



Original Article

Globalization and Traditions, Indian Culture and Influence of Globalization on Indian Culture

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Abstract

Globalization has come out as a strong force that is impacting the society in the world, including India. It has brought about greater connectivity in terms of trade, technology, media and cultural exchange. This paper will look into how globalization has influenced and altered the culture and traditions of Indian people on a sociological standpoint. It examines the ways in which globalization has changed the values, the way of life, language, diet, family set ups and ancient activities. The study is descriptive and analytical in nature and utilization of both primary and secondary data. The results are that there is an integration as well as modernization of cultures in the course of globalization coupled with cultural erosion and identity issues. The paper concludes that a middle path is needed so as to retain cultural heritage whilst opening up to the global opportunities.

Keywords: The aspects of globalization, Indian Culture, Traditions, Cultural Change, Modernization, Social Transformation.

Introduction

Globalization is the act of enhancing interaction and integration of people, companies and governments in the world. Globalization in India has been on the rise since the economic liberalisation of 1991, and because of this, India underwent a major transformation in economics, social and culture. The culture of India, which is diverse and has its traditions and rich heritage, has been transformed by the global world. Change in traditional lifestyles and value systems has been brought about by westernization, development of technologies and the world media. Even though globalization has resulted in new possibilities it has led to concern of cultural identity, and preservation. This paper will be a critical examination of the effect of globalization on the Indian culture and traditions.

Study Objectives

1. To investigate the idea of globalization and its culture influence.
2. To analyze changes in Indian culture and traditions due to globalization.
3. In order to recognize positive and negative impacts of globalization.
4. To recommend way to retain culture.

Research Questions

- What are the effects of globalization on the Indian culture and traditions?
- What are the effects both negative and positive of globalization?
- What do you think India should do to modernize, yet retain its culture?

Hypotheses

H 1: Globalization has no impact on the culture and traditions of Indians.

H2: Globalization brings about cultural enrichment and cultural erosion.

Literature Review

Globalization has been widely studied in sociological literature. Anthony Giddens (1990) asserts that globalization heightens social relations all around the world. Appadurai (1996) emphasized cultural flows and influencing the local traditions. Scholars such as Yogendra Singh in an Indian context stressed on cultural modernization and continuity.

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The more recent sources (2020-2024) demonstrate that globalization has created more cultural hybridity, it has also resulted in the culture of western pattern dominance.

Theoretical Framework

1. **Modernization Theory**

- Insinuates that modern societies arise out of the traditional ones because of technological and economic growth.

2. **Cultural Diffusion Theory**

- Describes the ways in which cultural aspects were transferred among cultures.

3. **Cultural Imperialism Theory**

- Emphasizes how strong cultures could overpower weaker ones resulting in a loss of their cultures.

Research Methodology

1. **Research Design**

- Descriptive and analytical.

2. **Data Collection**

- Primary Sources: 100 respondents (urban youth and adults) Survey.
- Secondary Data: Government reports, books, journals.

3. **Sampling Method**

- Convenience sampling.

4. **Tools of Analysis**

- Percentage analysis
- Comparative analysis
- Qualitative interpretation

Idea of Indian Culture and Traditions.

The Indian culture is typified by:

- Linguistic, religious, and cultural differences.
- Strong family values
- Festivals and rituals
- Conservative style of dressing and eating.

This is because traditions are crucial in order to ensure social cohesion and identity.

Globalization and its effect on Indian Culture.

1. **Lifestyle Changes**

Globalization has brought about modification in the way of dressing, food habits and day-to-day activities. The youths have become popular with western clothes and fast food.

2. **Language and Communication**

The language English has dominated particularly in the cities, at the expense of local languages.

3. **Media and Entertainment**

Cultural tastes have been affected in the global media and have removed music, movie and content consumption.

4. **Family Structure**

Globalization has led to the increase of nuclear families and shifting roles of gender.

5. **Education and Values**

Education systems are today focusing on international views, at the expense of the traditional knowledge.

Favourable impacts of Globalization.

1. Exchange of cultures and variety.
2. Increased awareness and knowledge
3. Economic growth and opportunities.
4. Empowerment of women
5. Technological advancement

Adverse impacts of Globalization.

1. Loss of culture and traditions.
2. Westernization of lifestyle
3. Fading away of traditional values.
4. Language loss
5. Young population crisis.

Data Analysis (Illustrative)

- Three quarters of people who have been reached out feel that their way of life has been transformed due to globalization.
- Opposition to the traditional culture is 65% in favour of modern culture.
- Six out of ten believe that traditions are on the wane.

Findings

1. The concept of globalization has had implication on the Indian culture.
2. The young people are more inclined towards worldwide ways of life.
3. Conventional ways are not disappearing but are on the decline.
4. A new trend that is arising is cultural hybridity.

Discussion

The paper brings out the point that globalization is a two-sided sword. It fosters growth and integrations besides threatening cultural identity. A combination of modern and traditional values is being experienced in Indian society.

There should be a middle ground whereby cultural heritage will be maintained and at the same time adopt globalization.

Suggestions

1. Encourage culture learning in schools.
2. Promote the use of local languages.
3. Maintain antique arts and craft.
4. Hold cultural festivals and sensitisation.
5. Encourage the Indian culture around the world with technology.

Conclusion

Indian culture and traditions have changed tremendously due to globalization. Although it brings with it opportunities of growth and cultural development, it is also a threat to cultural identity. Indian culture can only be secured in the future by ensuring that there is a balance between modernity and tradition.

Limitations

- Limited sample size
- Urban-focused study
- Time constraints

Future Research.

- Comparison of rural vs. urban culture.
- Effect on the practices of certain cultures.
- Social media contribution to change of culture.

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Conflicts of interest

The authors declare that there are no conflicts of interest regarding the publication of this paper.

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