



# Asian Research Consortium

Asian Journal of Research in Social Sciences and Humanities  
Vol. 5, No. 7, July 2015, pp. 207-223

ISSN 2249-7315

---

---

Asian Journal  
of Research in  
Social Sciences  
and  
Humanities

---

---

www.aijsh.org

## Globalization, Youth and Cultural changes in Indian Society

Dr. Sarika Singh\*

\*Research Scholar,  
Lucknow University,

India.

DOI NUMBER-10.5958/2249-7315.2015.00174.4

---

### Introduction

The research “**Globalization, youth and cultural changes in Indian Society**” is an attempt to understand our youth in this era of globalized world. It envisages a multiple dimensions of Indian youth ranging from education, job, marriage, dowry system, Live in relationship, pre marital sex, life partner, role of mass media, social media and Internet and the changes in youth lifestyle in context of globalization keeping in view the possible impact of cultural changes in contemporary Indian Society. Further general objectives of this study are to elucidate the wide spread crisis in contemporary Indian society and culture consequent upon globalization.

### Globalization:

**“All the world is a stage and all men and women are merely players”**

-William Shakespeare

Shakespeare’s famous words have been said centuries ago. Still these are appropriate for depicting present times. Today, more than ever, the world is shrinking and turning into a global stage on which we all have our role to play. What are the forces that set up the rules of the game and distribute the roles? Analysing further, many such other questions come to our mind.

What is the reality we face today? Or may be reality is not the right word to use, because in today’s world of information and mass communication technology, time and space boundaries have become permeable, even imaginary, so we may better use the word “virtuality”. But yet what is driving today’s world and is throwing us into vortex of events and changes. What causes transgression of all kinds of boundaries and enables us to travel all around the world even when we are completely motionless? What makes us almost daily reconsider our identity because of the multiple roles we have to play, thus becoming, in figurative word, “chameleons”? Why do we witness so many hybrid cultural products and practices today? We may go on and on but what is important is that some transformations are taking place in present world and they are visible

everywhere and affecting all spheres of life and makes us to participate in global game. For all such transformations and changes we may illustrate this in a single word and that is “GLOBALIZATION”.

People around the globe are more connected to each other today than ever before in the history of mankind. **Globalization** in its basic form is neither particularly new, nor in general a folly. Globalization broadly refers to the expansion of the global linkages, the organization of the social life on the global scale and the growth of the global consciousness and hence to the consolidation of the world society. It is the process by which the boundary line between different countries became insignificant and the whole world transforms into a group or Global village. The traditional concept of ancient India known as ‘*Vashudhaiv kutumbakam*’ can be taken to be the starting point of Globalization in the real sense in which the whole world considered as a family.

The most common interpretations of the globalization say that the world is becoming more uniform and standardized through a technological, commercial and cultural synchronization coming from the west. These perspectives equate globalization with westernization. However, there are other assessments that agree for viewing globalization as a process of hybridization, which gives rise to global melange.

How globalization should be interpreted is hard to say because its meaning varies widely according to the context in which it is used. Thus in Economics globalization refers to economic internationalization and the spread of capitalist market relations. In politics and international relations, the focus is on the increasing density of interstate relations and the development of global politics. In sociology, the concern is with the social changes and the emergence of “world society”. In cultural studies, the emphasis is on the global communications and their influence on culture and identity. As it becomes evident, globalization is a subject of study in various domains. In its broadest sense globalization refers to the extension of a whole range of economic, cultural and political activities across the world landscape. In this context, the increasing economic and cultural interdependence of societies on a world scale involves interaction in so many areas and at numerous levels, it is virtually impossible to conceive of globalization as a singular concept.

### **Youth:-**

Youth may be best understood as a period of transition from the dependence of childhood to adulthood’s independence and awareness of independence as member of community. Youth is a more fluid category than a fixed age group. However, age is the easiest way to define this group, particularly in relation to education and employment. Therefore “youth” is often indicated as a person between the age where he/she may leave compulsory education, and the age at which he/she finds his/her first employment.

**The UN for statistical consistency across regions, define** “youth” as those person’s between the age of 15 and 24 years without prejudice to other definitions by member states.

**According to Oxford Dictionary definition** “youth is generally the time of life between childhood and adulthood”. The appearance, freshness, vigour, spirit etc. are characteristics of one who is young. Youth is the term used for people of both sexes male and female of young age.

**According to national youth policy in India**, age group between 13 to 35 years are considered as youth and as per census 2001, 41.05% of Indian population are youth. The greatest wealth and

strength of any nation is its youth. The future of a nation lies in the hands of its prosperity. The quality of youth determines the kind of future, the nation will have. India is the largest youth population in the world today. India has more than 50% of its population below the age of 25 and more than 65% below the age of 35. It is expected that, in 2020, the average age of an Indian will be 29 years, compared to 37 for China and 48 for Japan. In India youth constitutes 41 % of total population and if we can harness this powerhouse of the nation in right direction then India may reach to the untold heights. Viewing in this context, this study is an attempt to understand the youth in general and youth culture in particular in ever evolving globalized world.

