Analysis of the Replacement of Traditional Industrial Life on Life (With Emphasis on Mazandaran Province)

Seyed Morteza Tabatabaei
Department of Geography of Urban Planning,
Yadegar Imam Khomeini, Islamic Azad University,
Tehran, Iran

Ali Asghar Esmaeilpour-Roshan
Department of Geography of Urban Planning,
Yadegar Imam Khomeini, Islamic Azad University,
Tehran, Iran

ABSTRACT

Technology and techniques to retool always had an important role in the development of human life. Sometimes changes in technology, human life is so impressed that some philosophers and sociologists are classified based on human histories that have produced tools. But the current technological revolution two centuries ago has created deep changes in the world. During industrialization, urbanization, increased production, expansion or communications equipment etc. The only external effects of the industrial revolution are apparent phenomena. Family life, religious life, literature, art, political attitudes, etc., are all deeply and quickly in a short time has been changed and is still a technological revolution continues to transform the rural society, the ancient traditional cultures break Down of economic, social and political opening for the country. On the other hand the media on the private life and family centers we have been dominant and soon also robust system of satellites, which will surround the earth in the form of an extensive network of telecommunications, not only allows us to immediate contact with the rest of the earth, but also can provide us different information. The technology revolution will not end anytime soon and the rest of it is inevitable.

In this paper we shall try to be paid to the impact and how to replace the traditional industrial life, and human life modern industrial life review.

Keywords

Technology and techniques, Technological change, Industrialization, Urbanization, Culture and traditions.

1. INTRODUCTION

The world in which environmentalists it is "too much pressure and fall" called (1). Features and specs change from national to global environmental problems, from centralized to distributed, the short-term to long-term and low complexity to high complexity (2) requires that the public be given participation. On the other hand if the technology solves a lot of problems, also brings new problems that they need expertise to solve complex and more expensive. These problems have plagued the world in the first place. The continuous decline in the quality of daily life in the developing world (1) major cities in Iran, such as Esfahan many challenges including population density, housing, establishment of large-scale industry, major manufacturing and distribution units, air pollution and poor environmental conditions, lack of facilities for collection and treatment of waste and traffic are facing the

problem of the need to review the policy management of cities socioeconomic groups. Much of the money, resources and human energy and creativity today to fix problems that have created their own hands. Way out of the complex and interdependent problems that some have likened it to the extreme change in mindset and practice. Changes made to officials, planners, city managers and citizens are necessary.

The use of technology in the life and influence of technology on the lives of various periods, which can be divided into three categories: agricultural, industrial and post-industrial has been divided. In all periods of human life, a human being is to achieve perfection in search of knowledge. Of this technology in all areas of science and knowledge arose that human life is flourishing in the fields of economic, cultural, political, social and even religious art. (3) Looking at the present technology, in the realm of personal life and reflect on the positive and negative effects of technology in this field, will be a growing trend of human life how he felt. With technology products that are imported every day consumer market, as well as to bring new cultural and man as a consumer, to the production of material and spiritual technology, it accepts, and knows his dependent. Dependence that has sometimes led to the trampling of human values.

Some thinkers such as Herbert Marcuse, his general theory of this technology domination states that all industrial societies due to their belief in science and technology have made consistent with the rationality of the means of production, instrumental rationality of all sectors of cultural, political, social and economic inevitably makes the society to adhere to the principles of material efficiency. Value can be among the most important determinants for the behavior of members of society and also be the foundation of social order. Because as long as the value does not change in a community, the community will not be observed. Enduring social values and abide and will not change overnight, as it takes a long time establishment of values, change them and substitute new values in the same way and over time and gradually takes place. Value shift to occur so long as the underlying social changes taking place in secret, and an event or social or political event, to behold what is happening beneath the surface layers of the society led and exposed.(4).

Is new technology should be accepted?

Publishing and gradual penetration of new technologies in society benefit analysis process and potential underwriting the cost associated with it. Because the benefits of new technology adoption occur in the future and in terms of taste, preferences, and access to information are different degrees of risk. Consequently, the rate of penetration and diffusion of new technology in society

over time will be different, and economic and non-economic factors affect the speed of new technology. (5)

In the meantime, the key issue is whether new technology should be accepted or rejected, but whether it is new technologies have today accepted or whether it was postponed. Because the benefits of new technology adoption will be going, and when accepted, the next time the host is continuously increased. However, its cost occurs at the beginning of the reception, and one must bear it and is irreversible after a certain cost, but the benefits are uncertain. (6)

