



The Shift in Global Culture and Emergence of Changes in the Youth of India

Dr Ranubala Marothiya

Assistant Professor

Department of Languages
Medi-Caps University, Indore, India

Abstract : We as Human beings are always directly or indirectly connected with Culture. They are born and brought up in and around particular cultural surroundings. In culture they have always sought for the manifestation of their emotions, imagination and most of all the supreme reality. And culture too has contributed in imparting all these in the development of human beings and their personalities. This process starts rather at a tender age when their grannies and mothers tell them stories depicting their culture. Astonished by them, they start associating and develop a deep bond between themselves and the culture. Their innocence acts a catalysing agent and this bond provides them peace, solace and contentment in rest of their lives. This inception starts with flairs of cultural set up not only they are born and brought up in but the place where they get education and do job. Psyche influences culture and cultural rules and patterns influence personalities over a period of time by moulding their interpersonal communication, attention, emotions, perception of self and the world at large, their ideology, self-discipline, imagination etc.

This research paper is dealing with the meaning of global culture, Psychological Needs and the Creation of Culture, present Indian youth, connection between Global culture and Youth and influence on each other, Nationalism verses Universalism in Indian youth, issues regarding differences in cultures and difficulties faced by human beings etc.

Key words- Cross-Cultural, Social Cognition, Cultural evolution, Global cultural change, Social influence, Human development, Universalism, Nationalism.

I. INTRODUCTION

Globalization has worked as catalyser to change the culture of different countries of the world. It has immensely affected the people and their life style globally. Indian cultural scenario its traditions and customs too are not aloof to this transformation process. Every Culture has uniqueness as per the geographic region of that country. Indian culture is quite rich with respect to its heritage and resources. Though India has a rich cultural heritage but globalization has given birth to mixed cultural set-up and the Indian culture too has spread its impact globally. The common factor within all diversities is the Indian mind-set of welcoming, greeting,

celebrating in a united way with affection and togetherness. Mainly the westernization of Indian culture has been emerged due to western companies' establishment in our country. The West Coast techie culture that has infiltrated India's own booming technology sector is a sign of something more distinctive. It signals the latest episode in India's remarkable process of westernisation. Earlier the Indian and western culture had quite drastic contrast not only at literally level but also at psychologically, culturally, and socially. All that began changing in the early 1990s, when India liberalized its economy. Since then, India has been transforming with exhilaration. Western countries and India are profoundly different in attitude and philosophy, Indian philosophy stresses austerity and unencumbered, uncomplicated day-to-day living. Western countries emphasis on the other hand, is on material acquisition and the limitless pursuit of prosperity. But it has been felt outdated now. A great reconciliation had taken place.

This reconciliation, this westernization of India had both tangible and intangible manifestations. The tangible signs included an increase in the availability of western brands; a noticeable surge in the population of businessmen and, also, a striking use of idiom and American accents. But the intangible evidence of it was even more remarkable. Something has changed the very spirit of the country. India was straitjacketed by its moralistic rejection of capitalism, by a lethargic and often depressive fatalism. Now it is infused with energy, a can-do ambition and an entrepreneurial spirit.

There is no denying that globalization has certainly been a blessing for the modern world. May it be fashion trends among youth of any country and their ideology, business, trade, and work exposure or the economic and financial status of the country; no field is left behind the reach of globalization. Globalization is an international platform for maintaining evenness in the living mode of the people all over the world. Globalization is the resultant of the interchange of worldly views, opinions and the various aspects of the culture everywhere around the world. Right from the environmental challenges from the climatic influence, the air, water soil pollution etc., to the cyber crime; globalization has a huge contribution to all the good and bad - effects of scientific advancements all over the world.

Culture refers to the shared values, beliefs, behaviors and norms of a particular group of people. Culture, therefore, influences the manner we learn, live and behave. Due to this, many theorists believe that culture plays a crucial role in shaping of personality and common personality traits of people who are born and brought up in the same culture. Thus, culture includes many societal aspects: language, arts, knowledge customs, values, norms, rules, tools, technologies, products, organizations, and institutions. The culture of any country does not only portray the region and language of the region, but it starts with the mind-set and mentality of the residing citizens. Sociologists study cultural meaning by exploring individual and group communication; meaningfulness is expressed in social narratives, ideologies, practices, tastes, values, and norms as well as in collective representations and social classifications.