### **Youth Culture:**

Youth today are growing up in an increasingly commercialized media saturated world. In many way, the concept of „Youth“ and shared „youth culture“ are relatively new, having emerged in the 1950s in the wake of post war expansion of consumerism in the western world. The concept of ‘**Global Youth culture**’ is not easy to define, as it reflects the assumption that a majority of the world young people share a common cultural frame work. In essence, youth culture can be interpreted as young people’s own free space, which offers an alternative to the adult world as one develops questions and assumes roles in one’s society.

Youth culture today tend to be strongly associated with increasing commercialism so much so that youth become more widely acknowledged as autonomous consumers and targeted by marketing campaigns. Superficial or not, a centre feature of the global youth culture is that young people around the world are connected by their consumption of certain commercial products. Consequently it is impossible to undertake an effective examination of youth cultures without exploring young people’s relationship with the mass media, internet and social media. Youth culture is created, adopted, accessed and disseminated largely through worldwide telecommunication network that are rapidly expanding to reach many different parts of the world. The internet, local and satellite television and radio and other popular media are the channels through which youth oriented cultural influences are transferred to India using movie, music, media, Technology, lifestyle, consumer goods, advertisements, sports and other means. Defined within this context the current youth culture is clearly international in nature, as the consumption habits associated with it are to be found wherever young people have purchasing power.

In today’s world, peer group and the products of the industry are also contributing greatly to the evolution of youth culture. Peer groups are becoming ever stronger agents of socialization and at times this creates conflict within the socialization process, as the role of parents and family has weakened in many contexts. The traditional roles and assumptions associated with the succession of generations and their inherent hierarchies have started to crumble. Socialization is no longer an automatic process in which adults simply transfer prevailing values to young people for their own use, as in the case with so called direct socialization. In some settings formal institutions have become more necessary; public, civic and other organization specializing in youth development have taken over some aspects of the socialization process, as parents, family members and neighbours can no longer manage on their own. Peer interaction has a surreptitious impact on socialization as young people experiment, investigate and test the principles, rules, customs and habits of adult cultures outside the realm of adult influence.

The emergence of global media driven youth culture signifies the building of a new landscape of socialization. With the structures and traditional roles of families undergoing major changes, youth culture and youth media have emerged as entirely new agents of socialization, giving rise to new forms of socialization.

### **Purpose of the study:**

Globalization has been a universal phenomenon in the modern world. This process has directly affected the traditional societies and cultures of the Afro – Asian nations. The process of globalization has caused irreparable damage to the time old social and cultural values and norms of behaviour in these countries. India is not an exception to this phenomenon. Due to the impact of globalization, the traditional structures of society have almost disintegrated.

On account of globalization the traditional society and culture in India has come under direct onslaught of western civilization and style of living. The patterns of food, dress, ornaments, manners and etiquettes and interpersonal communication have been directly influenced. Old traditions have either wiped out or the same have been innovated in the light of western ideas and ideology. Owing to these influences due to globalization, the negative conditions have reached their highest point in recent time and both society and culture in India have been overtaken by a deep and a grave crises present time.

The negative conditions, crises and predicaments, which have become matters of common observations, have motivated the researcher to launch herself upon this critical research which will be fully in consonance with the needs of the time and the same will be meaningful not only to the scholars and students of sociology but also the policy makers and planners of the country.

### **Scope of the study: -**

A variety of factors may contribute to understand the effect of Globalization on youth and cultural changes in Indian society. For example the role of Information Technology and internet and mass media in the lives of youth in respect of education, employment, culture, fashion, sports and mass media etc. In a similar fashion the Peer pressure is the determining factors in respect of relationship, lifestyle and employment etc. However, this study does not represent the youth culture of whole India but this study is based on the survey of university going students, who comes from different section of society and different social, educational, cultural and economical background and represent the modern Indian youth particularly the educated youth and their thinking in this era of globalization, who are witnessing the revolution in field of ICT, emergence of MNCs ,BPOs, KPOs and new all pervasive mass media.

This study broadly looks into the multiple dimensions of Indian youth and their aspiration in respect of education, job, marriage, dowry, live-in relationship, life partner and lifestyle in context of globalization and thus the emerging challenges before the culture of Indian society. However, it may not be the perfect study because of the rapid pace of globalization and every day the new dimensions are opening up for further intensive study on this topic.

Further, although the results of this research can be compared with similar analysis conducted in other countries to show similarities and differences on the impact of globalization on youth culture and also this study does not provide the cross country comparisons. India is a multi ethnic and multi cultural countries and to understand its culture in any single perspective is a very complex

phenomenon but this research is an attempt to understand the youth culture in contemporary globalized world.

### **Significance of the study:-**

The study of globalization and its impact on cultural, social, educational and political fields in general and global youth culture in particular is a subject of academic interest and research among worldwide scholars and academician since the inception of globalization phenomenon. This study further adds to the growing body of research by providing empirical information about the impact of globalization on youth and cultural change in Indian society. It is important to mention that academic research on emerging Global youth culture in different countries has looked at wide ranging issues such as cultural globalization, media and globalization process, impact of globalization in educational reform, sexual behaviour and health risk of adolescents , effect on social institutions etc. moreover, in India these studies have looked at few of them issues.

