

## Cultural Dialectics and Indian Youth

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The paper look at the impact of western culture on Indian youth and throws light on how youngsters communicate in the family and society. There are both positive and negative impacts of western culture on Indian youth and it affects almost every dimension of society. The youth prefers western food i.e. pizza, burger, noodles etc, and wears western cloth i.e. jeans, mini skirt, barmoda etc. Sometimes elders are not happy with them, they gives advise them for taking Indian food i.e. rote, dal, khichadi, etc. The Indian food are good for their health, but they prefer western food that's why youngster facing health problems namely stomachache, gastric, headache etc. India's young generation believes in latest technology, they constantly use the cell phone, computer, internet, IPod, laptop etc. and their elders deny more use of the same, as that are constant touch with computer, internet, laptop, cell phone etc., due to same they are facing health problems i.e. eye, body pain, headache etc., sometimes they avoid their elders, they don't keep in touch with their family members and sometimes they don't follow the thoughts, values, uphold by their elderly. Sometimes due to their behavior the elders feel insulted; consequently leads to conflict between both the generations. In this context the study is an attempt to see how western culture influences the youth's lifestyle such as food habits, hair style, dress design, imitation of mannerism, behavioral patterns etc.

The term 'culture' means The knowledge languages, values, customs and material objects that are passed from person to person and from one generation to the next in a human group or society. It is a sociological concept. In common parlance, when we speak of 'culture', many of us think in terms of 'cultured' or 'refined' individuals.

The term for culture in sanskrit is sanskriti. Both 'Sanskrit' and sanskriti are derived from sanskar, meaning ritual performance, which is a process of refinement. Man is born as a social being; he attains sociality and becomes a cultured man by going through the sanskars. According to Tylor "the culture is that complex whole which includes knowledge, beliefs, art, morals, law, customs and any other capabilities and habits acquired by man as a member of society. Culture is everything which is socially learned and shared by the member of society. No society is devoid of culture. All the society have culture in some or the other form but it differs from society to society or community to community, as a repository of social heritage, it helps in maintain social heritage, social order, control the behaviors of people and establish uniformity in the behavior of people. Clark Wisslar(1923) pointed out nine cultural facts found in all societies:

1. Speech including language and writing systems
2. Material traits such as food habits, shelter, tools, utensils, dress etc.
3. Mythology and scientific knowledge

4. Art including carving, paintings, drawings, music and dance etc.
5. Religious beliefs and practice including ritualistic forms, treatment of the sick and treatment of the dead
6. Family and the social system marriage forms, inheritance social control, sports and games
7. Property real and personal property, trade and exchange
8. Government –political forms, judicial and legal procedure
9. War

Most of the definition that have been offered and studied emphasizes certain features of a society;

1. It is shared by the members of a society;
2. It is learned and acquired, not inborn or instinctive;
3. Its elements are interrelated, constituting a complex whole;
4. It is transmitted from generation to generation or historically derived;
5. It is made or created;
6. It is material and non material both, weather it is something concrete like a chair, a fan or a car or abstract like a belief or superstition;
7. It has adaptability;
8. It is both super- individual and super- organic(its formation and continuity do not depend on any one individual); and
9. It is composed of ethos(formal appearance of culture) and adios (cognitive process of culture)

Culture is essential for our individual survival and our communication with people. Culture refers "the common denominator that makes the action of individuals intelligible to the group". According to the sociologist Swidder, culture is a tool kit of symbols, rituals and world views, which people may use in varying configuration to solve different kinds of problems. Culture how important is culture in determining how people think and act on a daily basis. We rely on culture because we are not born with the information. We need to survive. We do know how to take care of our selves, how to behave, how to dress, what to eat, which gods to worship or how to make or spend money. We must learn about culture through interaction, observation and interaction in order to participate as members of the group. On determining our cultural tool box is divided into two major parts Material culture and nonmaterial culture. Material culture wherein members of a society make use and share while non material culture means of the abstract or intangible human creation of society, that influence people behavior. Language, beliefs, values, rules of behavior, family patterns and political systems are example of nonmaterial culture. Cultural tool is described below

**Beliefs:** the mental acceptance or conviction that certain things are true or real.

**Symbol** is anything that meaningfully represents something else, or symbols, anything that carries a particular meaning recognized by people who share a culture.

