

STUDENT SEMINAR ON

VIKSIT BHARAT

2047

THEME : CULTURAL AND HERITAGE PRESERVATION

SUB THEME : CULTURAL IDENTITY AND MODERNIZATION

**CULTURAL IDENTITY IN THE AGE OF MODERNIZATION –
A STUDY OF SUBURBAN YOUTH IN 2047**

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ABSTRACT :

Investigating the relationship between the growing modern world and the explosion of new cultural trends, this paper signifies the context of VIKSIT BHARAT 2047. Citing our former president Mr A.P.J. ABDUL KALAM who gave an preview for the idea of developed India (2020), VIKSIT BHARAT aims to make our country a global power by 2047.

'Viksit Bharat 2047' leaves its footprint across numerous developed industries. However, our research paper focuses on the modernization of cultural identity from ancient to contemporary India. We explore the evolution, cultural hybridization, and cultural homogenization by covering many aspects like education, migration, economic interdependence, globalization, culinary differences, etc. In this research paper, we explore our vision for 2047 within the context of cultural identity and modernization. For us, cultural development often seems like a leap from stage 1 to stage 5, where we disregard the processes and lessons from stages 1, 2, 3, and 4, believing stage 5 to be the most critical. This perspective prevents us from remembering the roots of our culture.

Instead of focusing solely on industries and economic growth, we emphasize the field of culture and cultural modernization, which has undergone numerous evolutions from ancient times to the present. Globalization has widened cultural divides among people from diverse regions, paving the way for the hegemony of specific cultural practices and movements.

To carry out this research, we have chosen a study that adopts a mixed-method approach, including quantitative methods and focus group discussions. We use youth as our primary source, along with a sample of the general public, to examine whether they are beginning to accept the cultural changes occurring in present society. Our sources come from suburban areas of four districts: Kanchipuram, Chennai, Sirkazhi, and Ramanathapuram.

Keywords: Cultural identity, Polarization, Hybridization, Sustainable development, Manpower, Globalization, Modernization, Hegemony

GLOBALIZATION AND INDIAN CULTURE :

<https://edukemy.com/blog/impact-of-globalization-on-indian-culture-homogenization-versus-glocalization-of-culture-upsc-indian-society-notes/#:~:text=Answer%3A%20Globalization%20has%20significantly%20impact%20in%20traditional%20norms%20and%20values.>

INTRODUCTION :

In the modern era, countries are increasingly interconnected through the exchange of ideas and practices, leading to a profound influence on different cultures and the continual redefinition of their heritage over successive periods. People are inherently integrated with the established attributes of their culture, which they follow closely. However, with the introduction of new traditions and ideas through globalization, there arises a process of adaptation and evolution within their cultural heritage. They retain their cultural roots while incorporating changes and adopting practices from other cultures they encounter. This integration allows for a more flexible and adaptable approach to modern livelihoods, blending traditional values with contemporary needs and influences.

Sometimes, the practices of one culture can exert dominance over another as people adopt changes in their lives, ultimately leading to the erosion of the ethnic identity of one culture during the process of modernization. The cultural identity in the age of modernization embodies both positive and negative changes. Those who adopt modern cultural norms at the expense of their traditional practices may face cultural homogenisation, while those integrating old and new within their culture experience face cultural hybridization. Fields such as music, cuisine, languages and religion illustrate how cultures evolves and adapt amidst modernization.

REVIEW OF LITERATURE:

1. **THE HINDU BUREAU: Published on January 21, 2024 at MANGALURU, Ms. Joshi** highlights that Indian culture warmly embraces all, promoting inclusivity. She juxtaposes Western Halloween practices with those of Indian Odia Halloween, which we analyze in our research paper on cultural homogenization.
2. **Cultural homogenization : David E. O'Connor** defines it as "the process by which local cultures are transformed or absorbed by a dominant outside culture".