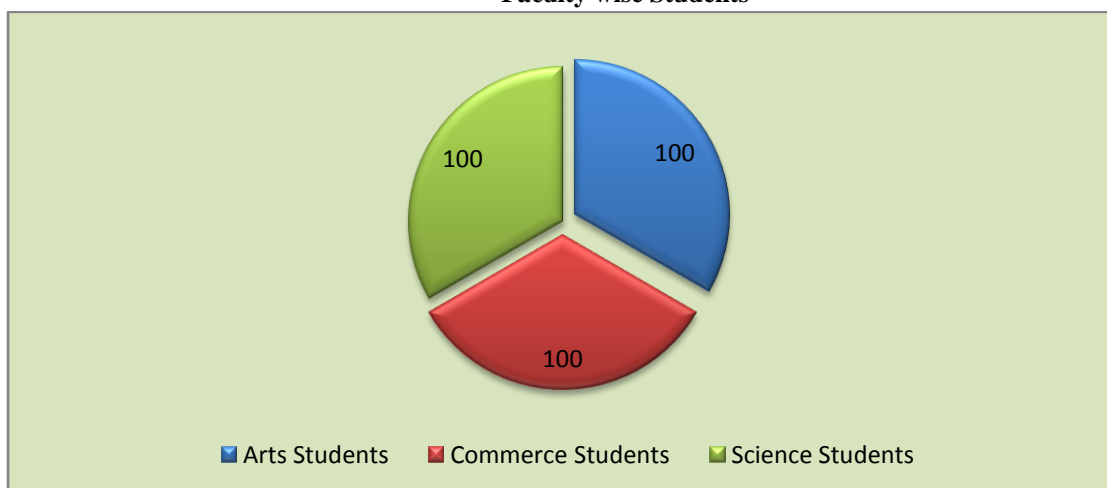
This case study is peculiar in the sense that it provided the glimpses of thoughts and behavioural pattern of Indian youth. The analysis is also specific in the sense that it looks into the mindset of student sex wise as well as faculty wise. This research made an attempt to peep into the minds of different faculty students and tries to analyse what impression of globalization process has been imprinted on the minds of these student faculty wise and sex wise.

### **Research Area:-**

The present study has been conducted at the University of Lucknow. Lucknow University has been treated as a universe for the investigation. The researcher by using disproportionate stratified random sampling method has selected 300 students for the study. These 300 students are from three different faculties i.e. Arts, Science and Commerce and 100 students from each faculty have been taken as sample to conduct the research. Out of these 100 students from each faculty there are 50 each of Male and Female students.

The general profile of the students mainly include their sex, age, caste, marital status, education, type of the family, type of residence.

**Faculty wise Students**



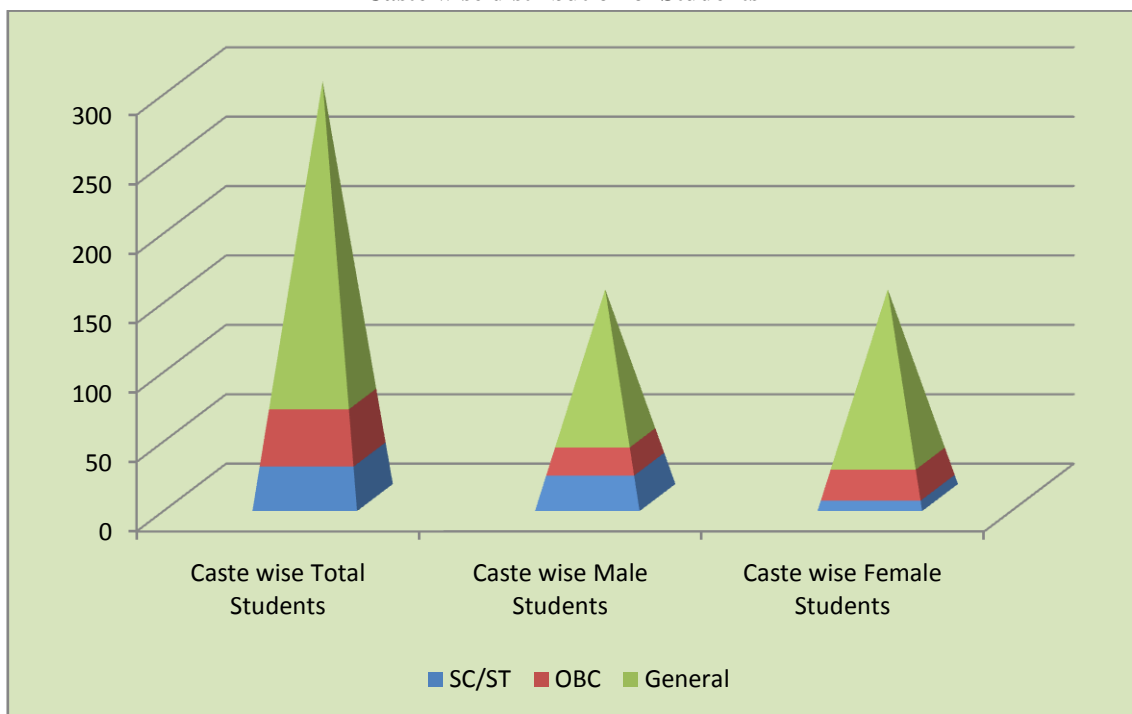
S.No.	Faculty	Male students	Female students	Total students
1.	Arts (B.A.)	50	50	100
2.	Science (B.Sc.)	50	50	100
3.	Commerce (B.Com.)	50	50	100
4.	Total	150	150	300