As per Margaret Mead, "culture means the whole complex of traditional behavior which has been developed by the human race and is successively learned by each generation. A culture is less precise. It can mean the forms of traditional behavior which are characteristics of a given society, or of a group of societies, or of a certain race, or of a certain area, or of a certain period of time." (1) Recent cultural psychology, cross-

cultural psychology, genetics and epigenetic, neurobiology and neuropsychology, cultural neuroscience, cultural-historical psychology research, classical developmental, psychoanalytic, learning theory and systems thinking shows culture influences human brains and mindset. Sigmund Freud (2) is one of the first to document that culture played an influential role in the development of psyche, particularly Superego. According to Freud, the struggles between nature or biological drives and parental values, cultural prohibitions, and inhibitions contribute to develop the superego. Gouriou (3) described an “ethnic unconscious” developed in specific ethnic groups due to specific defense mechanisms, personality traits the culture contributes to their development. Franz Alexander’s writings added to understanding the role of race, class, nation, moral code in the development of human psyche. Erik Erikson, a major contributor, described in his Society the role of communal identity, relationship between culture and self, and conflict between senses of self-identity and community. He emphasized the role of culture and society and the conflicts. (4) Cultural identity involves at its core a sense of attachment or commitment to a cultural group and is thus both a cultural and psychological phenomenon.” (5) A psychological identity relates to self-image (a person’s mental model of him or herself), self-esteem, and individuality. The collection of social roles that a person might play is known as “social identity” or “cultural identity,” a concept which lies at the heart of our contemporary cultural understanding.

In the opinions of psychologists psychological process influences culture and culture influences psychological processes. Individual thoughts and actions influence cultural norms and practices as they evolve over time, and these cultural norms and practices influence the thoughts and actions of individuals. Large bodies of literature support these conclusions within the context of research on evolutionary processes, interpersonal communication, attention, perception, attributional thinking, self-regulation, human agency, self-worth, and contextual activation of cultural paradigms. It is therefore only natural that our intellectual works be greatly influenced by our social surroundings. Psychology studies personalities and behavior in terms of various conscious and unconscious mental or emotional processes. So there is a relation between culture and psychology. The psychodynamic approach, pioneered by Sigmund Freud, attempts to understand behavior in terms of the working of the mind, with an emphasis on motivation and the role of past experience. This theory emphasizes the importance of innate drives, the continuity of normal and abnormal behavior and the role of the unconscious mind.

Freud’s theory of personality accounts for behavior in terms of the dynamic relationships of the id, ego and superego. The most significant difference between cultural psychology and cross-cultural psychology is the specificity of detail in both branches of psychology. The main function of a [cross-cultural psychologist](#) is to determine how various cultures affect human behaviors. These psychologists examine universal and ‘unique’ characteristics and traits, in an effort to identify patterns amongst cultural groups. The goal is to identify how culture impacts thought processes, behaviors, goals, social experiences, educational and career aspirations, self-esteem/self-confidence, and relationships. Cross-cultural psychologists are most concerned with how culture impacts individual personalities and social behaviors.

India is a mosaic of varying religion, dialect, tradition, custom, music, art and architecture etc, bundled into a single unit of patriotism and unity. When we analyze this rich culture with the point of view of

globalization, we can find many imprints of westernization and mixing of other traits and cultures into it. Our culture has the strength to combine the good traits of foreign entities that has been in contact with us from the past and been able to ignore all the negative aspects. In India, there is amazing cultural diversity throughout the country. The South, North, and Northeast have their own distinct cultures and almost every state has carved out its own cultural niche. India is a vast country, having variety of geographical features and climatic conditions. India is home to some of the most ancient civilizations, including four major world religions, Hinduism, Buddhism, Jainism and Sikhism. Due to these many cultures Indians have cultivated different and rich cultural patterns which are the basics of its psychological, socio-cultural, spiritual, religious and economic set up.

Variations to Indian psyche due to role of extended family, child-rearing practices, family structures, role of religion, spirituality, socioeconomic factors, and gender differences highlight variations to Indian psyche in comparison to Western psyche. Roland (6) describes that the ‘familial self’ or the ‘we self’ that predominates in Indian and Japanese psyches is rooted in the subtle emotional hierarchical relationships of the extended family. In contrast, strongly Western ‘individualized self’ is rooted in nuclear family relationships that promote autonomy from infancy. There is a value ambiguity among the young Indians due to the poverty of links between historical role models and role models in real life, culture gap between them and the parental generation, and the value conflicts with fast-changing world. The self-assertion becomes selfishness, independent decision-making is perceived as disobedience. These phenomena are very different than Western ways.

