DEMOLITION OF CULTURE IN INDIA IN THE NAME MODERNIZATION

S. Vasantharani,

Assistant Professor of English,

Hindusthan College of Arts and Science,

Coimbatore

Abstract

"Culture is born and brought up from generation to generation through years." Indian culture is the oldest and richest but now which is in threat of modernization. India is filled with a different group of people with a different way of life, which means they do things differently, united they stand in the excellence of taste in arts and humanities, and also in the high culture now divided in the name of modernization. Indian culture is an integrated pattern of human knowledge, belief, and behavior which make the Indians stand in front of the whole world as an example of tradition and culture. The outlook, attitudes, values, morals goals, and customs shared by society could not be seen in the whole world. Culture is part and parcel of Indian life. In those days India is worshipped for its' culture and tradition but now the culture is in the deal. Indian writers fed India's old fashioned rituals and beliefs in their works. According to those writers, culture is connected with the people of India.

In general, every nook and corner of India is following some custom. Indian authors were keenly observed the rituals and beliefs. The narrow-mindedness of man is going on increasing day by day. Man spoils tradition for his own purpose. Those who scrutinized the culture of a race are called "Anthropologists". Anthropologists were related or associated between the culture and people of age. They also assimilated the psychological process of people. The relationship between the culture and psyche of the people is scrambled. Psychological process plays a vital role in culture because man is emotionally attached to culture. Man's adhere forced him to follow tradition. This is the age where the people eradicate culture in the name of westernization. Due to the westernization, the mind of the human diverges. This paper explores the demolition of culture in India.

Keywords: *modernization, culture, tradition, westernization, demolition*

_____

Introduction:

When we talk about India, each and everyone is proud of being an Indian. *"A nation's culture resides in the hearts and in the souls of the people". Mahatma Gandhi.* The attitude, moral values, outlook and customs shared by society is now an individual's soul and hands. Culture is the inborn knowledge, experience, custom and tradition, arts and literature, moral value, attitude, and meaning. Hierarchy in the name of religion, time, role, economic system, relation and possession acquired by a group of people by generations is now dwindling.

In the name of modernization all the cosmopolitan and metropolitan cities have changed their culture but now it is extending all parts of India by using technology. Joint families are fading; everyone wants to live in their own wish. Divorce is getting easier than uniting a family, give and take policy is used in other senses. If both the parents are working, there is no time for them to care for the child properly. The most affected are our kids and aged people without having both parents' and sons and daughters love and affection suffering. No one is there to listen to the parents or children's' words. Children are living away from father or mother by saying, single parent. The buds are crushed before blooming.

There are no moral stories of grandparents for the children. Video, mobile, and computer games are occupying. Humanity has gone or blinking, helping others or taking care of others is also dwindling. In accidents, instead of saving the life of the people, they are taking videos of how a man is dying. No one is interested in other's matter. Contradictory is in everywhere. Our social and rich values and traditions are coming down. Whereas people are following the modernization and losing own culture everywhere. Stress is in everywhere. Isolation of people's life is also increasing since no adjustments and no one is there to take care of them. It is horrible that our younger generations don't know our originality or little knowledge in our own originality and our culture and traditions.

India is filled with many cultures and traditions. But it is shocking that people of India are now following or pretending to follow western culture and rejecting their own culture without their own identity. But all the other country people are following Indian spirituality, yoga, meditation and solving their personal and public problems and becoming good. Our Indian masters are settling and curing the foreign people and solving their problems and curing their diseases both physically and mentally, whereas in India only some are following all these and is slowly becoming westerners. In the other side, globalization is playing its role everywhere. The whole world is going on changing and forgetting and losing its originality and changing their lifestyle. This happens because of political, industrial, social and parental mistakes. The mistake stars from the parents to till the politics by saying so many reasons and changing their food items till lifestyle. What is the contradictory thing is without proper guidance or experience the

_____

children lead a wrong way? The final result is Indian culture is one corner and our younger generation is in another corner both the ends could not be meet at the end.

The parents feel proud by saying my son or working in somewhere out of sight. I made him learn and earn but there is no time for me to teach our culture, love, and affection, the result is now we are in old age homes. This is what happens in every nook and corner of the world. So the total culture, family relationship, happiness, the living originality everything is dwindling. The children couldn't live with their parents because of their study and job; the parents could not go and live with their parents in foreign countries. Social imbalance happens in everywhere. Learning of different studies and environment should be encouraged but there should not affect our culture or permanent lifestyle. So it is the responsibility of the parents to inhibit the modernization and follow our culture distinctively.

There is a warning bell of the adverse reaction of modernization in any field. When we think of culture, it is extended to the "cultivation of mind and body and later intellectual and artistic side of civilization. The word "technoculture" defines the fusion of the two. Culture is unpredictable, at present culture is dynamic and multiple shaped by different classes, different races, of different age group but the only drawback is anyone can look us in a different manner, if we don't have 4G Android and using button phone. This is applicable for all age group. Modernization made culture became unstable, messy, confused and even unpredictable. *"Lorenzo Simpson defines technology as that constellation of knowledge, processes, skills, and products whose aim is to control the transform' (1995:16)"*

Technology became central in most countries, only a few are left. Modernization is shaped by political and economic causes. Many technologies have gone before being used in ways unseen by the inventors. Internet is the perfect example, which was invented by the USA military to decentralize the military activities, later it became the users of anyone including the hackers, because of vast network without a center but in the globalization process, one thing we should know about technology especially the internet, it does not give respect to any boundaries or jurisdictions. Technology plays a crucial role in the popular forms of culture. Tourism became the biggest industry in the 20th century. Sports are the trend in industry and technology. Modernization is expensive, expansive and elaborate.