From the above table it may be observed that the students sample consists of 300 graduation students, these three hundred students are from three different faculties i.e. Arts, Science and Commerce. Hundred students from each faculty have been interviewed out of them fifty girls and fifty boys.

#### Age group of Students

Sl. No.	Age group of students	Male students	% of Male students	Female students	% of Female students	Total students	% of Total students
1.	18-19 yrs.	65	43.3%	83	55.3%	148	49.3%
2.	20-21 yrs.	36	24.0%	38	25.3%	74	24.7%
3.	22 yrs. And above	49	32.7%	29	19.3%	78	26.0%
4.	Total	150	100%	150	100%	300	100%

### Caste wise distribution of Students



Age group of student was divided in to three groups. First group consist of students having age of 18-19 years; second group consist of students having age of 20-21 years and the third group consist of students having age 22 years and above. The observation shows that 49.3 % students were in the age group of 18-19 years, 24.7 % students were in the age group of 20-21 years and 49.37 % students were in the age group of 18-19 years and 26% students were in the age group of 22 and above years. **Maximum Number of students was in the age group of 18-19 years.**

#### Caste wise distribution of Students

Sl. No.	Caste of students	No. of Male students	% of Male students	No. of Female students	% of Female students	Total No. of students	% of Total students
1.	SC/ST	24	16.0%	07	4.7%	31	10.3%
2.	OBC	19	12.7%	21	14.0%	40	13.3%
3.	General	107	71.3%	122	81.3%	229	76.3%
4.	Total	150	100%	150	100%	300	100%

It is observed from above table that out of 300 students there were 150 boys and 150 girls. Caste wise they were divided into three group viz. SC/ST (Schedule caste/ Schedule Tribe), OBC (Other Backward Class) and General. The observation shows that 76.3% students were from General

Category; 13.3% students were from OBC and 10.3% students were from SC/ST Category.  
**Maximum Number of students was from the General category.**

**Marital Status of Students**

Sl. No.	Marital status of students	No. of Male students	% of Male students	No. of Female students	% of Female students	Total No. of students	% of Total students
1.	Married Students	18	12.0%	04	2.6%	22	7.3%
2.	Unmarried students	132	88.0%	146	97.4%	278	92.7%
3.	<b>Total</b>	<b>150</b>	<b>100%</b>	<b>150</b>	<b>100%</b>	<b>300</b>	<b>100%</b>

From the above **Table**, it has been seen that out of three hundred students, there were one hundred fifty boys and one hundred fifty girls. According to marital status they were divided into two groups i.e. Married and unmarried. Observation shows that 7.3% students were married and 92.7% were unmarried. 12% boys and 2.6% girls were married and 88.0% boys and 97.4% girls were unmarried. It can be seen from table that **92.7% students were unmarried.**

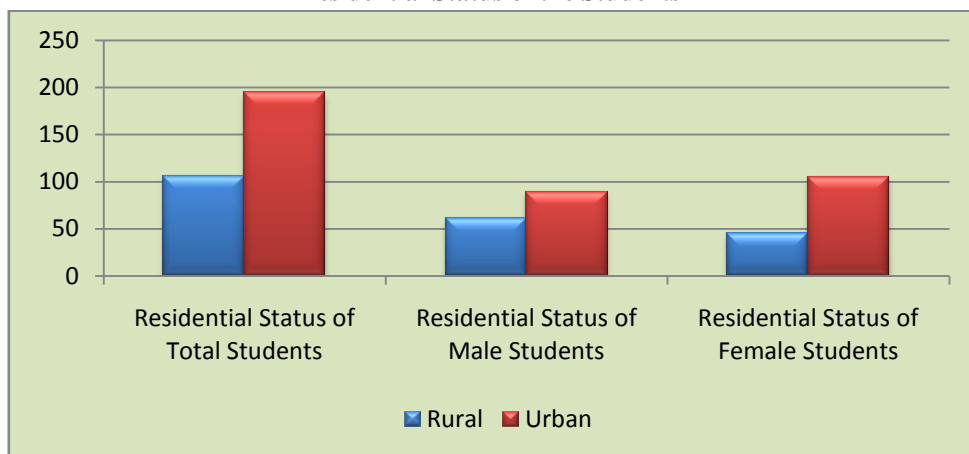
**Students Family Type**

Sl. No.	Family Type	No. of Male students	% of Male students	No. of Female students	% of Female students	Total No. of students	% of Total students
1.	Joint Family	52	34.7%	38	25.3%	90	30.0%
2.	Nucleus family	98	65.3%	112	74.7%	210	70.0%
3.	<b>Total</b>	<b>150</b>	<b>100%</b>	<b>150</b>	<b>100%</b>	<b>300</b>	<b>100%</b>

