

**IMPACT OF WESTERN CULTURE ON INDIAN CULTURE IN THE 21ST CENTURY**

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This paper aims to discuss Indian culture especially focus on the impact of western culture on Indian culture in the 21st century. In the era of globalization, the impact of western increase through many sectors such as social media, globalization, and mass media popular culture. Here, the paper discusses how to see them on Indian culture in the 21st century. Most over it, Indian youth is also the product of westernization. Social value: our culture present guest as God such as Athina Devo Bhava.' Elders are considered as God, welcoming with warm-hearted, greeting the elders with all due respect with every small celebration, this festival filled with all kinds of gaiety and joy can be seen even today.

Keywords: westernization. cultural studies, on Indian culture, Indian youth

**INTRODUCTION**

Everybody knows the answer to what culture is but the term "Culture" is one of the most elusive words to define such as language or life. Culture in all its early uses was a noun of the process: the tending of something, basically, crops or animals and culture in the sense of cultivating the soil was also used in fifteenth and sixteenth-century Europe. The word "Culture" was introduced into European languages. The Latin words *cultura* (noun) and *colera* (verb), the German word *Kultur* and the French word *culturer* are associated with words such as inhabit, cultivate, protect, honor with worship, civilization and civilized. Culture is a particular way of life and are various aspects including the food you eat, the clothes you wear, the language you speak in and the God you worship. All the achievements of humanity as a member of society can be called culture. The customs, traditions, festivals and one's outlook on various issues of life are included in culture and art, music, architecture, philosophy, literature, religion and science can be seen as the aspects of culture. According to *Edward Tyler's* definition-

Culture--- is that complex whole which includes knowledge, beliefs, art, morals, law, customs and any other capabilities and habits acquired by (a human) as a member of society. It is totality of meanings, values, customs, norms, idea and symbols relative to society.¹

Culture refers to a human-made environment which is transmitted from one generation to the next through symbols by mean of which people communicate, perpetuate and develop their knowledge about and express their attitudes toward life. Culture varies from place to place and country to country and its development is based on the historical process operating in a local, religion or national context. In the essay of Greenblatt *Culture: Critical Terms for Literature Study*. He defines as "that

complex whole which includes knowledge, belief, art, morals, law, custom, and any other capabilities and habits acquired by man as a member of society"²

Culture and tradition can be made from the following: religious practices, the celebration of festive, foods, clothing, language, civilization, ceremonies art, traditional science and the way of life of a particular group of people. Every geographical unit has its own culture and people of different countries are recognized by countries. Cultural identity every-one should be proud of their influential culture, and the right of all citizens to uphold their own ethnicity. Indian culture is the oldest and richest culture of the world with the various religion, customs, language, beliefs, ideas, work of art, rituals, architecture, codes, instructions, tradition, manners, living and trending patterns are one of the most significant components of Indian culture. Several thousand-year-old histories of Indian culture shows the community, in which a lot of people live together and belong various religion, language custom belief system etc. the most important feature of Indian culture is it's unique of unity in diversity these are not only words but are highly applicable to a country like India incredible rich in terms of culture and heritage. Indian's oldest and unique culture reflects unique cultural diversity across the country. India being a long country, the culture of India is unique in the world and diversity of climatic conditions.

Western culture is an incredibly widespread term used to describe social standards, belief systems, custom, traditions, values and even their origin as being based on the European culture. The term is also applied to countries and cultures after Europe, whose histories are strongly connected to Europe by immigration, colonialism, or influence. In the 21st century, the representatives of western culture are inclined to express their personality and leader-ship potential and definite place in society the

¹ Primitive Culture: Researches Into the Development of Mythology, Philosophy, Religion, Art, and Custom, Tylor, E. B. , Volume 1, London, (1871)

² Greenblatt, Stephen. "Culture." *Critical Terms for Literature Study*. Ed. Frank Lentricchia and Thomas McLaughlin. Chicago: U of Chicago P, 1995. 225-32. Rpt. in *Contexts for Criticism*. Ed. Donald Keese. 3rd ed. Mountain View, CA: Mayfield, 1998. 477-92.



characteristics of western culture in the heritage 21st century depend on the heritage of the 20th century, which depicts social, economic, scientific and technological progress. This congruent unity of western culture is so strong that even the modern development of extreme nationality has been unable to master the real cultural and spiritual terms. Western culture is not a new idea in 21st century; it has always been accepted in some form as a fact of daily experience and as a statement of historical thinking. There is no doubt that western civilization was full of wars and revolution before and even after ignoring the national elements of our culture, there was always subliminal and aggressive self-confidence. Western culture immediately explores the moral values of western culture and the sources of intellectual tradition that have the direction of western education.