We can't stop the progress of technology, which is the agent of social change. Instead of Chaucer's age and Jacobean's age nowadays we study steam age, the age of electricity and information age. Without any chance, we are adapting modernization. The total world became a "global village". "Children are changed from innocent behavior to adult behavior, the private life of individuals become public property". Like the world has become a global village, the human

_____

heart has shrunk and humanity has gone or blinking. Reality TV shows became pornography of everyday life, no one can run or hide in any place, all cameras including private or public watch the mistakes of everybody and some hidden cameras too working everywhere. All the world a stage and men became actors, without thinking of originality, rapid movement, rapid transport, and rapid death.

Some are certain that modernization will have an impact on culture, in a positive way. There were divisions in society, and high culture and low culture were there and that divided the hearts of the people. This mentality has been totally eradicated by modernization. We have to thank modernization for this. Famous arts and paintings can be reproduced or altered through modernization. Age old artists for decades are fascinated towards modern technology for many reasons.

Modernization and culture influence each other. Modernization has created an industrial revolution and industrial society. Day by day internet revolution makes even any writer afraid at the time of publishing a book or paper, modernization makes what he said as new becomes old. Modernization defines trending dresses. Human's usage with cell phone or time spent with technology reduces the time spent with another human being. Buying online reduces not only time and money but also human relationships. Modernization creates new societies of people like IT and non IT or users of technology and nonusers of technology and creates a great generation gap between them and spoils friendship, relationship, love, family, and culture.

Internet became like, "The Street finds its own use for things". Couture is the work of fashion technology that was the main word for the industrial revolution. Modernization plays a crucial role in culture and an agent of social change. Technological changes are treated as autonomous. In the ecstasy of communication (1988) we, are more wired, we react to the television news rather the original, to a computer program rather the social world, to email or message rather oral communication. Human energy is replaced by technology so that it leads the chance of Robots ruling the world one day.

In many hundreds of small ways modernization alters our individual and collective behavior on a daily basis that adds up to the cultural changes says the technologists and historians, of course for each of these examples we could find, someone's personal behavior can alter the groups' behavior. It's just harder to do so because how quickly, universally, and unconsciously so many of the norms are forming. Though it may sound like, at times, where these norms are leading us because they're enabling social change like the Arab Spring, global connectedness, new economic realities and pathways, and the better government finally it shows it is not fruitful. Because of technology, we can find or create the communities and relationships

_____

_____

that fit our version of thriving, whatever that might be, eternally we are hopeful that we can lean into the good, minimize the bad, and consciously explore the grey areas, which exactly talk so much about how technology is affecting our lives, relationships, communities, and work.

Modernization is almost governing art and culture. Some of the true lovers of culture and art historians fear the reverse impact on the world of culture on the quick use of advancing technology. Some are afraid that art that is created digitally in an inauthentic way are hesitated to accept the digital renditions of paintings. They arise a question that, is digital painting is a painting? Artists aren't convinced, and art purists argue and favor of more traditional techniques. Only a few works become famous because of modernization and the remaining a vast is becoming shadowed or not used, this makes the readers forget about the other works. The real artists those who are not willing to use the technology are against the technology. Pirated films are spoiling the life of cinema makers.

When we think deeply it is unpredictable that culture has its relation to modernization. When we consider technology, "The ship Titanic is said that is the highest technology ship and ever drowning ship in the sea, but when the ship drowned, a slap on the face of progress". In that time the scientists and ship makers thought whether we have over believed science and technology?. Machines are more efficient than humans so humans are more urged to be machine-like in order to become more efficient. Cultural and technological changes are based on the life of nature and quality of the earth. *According to Raymond William, "Culture is a tradition; culture is what we learn from our families for years, what we learn from the whole society, culture is the work selection, challenge, arrangement, the ideas of everyday life and change.*

Frederick in 1900 found the progress and criterion of science and technological process led the complaints about the dehumanization in factories". Consequently, humans are replaced by the machines, this is an embarrassing situation. Modernization is working as a yardstick of progress. Virtual models have emerged in all fields instead of using bundled books and human energy. These virtual models can have tests and stresses. Progress in the modern trend has been defined as new, more, advanced, better, cool, neat and also more convenient. The modern trend says culture is moving from simple to complex, from complex to modernization, from modernization to advanced modernization.

Culture and modernization both are in the hands of man and he has to decide the future. Culture and tradition learn to move and approach socially without hurting and affecting each others' prestige. Various means of telecommunication, social media, and most importantly the

_____

_____

Internet has a big role to play in the spread of modernization. Modernization has both positive and negative impacts throughout the globe.

Conclusion

        "Indian culture is quite rich with respect to its heritage and resources with the welcoming approach of its citizens. Indian culture has attracted many foreigners to stay in India and mingle into its eternal fragrance."

Works Cited

Technology, Time, and the Conversations of Modernity, Simpson :C: Lorenzo 1995, Routledge Publishers, Taylor and Francis Group, New York

Culture and Technology, Murphy Andrew, Potts John, 2003: Palgrave Macmillan Publishers New York:

Culture+ Technology, A premier, Slack Daryl Jennifer, Wise J: Macgregor, 2005, 2007, Peter Lang Publishing, New York:

Culture and Society: An Introduction to Raymond Williams, R Shasidahr, June 1997:

Raymond Williams on Culture & Society: Essential WritingsEdited by Guigan, Mc Jim, 2014

 International Journal of Culture and Society, Taylor and Francis (online Journal)

The Ecstasy of Communication, Baudrillard, Jean June 1988, 2012, MIT Press (Online Journal)

Technology and Culture Influence Each Other, Gilkey Charlie on April 21, 2015(online Journal)