**Language** is a set of symbols that expresses ideas and enables people to think and communicate with one another. Language is the key to the world of culture is a system of symbols that allows people communicate with one another

**Values** are collective ideas about what is right or wrong good or bad and desirable or undesirable in a particular culture. Value contradictions values that conflict with one another or are mutually exclusive

**Norms** are established rules of behavior or standards of conduct.

Youth is a social category, which emerges in connection with a particular way of life, defines the period of youth as the period of transition from childhood to full adult status in the society. The youth is not yet fully acknowledged as an adult, a full member of society. Rather, he or she is being prepared or is preparing for such adulthood. Thus transitional period in life is particularly vulnerable and dynamic. It is an age group that accounts for a substantive majority of the population in most third world countries. The United Nations statistics on children and youth assign a person between 15 to 24 years of age to the category of youth. Many who participate in the UNESCO regional youth conferences agree that the definition of youth applies to all the young and define being young as extending to 30 or 35 years of age depending upon their national experience. Thus the definition of youth has become broader and more flexible than before there is no fixed age category where the young can be placed as the definition of youth varies with each nation and culture.

Youth believes in western norms namely family norm, social roles of women, sexual norms, lifestyle and music. They want to have status equality of male and female in the family. Youth wants financial independence. In the absence of the concept of obligation on the part of the children towards their parents, lack of willingness on the part of young children to use polite language in conversing with parents to obey elders and to take care of the parents. Indian youth are under the impact of western culture and in this context the study tries to focus on Indian youth, those who are under the influences of western culture.

The **objective** of this study is "To know impact of western culture on Indian youth and its articulations with Indian culture".

The paper is based on the secondary source namely newspapers, books, articles, journals, etc. These sources have been consulted to make the paper qualitative; at last the paper concludes findings and suggestion.

Culture" and "Tradition" are more significant in a country like India which has always been cherishing its rich culture and heritage and it's quite well known for it worldwide. But

these things are just on paper and are slowly losing their sheen. The young generation is the representatives of India. There is no problem as such when follow the western culture to some level but the problem is that youth have been forgiving the heart of Indian culture to a greater extent. 21st century youth doesn't mean forgetting the motherland and following or in short adopting western lifestyle in totality. Every culture has its own pros and cons. Sometimes it should be strong enough to take the good and throw off the bad. From time to time youth easily influenced by western culture, their clothing, the music, the films, attitude, lifestyle, in short every aspect of life has totally changed and avoid their elders also therefore sometimes conflict between young and old generations. In this concern the paper emphasizes that how Indian youth under the influences of western culture. Through the paper elders members of family and society can be made aware of such a reality about the Indian youth, those who accept the western lifestyle. Through the paper youth will also understand their elders feeling and attempt to decrease conflict between both the generations.

Much research work has been done on Indian culture. The paper also tries for some **review** on Indian culture and impact of western culture on Indian youth.

Sociologist use the term 'culture' to mean all the components of a society including all learned behavior as well as material and nonmaterial aspects such as symbols, language, ideas, beliefs, knowledge that are passed from person to person and from one generation to the next in human group of society. A culture is a system of behavior shared by the members of society. A society is a social group a culture is a society system of common heritage. Each of us has a culture, because we are all raised in society. We express our culture continually in our dress, food work, language and other activities. We learn our culture from our forbearers and contemporaries and then we pass it on to future generations. There cannot be a culture apart from society, and society exist without a culture

