes: "Opportunities for untruthfulness are present in all forms of social control [6, p.78].”

RESEARCHING the ideology of advanced industrial society **HERBERT MARCUSE** [8, p.27] writes that dominant forms of social control in this society "are technological in a new sense ... in the most advanced areas of this civilization social control has introektiral to the point where each individual protest is affected even in its roots. The intellectual and emotional refusal "to express consent" becomes neurotic and impotent. "He further explains the term" introjection ". According to him, she suggests "a variety of relatively spontaneous processes by which one I /ego/ transfers "external" to "internal". Thus introjection means substantially to the inner dimension, different from and even antagonistic to the external social needs - an individual consciousness and an individual unconscious suffering from public opinion and behavior [8, p.28].”

SOUNDS strange, but H. Marcuse writes: "Political freedom would mean the release of individuals from politics over which they have no effective control [8, p.21].”

LOOKING at social control in terms of the functioning of social organizations **SAVA JONEV** [5, p.334-335] makes one a more general classification consisting of three types: direct control, bureaucratic control and control conditions. According to him direct control intrusive. It is implemented through direct supervision, orders, interference from a position of power. Bureaucratic control is more indirect and less intrusive. It is remote and is implemented through roles, specialization, standardization rules, hierarchical bonds, etc. Control over the conditions is more indirect. It focuses on cognitive grounds of decisions in individuals and is completely unobtrusive. Its advantage over other forms of control is that the decision to rely on their own criteria of individuals absorbed by habits, socialization, training and routine.

IN the "Encyclopedic Dictionary of Sociology" noted that social control is manifested multilateral especially as:

Government control – monitoring compliance with laws and regulations; for this purpose, creating a multitude of institutions with huge apparatus - prosecution, court, police, etc.

Organizational /an inter/ control - as a rule in any organization and in general, institution building and rule enforcement authorities for proper functioning according to its proper functioning, purpose and established approaches and standards of work;

THE social control can be more: pre - and post [7, p.212] .

THE presented controls noticeably present in the everyday life of man and put him in a continuous implementation of the norms that surround a person from the moment of his birth to his death. Most types of controls are the same for a man, regardless of life and professional position, which is - it is the control of traditional /conventional control/ prejudices control in family, community control, state control, and so on. Person in your daily life is "caught in the web" of types of controls and to realize its activities to meet their needs is required to comply with this "web".

Of the arguments put forward in the first chapter on the social control can be drawn the
FOLLOWING CONCLUSIONS AND GENERALIZATIONS:

- ⇒ Social control accompanies the entire life cycle of man;
- ⇒ Organization of social process and the construction of society are possible thanks to social control; social system is impossible without universal standards, implementation of which people represent their socialization;
- ⇒ Through the social control are forced to adhere to a certain line of social behavior;
- ⇒ The social control is the process by which, through the imposition of sanctions deviant behavior is terminated and retain social stability in society;
- ⇒ The social control should be seen as applying various forms of power; risk person through the various forms of social control "to dispense justice" of their fellows as ever threaten each including a free society;
- ⇒ The sanctions of social control can have both external dimensions - such as the system of sanctions imposed on individuals and social groups from institutions and internal – checks system arising through the adherence to established values, manners and respect for the rules governing the behavior of the individual in society; sanction act of coercion, which "transgressor" against the public order are brought into normativity;
- ⇒ All kinds of social control, including gossip, noticeably present in the daily life of the man and put him in a continuous implementation of the norms that surround a person from the moment of his birth to his death;

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