2. FIRST APPEARANCE OF HUMANS AND TECHNOLOGY

Hesiod, the Greek poet circa 800 BC, wrote the famous work and days that the story of the creation of human activities on the ground will indicate. According to Hesiod God who created the world and to every beast of their own abilities; some were created very agile animals, so they could escape risk, some fish were able to proliferate continuously, so that all of them, it the number of fish species to ensure the survival of stay. (7) Some of the animals had to endurance and muscle strength, but when it came to the creation of man of God who had divided all abilities, nothing was left in the packed. The man was left with no ability to linger, until god Prometheus descended on earth and invented the fire with fire, it was man against predators safety, could be heat, cook your own food, natural materials extracted and transform them Dhd.ps was the first fire technology. Fire was the first tool that can help human it could be compatible not only with the world but also to change the world. The same was the first technology that distinguishes man from animals. It could man alloys such as copper and tin to make bronze base metals, could within a variety of weapons, all types of tools to build. The key technology is the same: making things for their intended application. Profit-seeking nature and technology tools for understanding the basic technology is very important. Definition technology means very preliminary we can give is to build eco materials and tools for changing it. Man then realized that the power of technology, the ability to meet their diverse needs was aware. For example, one of the most basic transportation needs. In the beginning, people could just walk and carry objects by hand, but unknown genius invented the wheel. With this new technological achievement, the wheel, people are much more effective way to move objects and they had been. Therefore, a need to invent a new technology led and innovative features of the new technology also makes its usage in most parts of the world. However, a number of civilizations never did not invent the wheel. (8) The Maya lived in a place that is now called Central America, never were unfamiliar with wheels. You can enjoy different cultures and civilizations tremendous development bereft of wheels to read. The question of why the Maya did not invent the wheel separately does not know, but Maya isolation from the rest of the world in the sense that they have never had access to this revolutionary technology. In other great civilizations, such as Egypt and Mesopotamia, the wheels became common and thus have a profound impact on the development of society. The other distinction appears to understand the true nature of technology is very important. Between the invention of new technology and publishing or circulating among the people and other parts of the world it is necessary to make a distinction. Therefore, dissemination of culture it becomes a focus for the development of technology users. This point may seem obvious, but as we will see later spread, the concept of technology. The distinction between

invention and popularity, today just as much as thousands of years ago is significant. (9)

3. TRANSFER OF TECHNOLOGY, LIFESTYLE AND ETHICS

When we speak of technologies to life in a particular country or society comes to the concept of technology transfer and its effects on lifestyle and ethics are also considered. Technology transfer is an important issue that must be evaluated according to the ability of nations to implementation, uptake and increased its adaptation to local conditions. In other words, technology transfer should be possible to gain access to and effective use of technology to economic development and growth in relatively backward countries in terms of technology, provide. "Ethics" in Persian, the two so-called «Ethics» and «Morality» is used. (10)

For this reason, the concept refers to the norms and moral values, and scientific means that speak about the norms and ethics in the sense of a philosophy that puts the subject of his research. Today, the role of ethics in technology transfer and development because of the impact that new technologies have on the lifestyle of the people is particularly important. It is the sense in which ethics and harvesting technology, modern technology had a role in the formation of moral values. Another meaning of ethics and technology achieved with the technology of ethics that other people must observe. This also includes those who create the technology and those who apply it and those who have criticized it. In the world today, a direct connection between technological development and economic progress, social, political, cultural and ethical issues lifestyle on the one hand and on the other hand, is established. (11)

4. ENORMOUS GROWTH OF TECHNOLOGY AND LIFESTYLE CHANGES

At the same time the enormous growth of technology, the meaning of life for people who are grappling with it also will change. Technology as a tool in the service of people can be on the one hand and on the other hand imposes on them. Nowadays the life of the criticism comes from mastering the technology and functionality of taking the technology as a tool to achieve the goal fluctuate. Industrialization, development of concepts that justify the growth of technology. (12) Penetration of technology in people's lives every day and does not affect their lives. In other words, one of the most important effects of technology development that has changed our lifestyle and aesthetic tastes, in fact, has changed us completely. So when lifestyle changes, change the environment and for people, a new moral system that is based on membership in a technological system to create. You are no longer a "man" not life, but as part of the technology you live, you're not necessarily inhumane, but man finds a new identity, as an actor in the field of technology. The technology in the world (to the importance of its effects on society, economy, employment, etc.), has attracted attention and our country is not excluded from this rule.

5. WANTED AND UNWANTED EFFECTS OF TECHNOLOGY ON LIFESTYLES

Technology in that it increases the level of welfare, climbs rate and an increase in health and life expectancy of good things, and because of some undesirable side effects and it is uncontrollable.

In other words, technology, and are asked to carry outcomes and unintended consequences. The consequences are asked to design the technology that is designed for a specific purpose. Lifestyle, based on the development of industrial, electronics and communication in the West, the West itself has changed their life philosophy. Accordingly, it can be said that the age of marriage, not wanting to have a spouse, tends to diversity in all aspects of the means of material and non-material values-based orientation to the Western lifestyle. (13) Modernism so that it can be said not only to changes in the forms of their material life, but also their cultural taste has changed. They also music, well, look at the others have major differences of Oriental philosophy of life rooted in the differences between them. Finally the Industrial Revolution and the subsequent revolution in communications have made the era of communication and information, many variables change lives, and this change has caused a bit of their modern lifestyle, the dead and narcissistic. (14).

