

## Coercion and Exchange

One person or group forcing its will is called coercion. To a large extent all forms of coercion rest on the threat of the use of physical force or violence. But coercion is usually much more subtle than the open use of threat or violence. Love of parent, respect for one's national flag, and fear of loneliness can all be used weapons of coercion too.

Like conflict, coercion is viewed negatively and associated with slavery. But coercion also has positive social functions. The threat of coercion often underlies the teaching of social values, what is right and what is wrong.

A person acting in a certain way towards another for the purpose of receiving a reward or return is engaged, in an exchange relationships. Most employer-employee relationships are of this type. The employee behaves according to the wishes of the employer and is rewarded with salary.

The rewards do not have to be monetary or material. Subjective emotional rewards form the basis for many social exchange relationships for example, when a person acts for receiving gratitude. As sociologists such as George Holmes and Peter Blau have pointed out, exchange relationships based on gratitude is very significant in people's lives. Underlying many actions (such as making change for a stranger, helping an old person across the street, or sending a small gift to a friend who is ill) is an expected return of love and gratitude.

The exchange relationship is also important in more intimate types of interaction. One person's love for another is not based solely on an expected return of that love, but it will not survive if the person never receives any love in exchange.

## COMPREHENSION:

- 1- What is coercion?
- 2- What does coercion depend upon?
- 3 - Why is coercion viewed negatively?
- 4- What are its positive social functions?
- 5-What does a person try to get in an exchange relationship?
- 6- Coercion has both negative and positive functions (true/false)
- 7- Exchange relationships are all based on gratitude (true/false).
- 8- Underlying the act of helping a blind man across a street is an expected return of gratitude (true/false).
- 9- The employer and his employee are in an exchange relationships (true/false).
10. Slavery is a type of exchange relationship (true/false).
11. The reward is usually.....or material.  
(a) gratitude (b) Monetary (c) love (d) prize
12. Love is an sample of social relationship.  
(a),coercion (b) co-operation (c) conflict (d) exchange
13. A husband bringing his wife a box of chocolates is an example of  
(a) coercion (b) conflict (c) coercion (d) exchange
14. A legal dispute over the right to a piece of property an example of.  
a. cooperation b. conflict c. coercion d. exchange