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## **FROM SOCIALIZATION TO INDIVIDUALITY IN THE MODERNIZATION PROCESS**

Abstract: Although modernity started as a Western process, it influenced the other parts of the world. Modern societies faces the problem of individual human beings' alienation to their self, society and the nature. Today people is being transformed from sociality into individuality, and then into a simple imaginary image, which forces him/her to destroy his connection with physical, emotional, psychological and social dimensions. Individuality is the state or quality of being an individual; particularly of being a person separate from other people and possessing their own needs or goals, rights and responsibilities. From the 17<sup>th</sup> century on, individual indicates separateness, as in individualism. Being a modern country means taking the problems of modernity as well as its positive results. Modernity has brought to individuals some drastic results as well. Today people live in a very risky environment, they do not feel themselves secure, they are more narcissistic, they are more isolated, their relations are very temporary and artificial, they are alienated to themselves, to each other and to their environment.

Key Words: Sociality, individuality, modernization, narcissism.

### **INTRODUCTION**

While modernism and enlightenment stating to the individual that he/she should be in continuous development process, modernism and enlightenment also expresses the existence of the individual and the person is not passive. The peculiarities of the traditional period based on certainty, reliability and community have also been left behind by the transition to the modern stage. These values were replaced by factors such as uncertainty, risk, and individuality. Individuals who can control themselves in the sense of identity of the modern period, take responsibility and have declared their independence have come

to the forefront. Along with the modernization, the conception of unique individualism has been adopted and the individualization has become inevitable (Yavuz & Zavalsız, 2015: 137).

As human being, man needs to socialize unlikely the other creatures in nature. This need of socialization has led individuals to live together within certain rules. The society, in which the person grows, affects the emotions, thoughts, attitudes and behaviors of the individual (Hofstede, 2001).

### CONCEPTUAL FRAMEWORK OF THE STUDY

Modernity: Being an individual or being individualized?

Although modernity started as a Western process, it influenced the other parts of the world. Giddens describes the concept of modernity as “a new situation that started in Western Europe in the 17<sup>th</sup> century and spread all over the world, emerging in life and organization “and Giddens describes the modernity is an evolving situation in the process. Modernism: It is a cultural world that includes trends such as "secularization", "rationalization", "standardization", "profanation" and "individualization". Renaissance, Reform, French Revolution, Industrial Revolution and Scientific Revolution are mostly developments that contribute to the modern period (Giddens, 2012).

Being an individual is an important value that modernity offers to the people. However, although this individuality is presented to the person offers nominally richness, the identity is created on this value has always been given and imposed to the individual except a superior identity, his/her own will and existence. This leads to the process of degeneration and seriously laceration. In addition, it also causes people to disappear in the dark corridors of their individualization processes. The illusion of "being an individual" offered by modernity to human seems to be effective in consciously choosing one's own lifestyle, beliefs and values. According to Sennett, public life in cities has suffered from erosions. According to him, in the old days, people had the opportunity to realize their personal development in the public spaces of the city where they met intensely with other people in the society, they were now deprived of such an opportunity in modern metropolises. Instead of discussing the important issues of life, social issues with other people, modern human is drawn into his/her own private space, where meaningless entertainment, gossip of the

celebrities, an effort to envy and try to be like them (Özkan, 2012:49).

Modernity and modern life met with critique starting from the last quarter of the nineteenth century and continuing to the present through countless texts including classical theoretical writings, images, cultural objects, architectural practices, works of art, literary works, scientific and unscientific articles, reviews, movies, letters, lectures, etc. In other words, the general domain of all these texts has produced a 'discourse' that says that the conditions of modern life and of the metropolis/megalopolis return to the modern individual as negative dialectics between 'the subject and the object', 'the self and the other', 'freedom and security', 'standardization and individualization' and 'individual and social'. And lastly, one may identify the characteristics of a discourse of a 'modern' culture in a single utterance. 'modern individual is unhappy/traumatic' (Talu, 2010, 170).

Individual is defined as "the only entity that cannot be divided without losing its unique qualities, the person" in dictionary of Turkish Language Association (<http://tdk.gov.tr>). The concept of individuality derived from the word individual has entered our lives with modernism and this concept is a modern thought. This modern thought is the imposition of the understanding of liberalism on the individual (Kahveci & Sever, 2016).