Impact of western culture began in Great Britain during the 17th and 18th centuries and later in America, Japan, and France as a pattern of social changes that affected every sphere of life on humans white, the influence of western culture began in the 19th century when established east India company in India. Westernization is defined in our culture as a combination of custom, value and culture of the west. Western culture has had a profound impact on our tradition, custom and lifestyle. Due to western culture, the major changes in the way of life and standard of living of people have led to a change not only in India but also in the exchange of ideas and ideas globally. In the process of transformation, Indian culture has no..... white our deep tradition and customs left their influence with the emergence of westernization. The cultural background of India is rich and the pried of its culture is culture is famous all over the world. Every section of society has undergone westernization; it will have both positive and negative effects on Indian culture in the 21st century. The impact of western culture among Indian is leading to the gradual decline of Indian culture and tradition. Western culture's Indian culture styles such as clothing, foods, festival language, etc furthermore

western ideology among the people. According to Manoj Prakesh:

“Western Culture most commonly refers to culture that is followed in America and Europe. But today both the culture are going to be mixed especially in India. India got major transformation under westernization but forgetting our traditional values is also a matter of concern. The western culture has both positive and negative impact on Indian culture.”³

The people of India are forgetting originality of India are not important their national language Hindi and are giving more value to the English language considers speaking Hindi is low class white speaking in English is high class.

Western dressing's culture is ruining the traditional clothing of the Indian culture. Indian tradition dress is sari, dhoti and kurta but, today, a lot of people of Indian wearing of a western cloth as jeans, tee-shirts tops etc. According to Wikipedia, “Westernization Westernization is a process whereby societies come under or adopt Western culture in areas such as industry, technology, politics, economics, I lifestyle, law, norms, mores, customs, traditions, values, mentality, perceptions, diet, clothing, language, alphabet, religion, and philosophy. During colonialism it often involved spread of Christianity”⁴In Indian, about 25% of western clothes are worm due to the change of fashion in Indian, the important of Indian culture is decreasing in many people. Western culture is also having an impact on Indian festivals. All Indian celebrate many festivals every year and also enjoy them to the fullest. But, today many peoples in India are celebrating more western culture like Christmas and Halloween rather than their festivals like Holi, Diwali in Indian religion, one boy or girl is allowed to date each other but, today many youth in India are breaking these lows and celebrating valentine's day and are not conscious of their religion and this for them, the value of Indian religion are decreasing. In the same way, the values of marriage are also broken marriage is breaking down and our

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https://www.xournals.com/assets/publications//AJAAH_V01_I01_P18-21_May-2018.pdf

⁴ <https://en.wikipedia.org/wiki/Westernization>



tolerance and patience have responded with increasing cases of divorce and reports of extramarital affairs from time to time, it becomes quite clear that the spirits of marriage considered as a relationship that will be linked even after death; but, in the 21st century, marriage is similar to a business relationship or the so-called commitment to share with life without compromising one's one interests. The most affected are our new blooms, after which they grow, they find themselves isolated in stress and in this new environment because there is no one to take care of ego in Indian youth is also the product of westernization. Social value: our culture present guest as God such as Athina Devo Bhava.' Elders are considered as God, welcoming with warm-hearted, greeting the elders with all due respect with every small celebration, this festival filled with all kinds of gaiety and joy can be seen even today. People forget the joyous blessing of the value and solidarity of festivals. In the 21st century, generation, considering the financial situation and wealth is highly diplomatic communication. In the present generation, Valentine's Day is celebrated in place of Holy and Diwali. Indian culture, which teaches that they are part of each other's happiness and represent between the two but, slowly all our values for which India is proud are disappearing and western culture is taking its place. Western culture has influenced many people's lifestyles in the 21st century. Now, there is no particular lifestyle that is Indian. In terms of children and elders, the importance of family marriage, clothing, festivals, foods, names, language and most things' in western countries have changed and even getting plastic sugary to look more western. People are changing themselves and trying to look like western people. Westernization has also reduced the equality of lifestyle in India. In Indian culture one must have the right clothes to visit the temple, however, it is surprising to see that many teenagers are becoming modern people today like stylish haircuts, jeans, t-shirt and young and elder since the introduction of western culture in Indian culture. There was a respect for and now many people have changed their behavior.

Conclusion

To sum up above the points, it cannot be said that the impact of western culture on Indian culture is increased in the 21st century. Most over it, western culture is playing a significant role in the

history of India. Since independence (1947), India has been changing every aspect of Indian like Indian food to western food Indian clothes, 'Kurta' 'Pajama', 'Dhoti' to jeans and T-shirt etc. This paper finds out the impact of western culture in the 21st century.

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