According to Datta Amla, out of 300 hundred respondents 61 percent respondents responded that the round the clock television telecast does not affect their families, while 39 percent having the opinion that the round the clock television telecast affects family. It hampers as well as affects social custom and domestic work as family members remain busy to watch TV programme, it affects ethical value of the viewers. It affects the study, eye and disturbs sleeping. Sometimes it has a negative affect on the small children. 61 percent reported that affect of late night telecast by TV channels on children and all age group. It affect study, mind and health, it affects eye sight and disturb slipping, student cannot attend the school time., children remain glued to the TV set and their own creative power get lost due to the imitation of bad programmes, in rural area it is harmful for children as well as students. More than two third have opined that the present programmes in one way or the other are helpful to the family members including younger generation. Following causes behind it i.e. it does not help rather it has a bad affect on eye sight and health, it affects the ethical value of the children, it hamper their concentration, it badly affect the habit of book reading, it does not cater much information regarding employment, some serials have a negative effect on the society

Some TV channel is very harmful for children. The television is probably neither harmful nor particularly beneficial many from TV programmes. The overall effects of TV pointed as much to the parents as to TV parts who provided their children with warm secure relationship and interesting home life had little to fear from TV. Delinquency is a complex behavior growing usually out of a number of roots the chief one usually being some great lack in the child's life often a broken home, as a feeling of restriction by parents or peer group.

Changing youth mind set by technology. Technology free flow of information media and affluence is changing the mindset and lifestyle of youth. Shopping malls and multiplexes, lend themselves to consumer. The shopping malls offer a chance for window shopping. Sometimes youth are spending Rs. 100 to 150 for cinema ticket and popcorn.

Now a days Indian youth are taking keen interest in beauty and fitness therefore they are going to beauty parlors (for men and women), gyms, slimming center etc. so there is a strong fascination with the body. Sometimes youth draw tattoo on their body, they used to color for hair and wear western outfits. By and large they are taking amazing interest in fitness dance, drama, choreography. The culture seeks to mix and match, pick and choose and have an overall effect of fusion. Youth believe in dating and meeting. Most of youth engage in computer, and maximum use of internet resulting sometimes in cyber crime.

Up to 6 and more than 24 years age groups are using mobile phones. Mobile users are from diverse socio-cultural and economic backgrounds. 19 year old male student stated some times my mom (who pay my bill) ask me on my mobile, where I am and what I am doing? And that's while mobile causes me to lie (Joshi, 231-253)

The sample was drawn from 1000 post graduate student of colleges on the Delhi university campus. Most of the parents feel that sometimes boys behave as if they were not under control of their parents, the majority of the young are bit individuals in the sense of that they don't like the idea of living in joint families. Most of agree that one should avoid having more than three children. The authoritarian pattern of the Hindu family leaves very few of choice and decisions to the younger generation. Most of decision take without reference to the young members of the family and often leads to discontent and strained relationships between parents and their children. 79 percent parents want to choose bride /groom for their children with their consultation. 48 percent students and 22 percent parents approve the institution of love marriage. Sometimes the older generation does not capable of further learning and changing. The younger generation has developed some value frame work for its behavior, modification of traditional values and behavior may increase influence the value of parents. Sometimes it is difficult for many parts to hold their children to set of conservative values. Parents will be probably continued to hold to traditional values and assume that their children were confirming to those values until their action forces them to see the reality. The young generation will continue to develop its own modified value system and keep these value to themselves and allow or encourage their parents to believe that they share the some

traditional values for many parents and their children the intergenerational conflict will continue to be characterized by the parents playing the ostrich and the youth trying to keep the sand from below away.

Some of the families like to be less problems of intergenerational conflict since both the generation adhere to the same values and attitudes. In the traditional families not only do the students and parents cherish different sets of values and attitudes but the parents also want to impose their own traditional values and viewers on their children. The authoritarian attitude of the parents creates a communication gap between the two generations resulting in lack of understanding between the two generations. These situations often become ripe for conflict. Cast system and village community system losing their hold on the people due to in roads mad by industrialization and urbanization.

