



GLOBALIZATION AND CULTURAL HOMOGENIZATION: THE LOSS OF LOCAL TRADITIONS

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ABSTRACT

By looking at the various social and cultural patterns that have changed since its inception and continue to this day, one can follow the impact of globalization. The Period of Globalization' is quick turning into the favored term for portraying the present situations. The renewed sense of self-awareness that has been brought about among the people who make up the local cultures and communities is so strong that it makes it possible for them to successfully adapt to the forces of globalization. The cultural interdependence that has always existed between communities and regions in India, both visible and invisible, strengthens rather than threatens the nation's identity. The culture of India has greatly benefited from globalization. We are taking advantage of the term globalization for the sake of reason, progress and science however we are failing to remember that our way of life separates us from some other country. India has a rich social foundation and pride of its way of life is well known in all over world. Globalization has taught the westernization in India, yet on the other hand the Indian culture has additionally spread its effect universally.

KEY WORDS: *Globalization, Culture, Impact, Westernization*

INTRODUCTION

Globalization truly influences individuals regarding their lifestyle, culture, taste, style, inclinations, and so on. People's lives have benefited and suffered as a result. People used to move from the east to the west and back again in search of great opportunities. However, the worldwide monetary emergency all around the world brought about switch movement. Numerous studies had shown that many foreign-born employees; essentially from China and India, have thought about getting back to all the more likely open positions.

This process of transformation is not hindered by Indian culture. Any geographical region's culture and customs have a special significance in relation to its individuality. This uniqueness has been upset to the changing degrees in lieu of globalization. Because of the approach of the western culture in the country our valuable culture and religion is getting lessened. It is noticeable and feasible assuming that individuals join themselves to experience the powers of modernization.

Globalization

Globalization might be characterized as the method involved with going worldwide. Since the word "globe" refers to the earth, "global" indicates that something has a global reach. There is no rejecting that globalization has surely been a gift for the cutting edge world. Globalization is vital to our present reality. For India the effect of the arrangement globalization is both great and terrible. From the challenges posed by climate change to air, water, soil, and other environmental issues, to the crime online; globalization has an enormous commitment to all the illeffects of logical headways. May it be business, exchange, and work openness or the monetary and monetary status of the country; no field is abandoned the compass of globalization. Globalization is a worldwide stage for keeping up with uniformity in the living method of individuals everywhere. The exchange of worldly views, opinions, and various aspects of culture across borders is the cause of globalization.

Globalization and its impact on Indian Culture

Let us closely analyze the impact of globalization on Indian culture.

Family Structure

The vital fascination of Indian culture is joint family culture. The joint families have turned into a weird shock to the Indians particularly to those dwelling in the metropolitan urban communities in the little level culture with the family units sprouting up like mushrooms in the downpour .Individuals have become irritated to get changed into the joint family, Kids have begun dealing with grandparents like visitors or guests, and such a childhood is one of the fundamental reasons of expanding advanced age homes, as those youngsters think about their own folks as weight in their condition of adulthood. The joint families have been broken now and family units are occurring.

Marriage Values

Relationships have additionally lost their qualities. It is abundantly clear from the rising number of divorce cases and occasional reports of extramarital affairs. Marriage was once thought to be a union of souls that would continue after death; yet, today marriage resembles an expert bond or a purported obligation to share existence without undermining their personal matters. The self-image factor into the Indian youth is again a result of globalization. It is very surprising to find in our nation where we have consistently maintained values, culture and custom at high regard. We've always been overconfident that our culture would always be the best and that no other power could ever take away our deeply ingrained virtues.

Social Values

Seniors have the integrated benefits of regarding the visitors as God, cordial inviting, welcoming older folks with due regard and a commending each little celebration with incredible shade of delight and harmony. Such a wide assembling with full tint and light can barely be seen today. Individuals have exceptionally confined themselves in friendly communication. The cooperation in present age is exceptionally strategic thinking about the monetary status and riches. Individuals have lost social qualities and happy gift of fellowship. The current ages are more joyful observing Valentine's Day instead of Holi and Diwali.

Adultery

Both the sexes were avoided at all costs, with parcel numerous limitations and impediments to the methodology for a long time in our way of life. With the rise of globalization and western culture, youth have fire stirring up well with one another. The cordial methodology and the mingling highlight is worth obvious. Be that as it may, the complete breakouts of limitations have tainted the Indian attitude, playing up with the actual relationship. Live-in relationships, for instance, have emerged as a result in India. Likewise the expanded instances of assault and sexual maltreatment cases are a consequence of the debased psyche which again the imported qualities especially strange to our mom culture.