**Table** shows that out of three hundred students, there were one hundred fifty boys and one hundred fifty girls. The observation indicates that according to the Type of family 30% students were from joint family and 70% students from Nuclear family. It may also be seen that 34.7% boys and 25.3% girls belongs to Joint family and 65.3% boys and 74.7% girls belongs to Nuclear family. It is evident that **total 70% students come from Nuclear family.**



**Residential Status of the Students**



**Residential Status of the Students**

Sl. No.	Residential status of students	No. of Male students	% of Male students	No. of Female students	% of Female students	Total No. of students	% of Total students
1.	Rural	61	40.7%	45	30.0%	106	35.3%
2.	Urban	89	59.3%	105	70.0%	194	64.7%
3.	Total	150	100%	150	100%	300	100%

It is observed from above that out of three hundred students, there were one hundred fifty boys and one hundred fifty girls. The observation shows that according to the residential status 35.3% students were from rural areas and 64.7% students from urban areas. 40.7% boys and 30.0% girls belongs to Rural areas and 59.3% boys and 70.0% girls belongs to Urban areas. It was observed that maximum number of students i.e. 64.7% students belongs to urban areas.

### **Data Collection:**

An interview schedule has been constructed for the collection of data. The schedule consisting 52 questions were prepared. However the investigator tried their level best to establish a rapport with respondents. Average time consumed for one interview was between half an hour to one hour.

### **Findings:**

Globalisation has introduced Indian society in general and youth in particular to new cultural and social norms. However, this process has not able to eradicate traditional Indian values and beliefs till now. Youth want the best of both worlds. Furthermore, while they may choose to marry for love, they are equally eager for their parents to accept their choice of partner and give their blessings to the marriage.

While urban India today represents a combination of the traditional and the modern and in a number of areas modern values and practices are taking over. The findings show that materialism is increasing. Youth have emerged as a significant target for marketers. Manufacturers are targeting this new market, and new trends in fashion, culture and lifestyle are emerging. The increasing reach of satellite television and the growth in Internet usage has helped to facilitate the spread of these new trends among youth and thus a emerging a new youth culture and cultural changes may be easily observable. The study focused mainly on the negative aspects of globalization and tried to discover the new horizon of youth culture and cultural change in Indian society in the context of Globalization.

It is evident from the survey, that the role of parents are decreasing on the various important decision of their children lives in general, and on study and job related matters in particular. One of the positive aspects of this study is that now the parents are not imposing their will on the children and it is evident from the data when 80% students said that they have chosen the subject because of their own interest. Further it is seen that female students are quite concerned with the choice of their parents on subject selection for them compare to mail students.

Another noticeable fact is that only 5.7% students say that they are studying just for degree shows that today's generation is seems to be much focused and only small amount of students are least concerned about their studies.

It is evident from the study that various brands, TV commercials and peer pressure etc add their passion for living the hi-fi life style with passion and fashion and these were the negative aspects of the globalization comes to the notice of researcher.

It is summarized that now a day's parents giving importance to the choice of their children in case of choosing the subjects and students have become more career oriented and wanted to live life king size and also doing part time job primarily to full fill their life style related needs. Here it is to be mention that this is somewhat contrary to norms of Indian society which says that the students should acquire the basic knowledge first (*Brahmacharya ashram*) then enter to materialistic world (*Grihastha ashram*).

The results of the qualitative study on mobile phone usage among students, reveals that mobile phone has become a very important accessory of modern youth. Data shows that young people use mobile phones for a variety of reasons such as for **easier communication (92.7%)** and secondly **their friends are using the mobile (7.3%)**. Primarily it looks that this is a powerful means of communication but later on further elaborate analysis brings the real picture and effect of the globalization.

The study indicates that mobile phone used for the diverse purpose including communication, to express freedom and identity, entertainment and information. Students prefers talking to his/her Girl Friend/Boy Friend (68.7 %) is a new phenomenon observed and this mobile is a determining factor of the emerging new youth culture centred around internet, mass media and social media. 8% students talks in night hours and on personal interview it come to notice that they prefer to talk to his/her Girl Friend/Boy Friend during night hours. The night hour chatting may bring forth the many new aspects of students individuality and freedom and this need further more elaborate study.

The youth also perceived cell phones as fashion and status symbol. Youth viewed mobile phones as personal items and used them to store private content and maintain privacy. The respondents viewed mobile phones as a marker of adulthood, as an extension of self and showed emotional bonding with them. The youth also used cell phones to stay in touch with friends and maintain friendships with individuals. They also felt that it was easier to talk to members of the opposite sex on mobile phones because they could express themselves more openly that way than in person.

The surprising fact noticed during the research work is that, now students are talking about their marriage without hesitation. Approx 50% students are giving preference to the love or love cum arrange marriage. In Indian cultural and social context, the marriages of children are considered as an elderly work and arranged marriages are regarded high. The effect of global culture of independence and freedom is clearly visible.

