

ISSN: 2393-8900

HISTORICITY RESEARCH JOURNAL



CULTURAL VALUES AND MODERNIZATION

Dr. Malappa Bheemaraya

Department of Economics, Government women's First grade College Old Jewargi Road Kalaburagi- (INDIA)



ABSTRACT:

"Culture is the sum of all the forms of art, of love, and of thought, which, in the course of centuries, have enabled man to be less enslaved." - Andre Malraux. Culture is the invisible bond which ties the people of a community together. Our art, our literature and most importantly our language define us. They make us who we are. It has been rightly said that a community is only as strong as its language and culture. Change is the law of nature. It is necessary to adapt if a society is to keep pace with the ever-changing world but, when this change comes at the cost of the culture, the society instead of progressing moves backwards. Our culture too is being threatened by the present era of modernisation. Declining of traditional rulers,

INTRODUCTION

The cultural values of the society are vanishing in present society due to the concept of modernization and the science and technology in the contemporary society of humanity, the society is bond with the values and morality to lead a life of humanity, but these values, morality are disappearing from the society at the hands of modern technology and the modernization concept which has been applied to the society. "Culture is the sum of all the forms of art, of love, and of thought, which, in the course of centuries, have enabled man to be less enslaved." - Andre Malraux. Culture is the invisible bond which ties the people of a community together. Our art, our literature and most importantly our language define us. They make us who we are. It has been rightly said that a community is only as strong as its language and culture. Change is the law of nature. It is necessary to adapt if a society is to keep pace with the ever-changing world but, when this change comes at the cost of the culture, the society instead of progressing moves backwards. Our culture too is being threatened by the present era of modernisation. Though we have come a long way from the ancient times, we have forgotten our culture in the process. Our present generation is hardly aware about our culture. Most of us have forgotten our language, our traditions and in the process our identity. It is only a matter of time before we completely lose our culture and traditions to modernisation. Is our culture on the brink of being lost forever? Why is our culture losing its importance? Team KO posed these questions to a few members of the society. Here is what they had to say.

IN POLITICAL SPHERE MODERNISATION OF A SOCIETY EXPECTS:

- Declining of traditional rulers.
- Formulation of ideology for the rulers to handle the power.

• Decentralization of power among the members of the society. Scope must be provided to all to participate in the decision-making process.

In the cultural sphere a modernizing society is characterised by:

- Growing differentiation among the major elements of culture like religion, philosophy and science.
- Spread of literacy and secular education.
- Introduction of complex institutional system for the advancement of specialized roles.
- Expansion of media communication.
- Development of new cultural elements based on:
 - (i) Progress and improvement.
 - (ii) Expression on ability.
 - (iii) Emphasis on dignity of the individual and his efficiency.

Modernisation is a process of adaptation of new values, cultural elements and technology in the various fields of life. It is indeed the ability of a society to confront, overcome and prepare itself to meet the new challenges.

Impact of westernization

Indian Culture, which is one of the oldest & richest cultures, is now days posing a serious threat as western culture is establishing its strong base in India and slowly and gradually wiping the Indian culture. It had already made its presence in Metro's & now slowly heading towards other parts of India.Westernization has greatly affected our traditions, customs, our family and our respect and love for others. The concept of joint families is fastly decreasing every one wants to remain aloof from others. No body now bother about others and only cares about himself which is totally contradictory to our Indian culture which teaches to be a part of each other Joy's and Sorrows to celebrate the moments together and share the grief together. Slowly all our values for which India has the pride is vanishing & western culture is taking its place. People are blindly following the western culture without knowing its consequences.

Westernization has given rise to single families. Marriages are fastly breaking & our tolerance and patience has given the answer. The most effected are our new blooms, which have sprouted they find themselves stressed and isolated in this new atmosphere as there is no one to take care of them. They will not get the care and love of their Grand parents and they find themselves in crutches were some others will take care of them. It is very unfortunate that the new sprouts remain untouched and cut off from our moral values and sanskaras. In today's Scenario were both husband & wife are working there is no one at home to look after them to inherit the sanskaras in them as our elders who gives these sanskaras to their grand children are not with them. To many cases it is not deliberate but in majority of case the children prefers to remain away from their parents which is very unfortunate.

There's no harm in taking good things from western but this does not mean that we should completely adopt it and pretend to be western and misrepresent our identity. It is understandable that India is growing in every field and there is necessity of knowing all the cultures and their traditions. To some extent it is fine but we should not pretend that we dislike the Indian values and likes only western culture. We have to preserve our identity. One thing should be always kept in mind that western world is looking India for its honesty and its rich Cultural heritage.