5.1 Human Period

In this era, the most important technical innovation also relates to the use of the metals to make tools and other hand resorting to the practice of slavery takes place on a large scale. As used in this age of the labor force, as well as objects placed in rows tools. In fact, this double development technique (the use of metals and slave) is very important and significant results in the harvest. First, due to new equipment for agriculture and the use of cheap labor and abundant, plentiful agricultural development and increased production efficiency.

Second, due to the increase in agricultural productivity and development of transport as a result of the invention of the chariot and the yacht is trading flourished, thirdly by the river and coastal provinces, the cities were, Fourth, political organizations were formed and the city-states and empires were created for the first time.

Fifth, rational thinking, in particular, appeared in philosophical terms, but thinking the same magical and supernatural remained hugely popular and the sixth finally, life and rural livelihoods, constitute the dominant form of life and livelihoods, but also the role of urban centers have considerable political and economic. (15)

5.2 Pre-Industrial

The period from the tenth century AD and continued until the end of the eighteenth century. During the earlier stage of the Industrial Revolution gradually and slowly is provided. This step can be identified with technological innovation below:

- The use of wind and water, especially at the mill and on ships
- The use of animals such as horses, cattle, camels, elephants instead of slaves

The invention of printing and hours both by, have a great impact on social life. In this era of agriculture-based economy and capitalism has emerged and expanded the scope of its business abroad drawn and commercial markets that era. In the cities, the development of crafts, created and formed guilds and trade unions and the first appearance of the first forms of the urban working class. (16).

6. INDUSTRY BOOM

The course of the Industrial Revolution begins and continues until the early twentieth century and in terms of technical progress this era characterized by increasing coal and iron.

New source of energy, coal and steam which creates a revolution in transport and led to the invention of industrial machinery, and also in this period, iron tools and means of transportation is the successor of wood.

Another feature of this period can be summarized as follows:

- Industrial capitalism is based on competition successor commercial capitalism.
- Urban centers gathering place for a lot of proletarians who have migrated from rural areas.

Syndicalism is formed and begins workers' struggles, Political power, with the help of the system of parliamentary democracy, aristocracy (Aristo crossi) old, and the bourgeoisie passed great social ideologies such as liberalism, socialism, and communism emerged. (17)

7. NEW COURSES TECHNICAL

Technical era, an era of the early twentieth century in which we have entered. Characteristics of this period can be summarized as follows:

New energy sources such as electricity, oil, gas, atoms are used. These resources promote diversity and are automatically machine. Chemistry to create synthetic products such as lightweight alloys, clothes, concrete, plastics and other raw materials creates revolutionary. Industrial capitalism to financial capitalism creates its wake, and large complexes are monopolized by the replacement of competitive capitalism, and caused two dominant political structure: the Western democracy or parliamentary democracy and the one-party participatory(18).

7.1 Spirituality and Technology

In recent decades with the rapid growth of technology and information explosion, many people, especially in countries that are producers of technology, the need to pause and review the fundamentals of life is felt, and many of them have come back again to different religions. Modern morality, utilitarianism changes in technology and the world has undergone many threats that traditional ethical principles. But religious institutions in the West, despite the large number of secular members of the community, by maintaining policies that support families and prevent gay marriage and abortion still trying to maintain the traditional morality in liberal states. These developments and the conflict between spirituality and the human world is oriented on future developments within countries and between countries is a challenge that today was felt(19).

8. ANALYSIS AND CONCLUSIONS

Technology is one of the unexplored areas in the social sciences. The vacuum technology given the fundamental importance for human life is astonishing; however, this is true. It is expected that the economy, which deals with the production and distribution of goods, technology, comprehensive theories exist, but they do not. In terms of economics, technology for this field, if we use technical terms, it is "external", meaning outside the context of economic theory as well. It comes to mind that sociology should already fully and completely the problem of changes in social structures, economic and political developments of new

technologies and its increasing ability to manipulate nature, but so far this has not happened.

(Technology) method and device manufacture and use of tools, equipment, material and processes that solving human problems. Technology is a human activity and hence both knowledge and the more traditional engineering. The basic terms of innovation and new technology tools often refers to the principles and processes of their new-found knowledge. The technology concept may seem at first encounter strange and unacceptable. But it was not. Even very old inventions such as the wheel and are both examples of technology. Examples of the technology of ancient pottery have died. The same technology is mastered and skilled labor; technology capable of working at all levels and fields. The design, manufacture, use, maintenance, research and development and so on. Final words, if the consumption and utilization of technology without proper education and culture into the country by itself can be exploited, and if it does not happen at least until the correct use and to find the possibilities time costly will be spent. Many industries from small to large life and social communication platforms today from the West or West-tech made. Accordingly, I will not say do not use! But be careful in style does not affect our lives. After the introduction of any technology needs, cultural practitioners the right of each community to pursue development of a culture of using these technologies, usually the culture from one country to another and from one culture to another will be different.

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