Findings reveals that the new trends are emerging among the youth one of these are making Girl/ Boy Friend(60.3%), secondly live in relationship(44%) is gaining popularity among youth and thirdly, youth(Especially Boy, 34%) are not hesitating for the sexual relationship before marriage. It may be said that these are the negative and destroying aspects for Indian culture. Another aspect which is noticed that boys prefer the working life partner (78%) in comparison to house wives (22%). It is observed that girls are little bit hesitant towards sex before marriage and even a single girl not supported this view.

In view of Indian society norms, sex is supposed to a taboo, not to be discussed in public and sex relationship before the marriage is prohibitive. Any girls' sanctity and piousness is destroyed in case of pre marital sex. Sex before marriage is a negative impact of globalization under the influence of mass media and internet now which is observed amongst the Indian youth. There is a serious challenge before the value system, norms and tradition of Indian society, which the globalization has posed.

Another paradox is apparent amongst youth even in this modern era in respect of dowry. It is seen from data that the there is huge difference in sex wise opinion. Whereas female are against the dowry system (91.3%) but 36.7% boys are in favour of this. This indicates the paradox in thinking of people particularly youth in the globalized world about this pre established social norms. Still there is hope because in Toto 63.3% youth does not support the dowry system and there is also a transformation taking place in the thinking of Indian youth while choosing the life partner.

There is a lot of discussion held for the new emerging youth culture and their lifestyle in India onset of the globalization. Globalization, its process and effects continues to be debated. The new youth culture is emerging in India and it can be better understood by thorough analysis of the lifestyle adopted by youth. There may be the effect of Globalization, indigenous culture and traditions in their lifestyle and its effect may be reflected on the analysis of their clothes, itinerary, food, fashion, movie, mobile and music.



Research put the light on student's choice of clothes, itinerary, food, fashion, movie, mobile and music. It reveals that 82.7% students prefers to wear western outfits as against the 17.3% of total students prefers the traditional Indian outfits, out which 33.3% female prefers the traditional Indian outfits, 80.3% students prefers Branded dresses as compared to 19.7% wears the non branded dresses. It is evident from the data that 26.7% students wear the western dresses because they think that in western dresses they look sexy, smart and it is in Vogue/Fashion. This show the growing influences of western values of looking sexy, smart, pomp and show type of living style among Indian youth and contrary to this Indian society appreciates the value of *simple living and high thinking*.

Data further indicates that 24.7% students love watching the Hollywood movies as against to 75.3 % Indian loves bollywood movie, and they prefer watching movies at Cinema Hall or multiplexes (73.3%). The more striking facts is that they love to watch the movie along with their friends (66.7%) then followed by Girl Friend/ Boy Friend. This may be seen as the expression of independence and freedom and desire to live the life with joy, fun and excitement. Study reveals that there are the signs of growing popularity for the Chinese or junk food (44.3%) amongst youth and this is the clear impact of globalization over the preference in Food.

Globalisation affected India and the Indian culture in general and youth culture in particular. We may see from the above data on tremendous impact of Internet, Mass media and Social media on youth. Just as a coin has two sides, the impact of Internet, Mass media and Social media on youth is also positive or negative.



The majority of students today are using the Internet (79.3%) and most of them are the member of Social networking sites (75.3%) such as Facebook, Twitter, Orkut, LinkedIn etc. the data reveals that the total time spend on the internet are increasing and about 24.7% students spend more than 3 hrs time on Internet. The personal interaction shows that these Youth are capable of using Information and Communication Technology in diverse ways, as a result of which traditional forms of socialization such as the family and school are increasingly being challenged and overtaken. As indicated in **World Youth report, 2003** which say that “it is appropriate to claim the practice of youth, points towards a phenomenon called network sociality”. Though it is apparent from many cases, which are reported to Police, that social media now days leaving a negative impact. As data indicates that most of the youth spend lot of time on internet to visit and check their single or multiple social media accounts and this affects badly the performance and concentration in study. The risk of using social media may also include mental health, social bulling (emotional distress), texting (texting is used to harass people using cell phone and social networking sites for instant messaging to threaten and harass the social media partner) and privacy violation.

Thus Information and communication Technology and media culture in general are shaping the thinking of children and youth. The data shows that 36% students watch TV for more than 3 hrs and 58.7% students love watching the sports, Music and daily soap opera TV Shows and these are their favourite channels too. On the analysis of the impact of advertisement, data shows that 74.3% students are influenced by the advertisements/ commercials shown on TV and they buy the various products. Further analysis brings the fact that 56% students buy the lifestyle products such as clothes, cosmetics and consumer goods to groom their personality and the convenience for themselves. This reveals the eagerness and awareness of students towards his/her personality under the deep influence of media driven culture.