From childhood, social relationships in Indians are spread over several people like grandparents, parents, uncles, aunts and siblings, and hence, parents are not the sole guardians or regulators of the child. Unlike the singularity, self-sufficiency, and independence of Western selfhood, the core Indian psyche is based on intimacy, family security, and stability. Under these circumstances, the boundaries between “me” and “not me” tend to get blurred, and for Indians, “we” rather than “I” becomes important.

Globalization may be defined as the process of going global; peoples of the world are incorporated into a single world society. The word globe refers to earth, so when something has gone global it means that its reach is far and wide. Globalization has a great influence on globalization of culture. And ultimately these changes are contributing to an evolving, changing Indian psyche. Globalization has a tremendous impact on various aspects of economy, Society, culture, science and medicine etc. Propelled by the efficiency or appeal of wireless communications, electronic commerce, popular culture, and international travel, globalization has been seen as a trend toward homogeneity that will eventually make human experience everywhere essentially the same. (7) Merriam Webster encyclopedia defines globalization as “The process by which the experience of everyday life, marked by the diffusion of commodities and ideas, is becoming standardized around the world. Factors that have contributed to globalization include increasingly sophisticated communications and transportation technologies and services, mass migration, and the movement of peoples, a level of economic activity that has outgrown national markets through industrial combinations and commercial groupings that cross national frontiers and international agreements that reduce the cost of doing business in foreign countries. Globalization

offers huge potential profits to companies and nations but has been complicated by widely differing expectations, standards of living, cultures and values, and legal systems.”(8)

Since the invention of the concept, globalization has inspired numerous interpretations definitions and has had a history going back in time to the great commercial and imperialist movements throughout Asia and the Indian Ocean since the fifteenth century. After the Cold War the term began to be used to describe the world becoming more interdependent in its economical and informational dimension. The impact of Globalization can be tracked by examining the various trends of the social and cultural patterns during the early stages and as of today. The Era of Globalization is fast becoming the preferred term for describing the current times. The vigor of the renewed sense of self-awareness generated among the members of the local cultures and communities is such as to succeed in making adaptive reconciliation with the forces of globalization. It has really affected people with respect to their way of life, culture, taste, fashion, preferences, etc. It has led to good and bad effects on the lives of the people. With the dream of great opportunities, people move from east to west and vice-versa. Globalization has not only inculcated the westernization in India, but conversely the Indian culture has also spread its impact globally.

Immersion of globalization has deeply changed the Indian cultural scenario and personalities of its youth. Growth of commercialization in India and its sudden acceleration has contributed to a perception of the loss of traditional Indian culture and promoted Western individualism. “A change in the material world has been accompanied by a change in the mental world of thoughts and feelings.”(9)

One of the results of some of these rapid changes with modernization, globalizations, was formation of bicultural or hybrid or multicultural identity, that is, part of one's identity is rooted in the local culture while another part stems from one's relation to the global world. Identity confusion: Instead of becoming bicultural, youth may feel isolated and excluded from both their local culture and the global culture, truly belonging to neither. They grow up with a lack of cultural certainty. Identity confusion among young people may be reflected in problems such as depression, suicide, and substance use. As the traditional hierarchies of authority weaken and break down under the pressure of globalization, the youth are forced to develop control over their own lives including marriage and parenthood. By experiencing different love relationships, different educational possibilities, and different jobs, they learn more about themselves and they clarify their preferences and abilities.

The joint families have become a strange surprise to the Indians especially to those residing in the metropolitan cities in the small flat culture with the nuclear families blooming up like mushrooms in the rain. People have lost the patience to get adjusted into the joint family, imbibing the values of the elders and getting the young ones brought up under the shadow of their grandparents. Children have started treating grandparents like guests or visitors, and such an upbringing is one of the main reasons of increasing old age homes, as those children consider their own parents as burden in their state of adulthood. Similarly, marriages have also lost their values. It is very much evident from the increasing number of divorce cases and the extra-marital affairs reported every now and then. Today marriage is like a professional bond or a so-called commitment to share life without compromising their self-interests. The ego factor into the Indian youth is again a product of

globalization. Work is forcing a married couple to lead separate lives, away from each other over a long time. Either they don't have kids till late in their married life, or the kids don't enjoy the full family. They just have to stay with the dad or mom, or with the grandparents because of schooling compulsions. Many Indian schools are following an international curriculum to meet the demands of increasingly globalized parents.