It is shocking to see that Indians are forgetting their culture and western people are seeing India for obtaining salvation. They are coming here for seeking the true peace, which is total absent there. India has earned a good name in the field of Yoga and meditation were our gurus are giving teachings to western countries how to relax themselves & how to keep themselves away from disease were in India it is contradictory to it. People are only seeing money as necessity and for the same they do anything, which is very shocking. It is very unfortunate that today's generation has very little knowledge about their culture, traditions & their roots. This is not their mistake but the mistake of their parents who does not enlighten their children about their roots about their rich cultural heritage.

Contradictory to it Parents feel proud in giving the western Sanskaras to their children. Children are brought up in this atmosphere. They are thus kept miles away from Indian culture. There is no harm in giving the knowledge of other cultures and traditions as Indians have made their presence in every part of world and it is very necessary that we should have knowledge of their culture, traditions and their language. We should do but to the limit, which is really needed, and also take care that our new sprouts are well versed with Indian culture and its values. It is the responsibility of parents to inherit the same and for this it is very necessary that parents should also be well versed with Indian culture and traditions.

No doubt the western culture is versatile and has taught to be self-independent but this does not mean that we will forget our culture at all and blindly follow it. Since India has the tradition to take good things from others but this does not mean that we will completely forget our values. We should feel proud that we are Indian s and we have such a rich cultural heritage which is very rare and should carry this forward and inherit the same to our New blooms who are going to be our future.

Change in Indian society

The Indian society changed drastically and completely within the span of just one century. Today traditional Naga attires, dances, and other cultural symbols can be seen only during important occasions and in celebrations like the Hornbill Festival. Are trends like driving expensive cars, going to discotheques, eating out every weekend considered being modern? Today in the Naga society, everyone wears Western clothes. There is nothing wrong in it, but believing wearing Western clothes makes one modern is a flawed ideology. People tend to think of 'Western' and 'Modern' as synonyms, which is erroneous. What makes a person modern is evolution of thoughts, not imitation of the Western culture. Certain celebrities imitate Korean trends in terms of dressing and grooming, and we mindlessly emulate these thinking we are being modern, while at the same time we don't think twice about littering our roads and spitting paan juice all over the place. Musicians today, are they actually expressing the Naga voice, or are they trying an imitation of the Western popular culture? People here rush to KFC and Pizza Hut with the concept in mind that eating there makes them hip and modern. It is sheer ignorance of the philosophies of the west, coupled with blind desire to imitate them that actually results in the decadence of our true identity.

It is the choice of the individuals: do they want to be developed and advanced and be modern in the true sense, or do they simply want to become mere imitators? The Society must respect its own culture and heritage first. Following other cultures and lifestyles should not be done at the cost of losing respect for our own culture. Adoption of any Western patterns and norms is not wrong when first the society becomes self- sufficient and knows how to strike a right balance between adhering to their own cultural patterns and adopting foreign cultural ideologies. The Indians are indeed in the fast lane when it comes to developments, be it in terms of infrastructure or pop culture. Many dramatic transformations have been taking place in the society. Today in our society this process of modernisation is overwhelmed with Western ideas, images, and concepts. With this trend continuing, the external pressure is so strong that it is sweeping the treasures of our rich tradition. Now the question that we need to ponder is the perception of Nagas modernity. Today the level of modernity is measured in terms of materialism and power of wealth.

CONCLUSION

If our society has to catch up with the fast-changing world, it is imperative that we forego part of our traditional beliefs and practices to meet the demands of the time. Our immediate task should be to sharpen and broaden the scope of our modern education which will lead to a better understanding of the West and changing times it will help us to cope with the fast-changing world. Our main concern should be to fill the communication gap between the West and the East, otherwise our culture will soon vanish. In the quest for modernity, let's not be deluded into accepting Westernisation as modernisation. Let our own culture not metamorphosize into an alien foreign culture even without our realisation. Let us not allow our own culture to become a thing of the past.

REFERENCES

- 1. Bernstein, Henry. "Modernization theory and the sociological study of development*." *Journal of Development Studies* 7.2 (1971)
- 2. Black, Cyril. The Dynamics of Modernization: A Study in Comparative History (1966)
- 3. Brugger, Bill; Kate Hannan (1983). Modernization and revolution. Routledge.
- 4. A.L. Basham, The Wonder That was India, , Picador London
- 5. NilakantaSastri, A history of South India from prehistoric times to the fall of Vijayanagar, Oxford University Press,
- 6. Sharma, Ram Sharan (2005), India's Ancient Past, (Oxford University Press