### **Challenges Of Globalization**

Globalization describes the process by which regional economies, societies and cultures have become integrated through a global network of political ideas through communication, transport and trade. The Globalization is most closely associated with economic globalization, the integration of national economy through trade, foreign direct investment, capital flows, migration, technology and military presence. The term can also refer to the transnational circulation of ideas, languages or popular culture through acculturation. An aspect of world which has gone through the process can

be said to be globalized. Globalization was started in the name of improvement of the world economy and poverty alleviation. In this way globalization is an economical and social process. All developing and under developed nations have to accept this process. Today every aspect of human life is being affected by this process. Globalization is a double edged sword. It has both positive as well as negative potentials.

Globalization was introduced to India in 1991, when the Indian government introduced a set of reforms for the ailing Indian economy to prevent it from going to further crisis. These reforms were the Liberalization, Privatization and Globalization reforms. Since 1991, we have seen major changes in India. Globalization has opened India to the world and has brought in the much needed exposure. Globalization has had impacts in the economic, social, cultural and political way of India. The significant remains the impact of globalization on the economic sector. India has seen tremendous growth since 1991. India is one of the fastest growing countries in the world and that is all due to the reforms undertaken in 1991. The role of multinational corporations (MNCs) is very significant in the Indian scenario. Multinational companies are taking the lead in almost every part of the world. Coca-Colas, McDonalds, Nike and PepsiCo are some of few examples of such growth and proliferation.

Globalization has had a very profound impact on Indian culture and this can be seen anywhere. It has had a very deep impact on our culture and has dug its way to the roots of our culture. Technology, internet and media, emerging global culture, MNCs, easy Transport and Trade are also impacting the youth mindset.

### **Internet and youth mindset for social networking sites:**

The internet technologies have revolutionized the entire world and making it a small global village. Every kind of information is available at the click of the mouse. Traditionally the internet was used by the scientists, academics, engineers and big organizations like military to interchange and share the information. Today internet is used for the downloading of music, forming of virtual communities and establishment of news groups. In the age of digital literacy children could well overtake their parents when it comes to using the internet for social networking, social gathering, tweeting, chatting, sending e - mails and downloading movies and songs. According to survey conducted in 2010 by IMRB and IMAI (Internet and mobile association of India) and published in TOI nearly 25 million school and college going students are internet savvy. Times of India show that "India has recently become the third largest market for twitter in just two months, with 5 million subscribers of total 11.5 million.

It can be said that one of the biggest innovations of technology is social networking. A web based social network services focussed on building online communities of people who shares interests or activities, attracting people based on common languages, sex religion or nationality based identities. These sites also integrate new information and communication tools, such as mobile connectivity, blogging and photo/ video sharing. It has been surveyed that 63.3% youth spend over an hour time online and 75.3% students are member of social networking sites. Facebook, Orkut and twitter are most popular online destinations.

### **Youth and health:**

Internet addiction makes a person more aggressive, frustrated and isolated and leads to certain physical symptoms such as back aches, dry eyes, migraine and other physical symptoms. Excessive

use of mobiles can cause Tumours and acoustic neuroma. It also decreases the user's physical identity amongst their families, peers and co-workers. People tend to become isolated from rest of the world as they continue to live in a fantasy of unreal identities. This is causing concern within societies as people are thought to lose their sense of reality, interaction and their physical identity.

### **Youth mindset for marriage and sex:**

Traditional Indian values about female relationships and marriages have had a severe blow from the pornography available on internet. Online friendships sometimes turn into violent rapes on actual meeting. Youth is totally confused who want to be westernized but their deep rooted Indian values stops them to be free. Flirting and sexing-sharing sexually explicit photos, videos and chat by cell phone or internet- is fairly common among youth.

The various surveys reveal that most of the Indians couples have used mobile phone and internet for late night romances and these romances occur without physical or visual contact and it is seen most of the times it may ends to marriage.

### **Youth as a audience of media and markets for advertising:**

Mobile and internet are clearly becoming a mass medium in India. The advance technology enables advertisers to discover their target audience on mobile internet sites in a measurable manner. It is a well known fact that the youth segment in India is one of the most lucrative consumer groups for market around the world.

The effort to commercialize and commoditize anything and everything not only leads to the degradation of Indian culture, it is harmful to us as a citizens. According to a survey 57% of the respondents browsed the internet on their mobile phones and one third of those were engaged with advertised brands. If India could use youth as a hook to lure top brands, it would be the world's most brand rich country. That is why the international brands are making a beeline to tap the Indian youth.

### **Impact of Globalization on Indian society:**

Globalization has impacted heavily to Indian society. In terms of people, India faces some resource and infrastructure constraints. Increased longevity had led to the emergence of many health and social issues. Fragmentation of the traditional Indian family network is leading to an erosion of the available support within the immediate and extended family.

Migration of younger generations from rural to urban and from urban centre to another as well as transnational migration has resulted in the elderly being left to find for themselves at a time when family support becomes more crucial. For those who live within extended families the elderly have to live in harmony with the younger generation that has to face a highly competitive world of globalization. While the nuclear family system is increasingly becoming the norm then the modern life styles and changing professional and personal expectations are impacting relationships of marriage and commitment. In cities young people are starting to choose their own partners. Arranged marriages, however, continues. Meanwhile, as divorce rates increase especially in cities, the concept of single parenthood has not been accepted and adopted in the Indian culture. One of the worst effect of globalization, according to the Ministry of health report (2009), teenage pregnancies are reaching all time high.