With the emergence of globalization and western culture, youth have started mixing up well with other gender. The friendly approach and the socializing feature are worth appreciable. But the total breakouts of restrictions have adulterated the Indian mind-set, playing up with the physical relationship. This has given birth to new relationships in India like live-in relationships. Also the increased cases of rape and sexual abuse cases are a result of the perverted mind which again the imported values very much alien to our mother culture. The economic system has facilitated the freeing of women from household chores and their entrance to the labour market. In India, increased education of women due to increased role of private sector and increase in the number of multinationals has facilitated a slow but definite rise in number of women managers and entrepreneurs in the corporate sector. The emergence of service sectors such as tourism, hospitality, media, entertainment, and business process outsourcings is witnessing an increased role for urban female employees. Many Indian and Western media and some surveys document that many of the Indian men still struggling to give up traditional patriarchal role in their role with women and family. Today's daddies are more hands-on; they are changing diapers, feeding babies, and taking them on stroller walks. The modern-day man can easily find his way around the kitchen and wardrobe. Not only do they manage their work around their children but they also manage work around their spouse's job. As employment opportunities have opened up, an increasing number of women are migrating in order to take advantage of these prospects. All these socio-economic factors have strong cultural, familial, and psychological implications.

People have highly restricted themselves in social interaction. The interaction in present generation is highly diplomatic considering the financial status and wealth. Indian food, clothing and languages are varied with respect to different states. Due to globalisation the way the foreign languages are getting prevalent in India like the French, German and Spanish, right from the school level, is the example of how much importance is given to the foreign languages in comparison to Indian. English is slowly taking over because of the effects of globalization. But are the local languages too are not dying out. The internet is actually preserving them and taking work to the world and making it more popular. Globalization is influencing mother-tongue education to different extents in different countries. Multilingualism has been the fabric of Indian societies for centuries and India's pluralism manifests in its linguistic diversity. Globalization brought about more awareness of the values of indigenous cultures and mother tongues. Globalization of economy and culture contributed to internationalization of cuisine. In most of the world's metropolitan areas including New York, London, and Mumbai multiethnic foods including Indian, Italian, pizza, Chinese, Thai, Indonesian, Korean, Vietnamese, French, and others have become popular. It is possible that the pleasure of ethnic food promotes global culture and global harmony. These ethnic foods are also creeping into kitchens and dining rooms of homes, which can enhance global flavours to culture. Globalization did not spare celebration of festivals, music, art, and entertainment. Holidays such as Valentine's Day, Christmas, Diwali, Chinese New year, and others celebrated much of the world with spread of multiculturalism. Traditional forms of classical, folk, and tribal forms dance and music enjoyed niche and regional following. However, they are now slowly being edged out toward

extinction. Even the West, which not so long ago revered traditional Indian arts and music, albeit for their perceived spirituality and exoticism, is now increasingly becoming a consumer of Bollywood music.

India was predominantly an agricultural based country. With the advanced globalization and cropping up of MNCs, the farming has lost its prime value in India. Agricultural science has the least focus amongst the youngsters who consider farming as a shameful profession and look down upon the same. Employments through MNCs have lucrative deals attracting the bulk of manpower who are working for the other countries as their customer care representatives. This is what the globalization has provided Indians through their emergence. Globalization does not have any positive impact on agriculture. On the contrary, it has few detrimental effects as government is always willing to import food grains, sugar etc whenever there is a price increase of these commodities. Unprecedented interaction and mobility have dented local cultures. Most people now like an independent life, a by-product of globalization. There are old-age homes and senior communities everywhere, in the major cities at least. Impact of globalization is clearly visible on urban life but rural life in India has not changed much. People are still living in houses made of mud barring houses of few rich and progressive farmers.

Earlier the adolescent girls globally were not a part of the world's conversation. Now mobile platform is available in over 60 countries which bring together the power of young people wanting to change themselves and to change their lives. The mobile companies are reaching them on you tube, Tik-Tok, Whats app, Intagram, Facebook and SMS to make them take control of their future, to make them understand their health, importance of being in school. Companies create videos where girls come online and get the answers to questions they often can't ask anyone. (TOI Feb 15) There is a globalised multi-form market. It's a reminder of the opportunities and freedoms that come with globalisation. Due to globalisation people can showcase their creativity, talent and art through Netflix etc. This year South Korean auteur Bong Joon Ho's film *Parasite* has crashed the century old wall. It's about the tides of change. Globalisation has seemed under retreat while giving a leg-up to hypernationalism and protectionism in several spheres, a very different mood has been playing out in the international cultural industry (TOI Feb 11)

India has long fascinated Western imagination, and trade routes from Europe have been linked to the Indian subcontinent for millennia. Today India is part of world economy more than ever before. Since the 1990s, India has emerged as one of the leading global economies, continuing to be one of the fastest growing economies. New technologies hold the promise of offering an opportunity to accelerate development by leapfrogging to the latest high-tech solutions. But globalization has no impact on rural life but migration of people is taking place and poor people are moving to urban areas in search of employment. A crucial aspect of globalization is the nature and power of multinational corporations. Combination of multinational monopolistic corporate economy and development of advanced telecommunication, computer technology have contributed to an increasing interconnectivity between societies, increasing the effects on people and societies. The process has both negative and positive aspects. It has become a unifying force for the global village. The United Nations reports globalization opened international borders to increased flow of goods, services, finance, people, and ideas. Many countries have profited from globalization including China, India, Uganda, and Vietnam.

