Name: okoloko steffie oghenereowho

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Department:Media and communication studies.

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Assignment.

Do a two page review on Chapter 8

Answer.

The Social-Cultural mileu im which positivism grew is called the renaissance and the enlightenment period.it is called a renaissance period because it marked a period when people started a revolution to return to their Greek heritage of using reasons in matters of public concern and not dictate of religion as it was in the age prior to this time.The words of thebpope was in the final authority on any matter.it was a time men and women were burned at stake because the church has found them guilty coffee the witchcraft or socery.This became known as the classical period of Romanticism.Romanticism gave rise to Humanism and Naturalism and works of art and literature products at this time was also regard as classic.the effect of manoeuvering was overwhelming.Scientific approach to things grew out to philosophical approach to issues but science was restricted to study of natural phenomena because it was the only material that was believed to behave in a regular and predictable way.

Positivism rejects theoretical speculations that are not based on facts of experience as a means of obtaining knowledge.There are a lot of problems with this concept of ideal knowledge seeking enterprise.first of these problems is observation upon which the basic justification is positivism came in Laden with error.These included the factsvthat:Observation are concept,hypothesis,theory,interest Laden.

Social science is an area of study dedicated to the explanation of human behavior,interaction and manifestation, either as an individual in a society or collectively as a group.it seeks to employ the method of science in the investigation of social phenomena taking the human person as object of study one of the objective endeavout included:been able to predict human behavior based on the pattern of interaction ,believe system,social normal etc.nearly everybody will agree that the reason why the man punchedvhis friend is because he was angry However,it has been observed even by economists themselves that these laws do not hold all the time.In conclusion the law of demands and supply does not seem to work here as consumers have no choice.