Primary westernization refers to the process of general diffusion of western cultural traits such as the use of new technology, dress, food and change in the habits and life style of people in general, resulting from the cultural contact with the west. It implies mere the first process. It is diffused both among general public. In the earlier period these type of westernization produced the sub-cultural of middle -class elites especially in Calcutta, Bombay and madras. Gradually this sub culture grew into a great tradition of modernization

Some of the institutional developments which have directly been instrumental in the creation of the major trend of modernization in India: 1) the growth of a universalistic legal superstructure-2) expansion of education 3) urbanization and industrialization -4) increased network of communications and 5) the growth of nationalism and the politicizations and 5) the growth of nationalism and the politicization of society. Diffusion of legal norms marks a change from status to contact, from hierarchy to universal equity and equality in the great tradition of Hinduism.

From a cultural point of view the new legal system caused a major breakthrough in the principles of hierarchy and holism the two pivotal values systems of traditional culture. Hierarchy was abolished in the new system and justice founded upon new legal forms based on equitable standards and on the recognition of the individual as the unit in all matters of negotiation.

Western culture brings changes in Indian youth lifestyle, changes in dress, food habits, rituals, vocabulary, material culture mode of travel and types of conveyance and customs. The factory produced the cloth now have replaced the home-spun clothes and occasionally modern synthetic fabrics. A change in food habit has also taken place which brings people nearer to modern food technologies. New item of food are gaining popularity even at the village level. Meat eating and the use of eggs among the higher caste members are on the increase.

As the process of modernization becomes all encompassing, it also generates inter-structural tensions and conflicts between past tradition and contemporary factors. Modernity developed mainly as a sub-culture and a sub structure without pervasive expansion in all sectors of life.

Changes in the political system begin increasingly to impinge upon the system of stratification (caste, class, ethnic community) and these together create serious stresses for the cultural system as a whole. This brief survey is to show that the Indian youth are under the influences of western culture now here questions emerge that how the western culture adjusts with Indian? Does this process of adjustment leads any dialectical situation?

Most of the youngster adopt the western culture and change their lifestyle in the family and society. They don't believe in arranged marriage but in contract marriages a self once. Sometimes they reject the marriage rituals, and disobey their parents' thoughts regarding same. They also prefer nuclear family that's why joint family system is breaking down from the society. The youth are listening and watching western music. Music it is assumed that viewing the foreign television programmes influences the youth's choice. It shows aspire to be and what they ultimately become. Music also comes under the impact of western culture. Western music is already pervading in the Indian society. That spread even in the schools where they teach western dance. The popularity of music channels can be cited as an indication. The variable music preferred is operationalised into nine items: whether the youth considers western music as modern, think that learning is necessary as it gives recognition among peer, whether it encourages them to participate in discotheques, whether it helps them to dance in parties and results in losing interest in Indian music. So most of the youngster prefer western music.. Cultural changes are set in modern in three ways. The first is invention i.e. telephone TV, mobile, computer, laptop, Ipod etc. diversity and diffusion are another causes of cultural change

Due to effect of westernization the unity is broken in village people at work place, cast panchayat removed, village labours are feel they are servant at the work place, some of the village youth also under the influences and addicted about urban life style, being expensive, addicted of alcohol, gambling, prostitution etc and while they come back spread these immorality in village. Village girl also adopt the western culture, they used to western dress, western food and cheap cosmetics.

The youngster change their dressing style and food. Most of the young girls and boys wear western cloths in their daily life i.e. jeans, skirt, miniskirt, Capri, barmooda etc. They want to be modern that's why they wear a western cloth. They also have preference to western food i.e. pizza, burger, cake, etc. due to western food, sometimes they become victims of various epidemics i.e. breathing problems, stomachache, gastric etc. sometimes they ignore their elders those who are going to the temple and having faith in the god, some young people don't have more believe in god so they deny their elders for going to the temple so at that time their elders feel insulted and resulting in to conflict between two generations.

The study reveals that on the one side youth enjoys the Indian cultural heritage in every walk of life, while at the same time the negative undercurrents of the western culture are also visible as they have adopted western cloths, food, new technology etc in their lifestyle. Moreover, elders and rigid family members don't support them, in this regards considerably as it is visible that younger generations have been forgiving the core of Indian culture. Consequently, the elders in the family and society are overlooked leading to a dialectal situation between young and old generations.

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