Consumerism has permeated and changed the very fabric of contemporary Indian society. Western

fashions are coming too India. The traditional Indian dresses are increasingly being displaced by western dresses especially in urban areas. MTV, soap television channels and films set a stage for patterns of behaviour, dress code and jargon.

As for women, the impact of Globalization has been interesting. On one hand, it has allowed women to become a larger part of the work force with opportunities for higher pay raising their self confidence and independence. Globalization has provided a power to uproot the traditional views about the women that have kept women economically poor and socially exploited. The growth of the computer and technology sector has provided middle class educated women with better wages, flexible timings and the capacity to negotiate their role and status within the house hold and society. On the other hand, women continue to work in poorly paid, mentally, physically unhealthy and insecure situations. For most women, their domestic responsibilities are not alleviated. Wage gaps have not showed any significant changes in most employment sectors other than information technology.

According to Thomas Reuters Foundation survey, India is the fourth most dangerous place in the world for women to live in. further the incidents of domestic violence are much higher among the lower socio-economic classes. According to Indian national crime record bureau in 2010, 8391 dowry death cases were reported across India, meaning a bride was burned every 90 minutes. On the other hand, unreported cases of rape are much higher compared to 24,206 registered rape cases in India in 2011.

### **Globalization and Poverty, child labour and child abuse:**

A large section of Indian society is anguished from chronic hard core poverty considering the people are not capable to secure their basic needs, let alone looking after their basic hygiene. They lack the necessary socio-economic capacity and resources such as food, shelter, health services, education and so forth hence to survive under hard circumstances.

India is estimated to have a third of the world's poor. In 2010, the World Bank reported that 32.7% of the total Indian people fall below the international poverty line of earning \$1 per day. According to 2010 data from UNDP (United Nations Development Program), the 29.8% of Indian live below the country's national poverty line. A 2013 UN report stated that a third of the world's poorest live in India. This is attributed to causing major socio-cultural issues e.g. child labour and abuse, homelessness, vagrancy, matrimonial dowry, female circumcision and foetus removal to list a few. These issues are over linked and cause knock on affect on the overall societal fabric and human well being. Poverty leads to illiteracy and it gives birth to unemployment, baby boom, child labour and more.

Child abuse is nothing but a trauma faced by children in the form of physical, sexual and emotional way. Mainly child abuse comes about in a child's home or any other social outlets like schools, communities, with whom the child interacts. Child abuse can be outcome of poverty, illiteracy, appalling affairs, domestic violence, psychological issues and many more. There is a need to understand to bring inner peace, joy and contentment to the victims through a journey of healing and recovery and indeed a transformation.

Another aspect of poverty is child labour. Despite prohibition of child labour by the Indian constitution, over 60 to 115 million children in India work. Whereas most rural child workers are agricultural labourers, urban children work in manufacturing, processing, servicing and repairs.



Globalization more directly exploits an estimated 300,000 Indian children who work in India's hand knotted carpet industry, which exports over \$300 million worth goods a year. Uncounted other children work in less formal sectors, such as the incense industry, used both for domestic and export needs.

Various reports indicate that urban Indian children and youth face significant competition and pressure to succeed. Yet as the joint family system weakens and there is less parental supervision and support (both parents working), the youth seems more restless and insecure. There are reports of increase in violent behaviour and aggression especially in urban areas.

All of these facts are sad but true facts. One thing we cannot deny is that globalization is inevitable. We have reached a point of no return even if we wanted, we cannot reverse the effects of Globalization.

One of the objectives of this study was to see that whether there was any difference in the thinking pattern of student faculty wise and it is observed that there is a misconception among others that the students of arts selects the arts subject just because of there is no other option before them but it is observed that the faculty wise thinking pattern of youth is more or less same and no distinct and different opinion is found in this regard amongst the students.

The overall analysis shows that youth are highly impacted with the globalization in either way. In a first place with the growing ICT and media culture, the youth are benefitted in area of education, employment, personality improvement and other gains of technology and on the other hand the new social interaction platform is emerging apart from family and society and making youth vulnerable to emotional breakdown, loneliness, security fear, threatening and succumb to the pressure of the appeal of advertisement while in decision making etc. thus there is a vast scope to further analysis of the impact of Globalization on youth and cultural change in Society.

Not all effects of globalization is bad nor it can be but in present globalization era, market have become all powerful and youth are the prime targets and a **soft war** is imposed on our civilization and culture by the market forces in the name of Globalization, Westernization and Modernization as pointed out rightly by American thinker and strategist Samuel P. Huntington in his famous book *The clash of Civilization and the remaking of world order* "To understand current and future conflict, cultural rift must be understood and culture rather than the state must be accepted as a locus of future war".

In this context we may have to be extra careful for the overall analysis of the effect of Globalization and lest our generation next may become the agent of Globalization rather than the agent of Social change as envisaged in our National Youth Policy.

-----:0:-----