Westernization has in so many ways been a wonderful thing. It has lifted millions from poverty, and, by seeding ideas of meritocracy and individual attainment into the national imagination, it has begun the process of dismantling an old and often repressive order. But it has degenerated our youth in some ways. A downside of globalization is an increase in increased drug abuse/trade, increased firearm use/trade, counterfeit production, increased crime, smuggling of immigrants, trafficking of women, and terrorism.

The World Psychiatric Association stated that “increased ethnic and cultural diversity of service users has led to a wider range of attitudes and beliefs in relation to mental illness” and “increased ethnic and cultural diversity of service providers has led to a wider range of approaches and beliefs in relation to mental health care.”(10) “Finally, globalization has contributed to an increased emphasis on the implementation of international protocols in psychiatric training, mental health policy, and the protection of human rights of mental patients.” The nation’s new American-style prosperity is a more complex, and certainly more ambivalent, phenomenon than it first appears. Ancient social structures are collapsing under the weight of new money. Many young people especially in developing countries remain marginalised from the global economy. They are incapable of accessing the opportunities that globalisation offer due to inadequate education, limited skills, poverty or they cannot reach out to basic information and communication, and the goods and services that have become available with globalization. Among the negative impacts of globalization is the margin between the wealthy and the poor, Young people are engulfed in this world of inequality and unfortunately they have to take part in this development process that is simultaneously bringing people closer yet widening the divisions between them. The relationship between development and environmental problems is ambiguous. While industrialization and urbanization entail economic growth, they tend to increase pollution. However, increase in affluence can enhance the resources to abate pollution.

Globalization has affected the youth and the whole society at large. Global transformations require youth to develop new skills and habits that are far ahead of what the educational system can nowadays deliver. Globalization has opened up new opportunities for sustainable economic growth. Countries share experiences in their achievements and they learn from one another's difficulties. It has promoted a cross fertilization of ideas, cultural values and aspirations, thus it has helped to connect youth not only to the rest of the world but also among each other. Global communities should continue to support efforts of governments, NGOs, INGOs, media and private sector in anticipating and offsetting the negative social and economic consequences of globalisation and maximising its benefits for young people instead. Efforts should be made to guarantee that youth migrants enjoy full respect for their human rights. Laws should be instilled against racism, ethnocentrism, xenophobia, and cultural and religious intolerance to protect young people in this era of rapid globalization. The youth do not believe in the traditional aspects, the culture will vary with time and will not be traditional anymore because of the modern world.

Though Indian culture is incredibly complex and resembles a chaos of mind-boggling proportions but beneath this seeming chaos is a scientific foundation that is thousands of years old. With India fast becoming a truly global environment in terms of economy, food and culture, what does it take to make sure our youth do not forget the richness of being Indian? Nothing from the West is to be rejected unless it has first been weighed. In

the end we can say that, every step of movement towards economic, political and cultural modernization, taken by the state in India, is responded to by the people with an enhanced sense of self-consciousness and awareness of identity. For many, India represents the spiritualized East, a salvation from, and the opposite of, the materialism and emptiness of Western life. For others, it embodies extreme disparity and misery—and for others still, it is the herald of new technologies. The picture of India often reflects the observer's own interests, which tends to distort understanding of how Indians experience their lives and what they strive for. India has adverse social and cultural factors which affect India's future.

We can conclude by saying that Indian Youth have been getting immensely influenced by western culture. India is fast becoming a truly global environment in terms of economy, food and culture. It's not that the youth are particularly going off-track. Always the adults, the older generation thought that the youth are going off-track. Every generation thinks so. The youth are still trying to create themselves. If you have something truly valuable to offer to their lives, offer it. They will imbibe it in their own way, not in the same way you did. Youth means, in some ways, they are yet to be created. Those who are growing up are still looking around. All these, in turn, are contributing to the development of an evolving new culture, with the hope of preparing us better for a new, better world. All the above changes in men, women, family, and autonomy/individuation perhaps are changing societal structures, social psyche, and maybe social brain.

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