In individual societies, the person belongs to many groups: family, colleagues, clubmates, etc. The individual tries to realize his own goals in this intra-group relationship (Darwish & Huber, 2003). According to Beck (1992), the institutions affect the way of person's life. The individual, who has freedom, becomes actually dependent on the labor market, education, consumption, welfare state, regulations, traffic planning, fashion and opportunities in medicine, psychological and pedagogical counseling and care. Collectivism can be defined as the feeling of belonging to the group of the individual. In addition, when the individual is describing himself/herself, this situation is closely related to collectivist understanding by using of the concept of "us" instead of "I". In societies with a collectivist understanding, the individual is closely connected with the members of the group he/she belongs to and there is a high understanding of harmony among these individuals (İpek, 2009).

The individualism and collectivism has been used to depict,

explain, and predict differences in attitudes, values, behaviors, communication, and socialization (Oyserman, Cuon & Kimmelmeir, 2002). Attributes related to individualism are independence, autonomy, self-reliance, uniqueness, achievement orientation, and competition. Individualists are described as having control over and taking responsibility for their actions. Collectivism, in turn, is associated with a sense of duty toward one's group, interdependence with others, a desire for social harmony, and conformity with group norms (Green et al., 2005; cited Cerit, 20104: 55).

Erich Fromm is one of researchers who has carried out the evaluations about estrangement. Fromm states that capitalism frees man from his/her traditional ties, contributes to freedom, enables to development of an active, critical self, but makes the individual very lonely and isolated, filling him/her with a feeling of insignificance and weakness (Fromm, 1995). Considering the factors such as consumption frenzy, immobility brought by city life, developing technology and negative effects; these factors leave our body alone with some unreal results other than our desire, rights and normal norms (Doğan, 2010). Today, one of the biggest problems of people today is "not feeling". People dream of more vivid experiences, seek the ways to bring the lifeless body back to life, and try to revive exhausted desires. According to Lasch (2006), deep-rooted and long-lasting friendships, love, relationships and marriages have become gradually inaccessible in today's private life. society based on consumerism and colorless, shallow culture.

#### CONCLUSION

The modernization process has contributed to the liberation of the individual. However, displacement processes have changed the whole traditional social order, and instead, the concepts, understandings, processes and objects that correspond to the real spiritual needs of person could not be replaced and people begin to perceive themselves in a more lost situation in the universe. The modern world has brought risks, anxieties and diseases, which can sometimes be much heavier than the risks, anxieties and diseases (Özkan, 2012). According to Michel Foucault's (1926-1984), modern individual meant the notion that takes central part in fundamental theoretical argument. In the Foucauldian sense, discourse means an identifiable group of statements that is comprised of all utterances, actions, practices and

texts which have meaning and which have some effect in the real world that consider the ‘modern individual as standardized, individualized, alienated, homeless, etc.’ Oishi, Diemer, Such & Lucas (1999) found that Turkey was the third most collectivistic after China and Nigeria in 39 countries. In a 10- country study conducted by Aycan ve Kanungo (2000), it is founded that Turkish culture is the second most collectivistic country. Based on the results of these studies, it can be said that Turkey has high collectivism (cited Cerit, 20104: 56). According to Aşkaroğlu (2017: 72), in today’s postmodern world, which rests upon simulacrum and visuality, the individual comes to the fore, and, at the same time, becomes an insignificant object of the global market where everything is converted into profitable objects.. According to the results of the research conducted by Doğar (2018: 304), results confirm presence of cultural convergence between Turkish culture and with Western culture. However, the convergence is one way, as the Turkish culture converging to Western. Reflection of that result to individualism-collectivism dimension is, the Turkish culture is evolving to individualistic culture and a less collectivist Turkish culture is arising. As a result of physical distances losing their importance with increasing technological advances, in the process of modernization, the individual has gone out of the limited space he/she lived in and the person has moved away from his traditional life. The individual also started to show herself/himself as an individual and not with the group to which he/she belongs to.

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