1. THE HINDU ARTICLE :

<https://www.thehindu.com/news/cities/Mangalore/westernisation-will-have-terrible-impact-on-society-and-traditional-values-says-panellist-at-mangaluru-lit-fest-2024/article67762508.ece>

2. CULTURAL HOMOGENIZATION :

https://en.wikipedia.org/wiki/Cultural_homogenization

3. CULTURAL DOMINATION

[:https://impressions.org.in/jul19/ar_vpvince.html#:~:text=The%20British%20exerted%20cultural%20domination,on%2C%20it%20imposes%20political%20domination.](https://impressions.org.in/jul19/ar_vpvince.html#:~:text=The%20British%20exerted%20cultural%20domination,on%2C%20it%20imposes%20political%20domination.)

3. **Foreign cuisine** we eat at our home country and the same food in his home country always has a difference. This might be due to the attempt of replicating the culinary availability in the foreign countries and making them available globally. **THE HINDU: Published on MARCH 25, 2015 – Thiruvananthapuram, K. Satchidanandhan**, in this article discusses multilingualism, highlighting that the concept of monolingualism was absent in early civilizations. However, in today's modern era, there is a trend of embracing cultural shifts at the cost of neglecting our native languages.
4. **Times of India - Centre imposing Hindi over regional language - TMC MP SaketGokhale** - States has its own regional language but the centre is imposing Hindi and Sanskrit in naming the new polices and etc. Which result in the monopoly stand in naming the polices which may be ok for some but not for everyone.
5. **HomiBhabha - Hybridity and Hybridisation** - The emergence of new mixed identities as a result of the intermingling of different cultures. The process of hybridisation can occur when two or more cultures operate in close proximity.
6. **Amit Gurbaxani - How India's independent music landscape has evolved over the last decade - Published 09-10-2023 – INFLUENCE OF BTS MUSIC AMONG INDIAN YOUTHS.**
7. **Cultural heterogenization** : Itis a concept where local cultures may borrow elements from outside forces or cultures. It has also sometimes been called glocalization (this term is not to be confused with globalization).

OBJECTIVE OF THE STUDY:

1. To analyse the evolution of culture in the modern India.
2. To examine the role of globalisation in cultural identity.
3. To encounter the positive and negative change of modernization in cultural change.
4. To explore the various dimensions of culture. [Music, cooking, linguistic]
5. To explore how the various dimension of culture affects the futuristic India.

4. Cultural heterogenization: <https://brainly.in/question/23247332>

5. Influence of BTS music on Indian youth: <https://www.redbull.com/in-en/perspective-indian-independent-music-scene>.

METHODOLOGY:

In the research we have chosen Chennai, Kanchipuram, Mayiladuthurai [Sirkazhi] and Ramanathapuram districts in Tamil Nadu as our study sites. We employed mixed random sampling method to investigate and interpret complex phenomena within their natural contexts. Our approach encompassed both young people and older adults.

Data collection comprised interviews and questionnaires, gathering information from nearly 20 individuals. Participants included college students aged 18-25 engaged in focused group discussions and individuals over 25 selected through random sampling from the general public.

The survey yielded valuable insights into cultural evolution amidst rapid modernization. It shed light on how youth perceive and adapt to societal changes, facilitating an understanding of the shift from traditional to contemporary cultural norms.

SUMMARY OF FINDINGS:

- The data was collected from 21 individuals across 4 districts of Tamil Nadu, including urban (81%) and rural (19%) areas.
- Among them, 90.5% belong to the age group of 18-25, and 9.5% are aged 25 and above.
- 71.4% are students, while the remaining 28.6% are from the general public.
- 81% of the respondents believe that music serves as a tool for cultural homogenization, whereas 19% disagree.
- Regarding economic factors influencing cultural homogenization, 19% agree, 14.3% disagree, 23.8% are neutral, and 42.9% agree to some extent.
- 61.9% of respondents think that integrating English words into their own language enhances communication, while 38.1% believe it challenges linguistic traditions.
- 47.6% naturally agree that cultural modernization leads to loss of cultural identity, 19% think it leads to loss, and 33.3% see it as leading to cultural evolution.
- Regarding differences in ideas about menstruation between rural and urban areas, 47.6% say it depends on their environment, and 52.4% say people are adapting to modern culture.
- 71.4% see adopting Western and Eastern cultural aspects as a positive change, while 28.6% view it neutrally.
- 33.3% of respondents believe globalization creates a new hybrid culture, while 57.1% think it does and 9.5% says it doesn't
- 33.3% say the formation of hybrid religions among locals is assimilation, whereas 66.7% say it leads to cultural diversity.
- 28.6% believe fusion of cuisines enhances culinary heritage, while 71.4% think it diminishes it.
- 52.4% believe language choices in policy-making tend to generalize a particular language, 19% say it suppresses other languages, and 28.6% have other views, such as it leading to domination of that language.