Food, Clothing and Dialect

The cuisine, attire, and dialects of Indians vary from state to state. The food differs in its taste, yet every food has its own supplement esteem and each district is determined and wealthy in its restorative arrangements with the home cures. Even the clothing is different in different states, which is very important to keeping women's dignity. Even though the cuisines from all over the world offer a variety of flavors, junk food has gained popularity and contributed to an increase in the number of health problems in the country. Again the dressings like the suitings for the guys are an improper counterpart for the Indian kind of environment. Again, the female dresses serve as a distraction for the twisted minds.

Indeed, even the Indians are not a lot of for advancing their first language or our public language. Instead, speaking Hindi as their native language is viewed as a shameful condition by today's youth. The way that foreign languages like French, German, and Spanish are being taught in schools is an example of how much more importance we place on Indian languages than we do on foreign languages.

Employment and The Agriculture Sector

India was transcendently a farming based country. In India, farming has lost its primary value due to advanced globalization and the emergence of multinational corporations. Horticultural science has minimal concentration among the youths who consider cultivating as a disgraceful calling and peer downward on something similar. Businesses through MNCs have rewarding arrangements drawing in the heft of labor who are working for different nations as their client care agents. Indians are losing their wellbeing and their status and gradually getting

to the time of financial subjugation because of these MNCs. Through their emergence, Indians have received this benefit from globalization.

Changing Trends in Indian Culture

Remarkable collaboration and versatility have scratched nearby societies. Globalization's large-scale immigration and transnational workforce are spreading cultures around the world and creating a unified global culture. India is no exemption. In the past Indians used to welcome each other with "Namaste" or something almost identical in local tongues. But right now, a lot of people just say "Hi" and "Hello." The vast majority presently like a free life, a result of globalization. Senior housing and communities can be found everywhere, at least in the major cities. The fact that strained relationships between partners are further dividing many of these nuclear families is a real concern. Generally, life accomplices were looked from nearby networks, typically inside a similar rank. Between rank relationships are currently normal.

Indian Languages

Because it connects everyone, English is already the most widely spoken language in India. However, because there is a distinct first language for each state in the country, communicating without English can sometimes be extremely challenging. For example, Kannada is the principal language in Karnataka, and Malayalam in Kerala. However these are adjoining states, an individual from Kerala would in any case not figure out Kannada. As a result, almost everyone uses Hindi and English. Because of the effects of globalization, English is slowly taking over.

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Indian Festivals

Fortunately, Indian celebrations haven't changed a great deal at this point, however a few impacts can be found. Numerous celebrations have gone worldwide however, as a great deal of Dussehra's, Diwali's, and Ganesh Chaturthi's are commended abroad by the diaspora. Numerous local people go to these celebrations too, and get to find out about Indian strict occasions. However, here's a change inside the country that's very much a shock. Friendship Day, Valentine's Day, Christmas, and even Father's Day and Mother's Day are just a few of the many international holidays we now observe. These occasions barely had any importance in

Indian culture even years and years back. India is changing and incorporating with the world. The internet is also playing a significant role in preserving traditions that might otherwise have been forgotten, despite the fact that many Indian festivals, performing arts, and ways of life are centuries old and run the risk of being lost in an increasingly globalized world.

Family Life

The marital sphere is also being affected by globalization. Work is driving a wedded couple to carry on with independent existences, away from one another throughout quite a while. This is run of the mill for those in Data Innovation who are working abroad, in the UK, US, France, Australia and somewhere else. Either spouse is absent. Because it is not always possible to find jobs in the same location, regardless of whether it is the same company or another, both are working in different locations at times. Either they do not have children until after they have been married, or the children do not like having a large family. Due to the requirements of school, they simply must reside with their parents or grandparents.

Conclusion

Both Indian culture and India were impacted by globalization. It has brought a gigantic effect upon human development. The methodologies to adapt to the globalization are not adequate to alter against globalization approach. Is globalization a help or revile to our way of life? That is actually an issue of thought for us all. Indian culture has surely done least in holding its own comparative with the predominant societies, as the Indian economy has done comparative with the prevailing economies. Even as we become more involved in this increasingly borderless world, western influences are unlikely to destroy India's cultural identity. It has been a well-established grumbling that Indian youth are exceptionally impacted by American and European societies. With India quick turning into a genuinely worldwide climate as far as economy, food and culture, what does it take to ensure our childhood remember the wealth of being Indian? With some inspiration of having a summed-up information on the way of life all through the world and the event and frequencies universally, still the significant adverse consequences are very disturbing for our country. As a result, we need to proceed with the process of globalization with extreme caution in order to safeguard our cultural prestige and national pride.

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