DISCUSSION AND ANALYSIS:

The study provides a clear understanding of the impact of modernization on cultural change, covering areas such as music, fusion cuisine, and linguistic repression. Often, modernization is perceived solely in terms of positive change, overlooking the complex causes and effects of cultural shifts in contemporary society. Historical examples illustrate how past societies experienced social exclusion based on age, gender, race, and other factors. Today, similar dynamics persist in new forms, where cultural homogenization occurs as external influences which reshapes the local cultures.

Our research also explores cultural hybridization, exemplified by the blending of Western and local cultures, as seen in phenomena like interstate marriages that foster hybrid cultural identities. On a global scale, fusion cuisines and evolving music genres such as hip-hop and K-pop music illustrate cultural heterogenization, where music serves as a medium for expressing and sharing emotions amidst diversity.

➤ **VIKSIT CIVILIZATION: NAVIGATION OR EVOLUTION ?**

In common parlance, the words navigation and evolution may be conflated to mean change, but their literal meanings differ significantly. Navigation entails setting a goal, devising a plan to achieve it, and embracing the changes that occur through this deliberate process.

Conversely, evolution denotes gradual change over time without intentional action. When examining cultural shifts, some are attributable to navigation—purposeful planning and implementation—while others stem from evolution. Understanding these terms within the context of cultural modernization provides a comprehensive framework for comprehending the catalysts behind diverse cultural transformations.

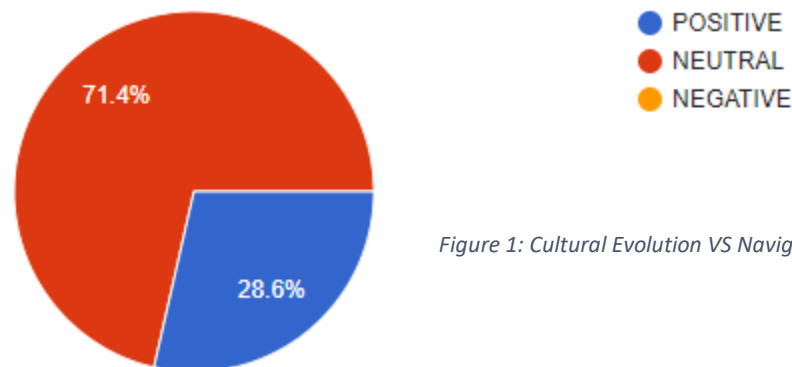


Figure 1: Cultural Evolution VS Navigation

We are increasingly embracing Western culture, while simultaneously observing Westerners incorporating Eastern traditions. According to our survey, 28.6% of respondents view this trend positively within mainstream society. Moreover, globalization operates as a two-way street: as we explore Western culture and customs, a reciprocal process occurs and vice versa. However, it's evident that our adoption of Western culture outweighs their adoption of our traditions, indicating an imbalance in this cultural exchange. In our eagerness to embrace other cultures openly, we have begun to diminish our own cultural heritage, labelling it as progress towards improvement simply because it aligns with what other foreign nations are doing.

Even in job interviews, we reinforce the notion that Western attire is formal attire, while our traditional clothing is not. Subconsciously, we imply that our Indian attire is unprofessional for such occasions because Western nations dictate so, and others follows so. The notion of development for a community or society is predefined by us, but it does not always correspond to individual development. The same applies to culture—some individuals may not wish to alter their cultural practices and beliefs, yet we compel them to change in the name of progress, even though progress may mean something different to each person.

In our survey, we found that 47.6% of respondents believe cultural changes regarding menstruation practices are influenced more by their environment than personal convenience. Conversely, 52.4% agree that people are evolving in the modern era, arguing that traditions lacking developmental benefits should be reconsidered. They advocate for preserving cultural practices that are logically sound, emphasizing the importance of maintaining cultural roots without outright rejection.

➤ GLOBALIZATION – A FACTOR OF CULTURAL HYBRIDIZATION:

The influence of globalization in India commenced with the introduction of the New Economic Policy in 1991, aimed at integrating the Indian economy with the global arena through foreign investment and the reduction of trade and market barriers. Its primary objective was to foster economic development in India, yet it has given rise to cultural hybridization as another consequence.

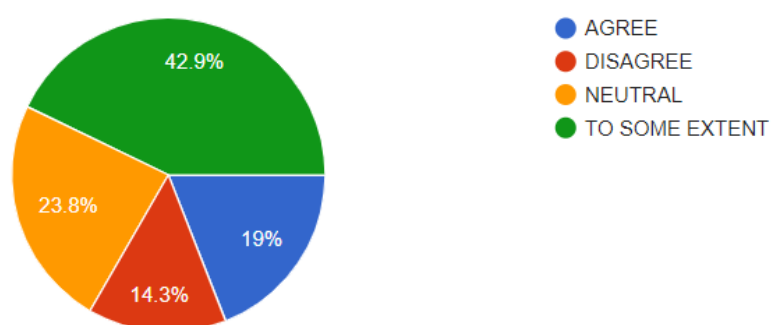


Figure 2: Impact of globalization on cultural hybridization

From the data we collected among 22 respondents, 19% of them directly agree that the globalization is a factor of cultural hybridization. Around 42.9% are stating that globalization leads to cultural hybridization to some extent in the context emphasizing music's and fusion cuisine role is also a catalyst in mainstream society. They argue that each music genre serves as a cultural tool, fostering hybridization when different musical traditions converge locally. Additionally, music disseminates global trends and popular genres, often eclipsing indigenous traditions.

6. Western and eastern culture : <https://www.migrationtranslators.com.au/east-vs-west-cultural-differences/>

Examples from tribal communities in India and globally illustrate this shift, as traditional musical instruments are now incorporated into popular music by influential directors, creating a blend of musical cultures. Moreover, cultural hybridization is not solely attributed by globalization or modernization; people also play a pivotal role. Music, universally understood, transcends cultural boundaries by conveying shared emotions. Historically, during significant events like independence movements, music groups have unified people through patriotism, evolving from traditional to modern forms while retaining continuity.

Within this another set of people advocate for fusion cuisine as the primary reason of cultural hybridization due to modernization stemming from globalization. They argue that fusion cuisine, despite potentially diluting authenticity, enhances cultural heritage. Our research identifies several factors contributing to culinary heritage transformation. Firstly, food serves as a medium for cultural exchange without immediately altering regional practices drastically. Moreover, the innovation inherent in cooking fosters continual evolution rather than abrupt change, preserving underlying cultural practices while introducing new culinary expressions. Thus, while fusion cuisine may modify processes, its impact on cultural integrity remains nuanced and adaptable.

The economic factors influence the hybridization of cultural practices within society. They argued that economic forces promote mainstream cultural products for profit, which can lead to cultural hybridization. Others noted that economic conditions vary across different segments of society, influencing cultural practices even within the same cultural group, economic disparities affect consumption patterns; individuals with varying incomes may shop from different brands, shaping their consumption and preferences. People's purchasing behaviours often correlate with their income levels, influencing the products they use. Wealthier individuals may engage in more complex cultural practices that require higher spending, while those with lower incomes may prioritize more economical cultural activities. This economic stratification within societies contributes significantly to the diversity and hybridization of cultural practices observed today.

➤ **SUPPRESSION OR REPRESSION OF LINGUISTIC DIVERSIFICATION:**

India, as a profoundly diverse nation, boasts a wealth of over 1,600 languages spoken across its varied regions. Despite this linguistic richness, only 22 languages hold official recognition. Among these, certain languages exert dominance over others, leading to the marginalization and eventual decline of smaller regional languages. This dominance is often not deliberate but occurs naturally over time as more widely spoken languages gain prominence and influence.

7. Indian Languages:

https://www.education.gov.in/sites/upload_files/mhrd/files/upload_document/languagebr.pdf

8. Culture and economic relation: <https://link.springer.com/journal/10824> However,

there are instances where linguistic suppression is deliberate, as evidenced by recent moves such as renaming criminal laws such as IPC, CrPC, IEA into a particular language. Such actions place some group of individuals at a significant disadvantage, highlighting disparities in linguistic equity and access.

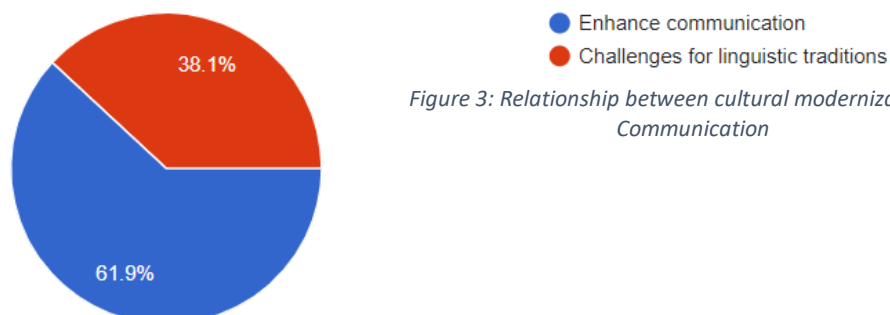


Figure 3: Relationship between cultural modernization and Communication

Among our respondents, 38.1% argue that cultural modernization enhances communication, citing English as crucial in today's global context. They believe proficiency in English improves communication skills and facilitates participation in the globalized world. However, they acknowledge that prioritizing English can lead to a decline in usage of traditional languages within local communities. They attribute this phenomenon partly to the colonial legacy where British influence during the colonial period contributed to the emergence of hybrid languages and established English as a medium of education and administration.

Conversely, 61.9% of respondents contend that cultural modernization poses challenges to local mother languages. They argue that as societies modernize, traditional languages face erosion, diminishing their uniqueness and cultural richness over time. This trend is particularly evident in countries like India, where many struggle with English proficiency, thus impacting linguistic traditions. Our research underscores the significance of language-specific nuances such as unique words, sounds, meanings, and cultural contexts that are lost in translation or substitution, thereby eroding the cultural heritage associated with local languages.

Additionally, 28.6% of respondents express concerns about language choices in policy naming, highlighting how dominant languages can overshadow on the local ones. They emphasize that policy names using ABC/XYZ languages can marginalize regional languages and exclude non-speakers, reinforcing linguistic dominance. In contrast, 71.4% advocate for inclusive policy naming that acknowledges and respects linguistic diversity. They argue that using generic terms instead of specific languages avoids alienating speakers of minority languages and promotes equality. In a country like India, where no national language is designated, such policies are crucial in fostering inclusivity and preventing linguistic marginalization.

9.Policy naming and its Domination :<https://www.thehindu.com/news/national/indias-new-criminal-codes-the-hindus-detailed-coverage/article68347477.ece>

CONCLUSION:

In our research study, we have observed numerous evolutions, particularly in mainstream culture, culminating in our research conclusions. Cultural changes can lead to both positive and negative changes in modernized cultures. Viewing it positively, we can identify reasons such as achieving different ideologies on menstruation exist, as families in rural areas often face numerous restrictions compared to those in urban settings who may adapt to modern changes in mainstream society due to modernization. This is because not all people are receptive to change, and not everyone needs change for their personal development. Predefined norms for development create a divide between those who agree with these norms and those who require different norms for their advancement.

When examining negative changes in cultural identity, our research identifies reasons such as linguistic suppression, which leads to the dominance of particular languages. Additionally, authentic local food styles are increasingly influenced by Western culinary ideas. While some changes contribute to the development and improvement of our nation, others stem from social influences. Our paper suggests that external factors can be navigated or evolved. This can be further understood by the way where People often embrace changes for their convenience, but nowadays, many changes are influenced by the interconnected world. Some changes are driven by the belief that they will elevate their economic status, a finding corroborated by our survey.

Our research advocates for a balanced development that respects and integrates cultural heritage and identity with modern advancements. Sustainable development should not mean sacrificing the present for the future but rather evolving in a way that harmonizes tradition with progress. By adopting this holistic view, we can ensure that our cultural foundations are not lost amidst the rush towards modernization, thus fostering a future that is both advanced and rooted in our rich cultural heritage.