

Many researchers have defined culture media essay

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Many researchers have defined culture as a set of human activities within a society or social group and the representational structures that provides significance to such activities (Akande, 2002). Within a culture, the customs, rules, laws and regulations, even the popular trends are regarded as the main elements of that culture. In today's modern world, a number of cultures exist (Page & Crawley, 2001). Some cultures have their origination about hundred years back while some have evolved after absorbing the major elements of the already existing cultures. The two most important and major existing cultures of the world are the Western Culture and the Indian Culture (Akande, 2002). Western and Indian culture are undoubtedly two poles apart. The Indian Culture is based on the foundation of its comprehensive history, geographical positioning and demography as well as its ancient heritages. The Indian are regarded by few historians as one of the oldest civilizations on Earth and has a history of around 2500 years (Page & Crawley, 2001). There are a lot of significant differences between the Indian and the Western culture, the most noticeable difference is that Western Culture is based on Individualism whereas India has a family oriented, collectivist society. In Western Culture, terms such as boldness, openness and self-dependency are very common but Indian culture has a total different picture (Akande, 2002). Apart from all these differences, globalization and mass media has lead to the merger between the two cultures which can be termed as 'Westernization'. However, it can be seen that Westernization is not considered as something positive for the Indian Culture. Globalization indicates the concept of oneness all over the world. It evokes the desire to be part of one world. Because of globalization, the distances between the

countries have reduced to zero and advancement in the means of communication has enabled people to live as part of the global village (El Fawal, 2001). Although Indian Society has made several advancements and economic developments due to globalization but this is only one side of the coin other side is worse. Globalization has resulted in degradation of environment, erosion of values and many more (Akande, 2002). Over the years, due to increase in development in mass media and globalization, the culture of Indian has been eroding because of strong influence of Western Civilization (Ali, 2006). The affects of Westernization can be seen today as the youth of Indian no longer possess respect for elders or for their parents (Ali, 2006). The Indian Culture has gradually lost the collectivist touch and has moved into an era where individuals prefer to live alone. This and many other reasons has pointed out that Indian Culture is facing a serious threat as Western Culture is slowly and gradually getting grounds in Indian Culture and wiping out the Indian Culture from its own homeland (Lakshmi, 2005). The strong influence of Western Culture has greatly affected the traditions, norms, values and interpersonal relationship that existed long ago within the Indian Culture (Shamsher & Abdullah, 2012). In the modern Indian Culture, the youth of Indian no longer wants to live with families. They want to remain aloof from others and do not want to bother themselves for others (Ali, 2006). As mentioned above, globalization has lead to advancement in means of communication (Bukhari, 2002). Communication here refers to mass media and can be defined as communicating information to many receivers with a short time (Gerbner, 1983). Mass Media in Indian comprises of print media, radio, television and films. ‘ Bollywood’ is the largest Film Industry in

the world which produces more than 800 films per year. The affect of Westernization can be seen as number of foreign satellite channels relaying different programs in India has increased. These channels broadcast violent behavior, impropriety, offensiveness and promiscuity in terms of entertainment in order to get wide viewership (Wijesundara, 2011). Bollywood Films are a huge part of Indian Culture (Lakshmi, 2005). Traditionally, these films were popular for their layout and content featuring the simplicity and beauty of the Indian Culture and Religion. One way of representing the Indian culture was though the unique music in these films (Finnegan & Viswanath, 1997). However, over time, due to the effect of Western Culture, Bollywood films and music numbers have become more modernized. Bollywood Filmmakers are more inclined to please the foreign audience rather than their local audience (Ali, 2006). Bollywood music now contains themes and uses English language which makes it less relatable for Indians. Indian filmmakers have now neglected the traditional themes and have succumbed to westernization (Ali, 2006). Previously, the Indian Film Industry used to produce movies based on wholesome entertainment but now it has deteriorated. Nowadays, film makers prefer to copy a Hollywood movie and produce an Indianized version of the movie for the local audience (Shamsher & Abduallah, 2012). This has added the features of violence, terrorism, vulgar scenes, and cheap choreography in the movies to attract the masses (Lakshmi, 2005). The strong dimension of Western Culture can be seen as film makers are importing actors from Hollywood (such as Slyvester Stallone in Kambakht Ishq), filming at overseas locations and incorporating more English dialogues in the movies. Furthermore, even the

dances and music in the Indian films has absorbed the Western flavour that is feature dance forms such as pop music, jazz, tango and hip hop in their music albums (Ali, 2006). The modernized film industry comprises of scantily-clad heroines wearing vulgar dresses, heroes using slang words, normal use of drugs and alcohol and cheap lip-locking intimate scenes that greatly influence the mind of young teenagers and as a result the youth tries to imitate the actors and follow whatever they do in the films (Wijesundara, 2011). Consequently, the Indian youth has indulged into drugs and alcohols, do late night parties, lack morals and faith in God, celebrates valentine day, fools day rather their own festivals and considers themselves as grown up adults (Huda, 2008). Recent survey conducted to examine the impact of Westernization on Indian Broadcasting showed that most of the respondents prefer trendy and fashionable clothes, dreams to become an actor or dancer and likes to talk about show-biz and fashion industry. Large number of respondents reported that after school and college they like to talk to their parents and friends about sex, relationships, fashion and films. Comparing traditional Bollywood film with modern Bollywood film highlighted the following features. One good example of traditional Bollywood film can be ' Vivah' (2006). The film was based on the concept of strong relationships, respect for elders and loyalty towards your life partner. Even the songs of the movie have the Indian touch featuring full orchestra combined with traditional musical instruments such as tabla and sarod. Songs of Bollywood movies contribute 15% towards a film's earnings (Mayrowitz, 1986). Therefore, film makers try to make music albums that grab attention of the younger audience which is 30% of the population (Hillard & Keith, 1996).

Shamir Tandon, Music Composer once very rightly said that ' Cinema is changing'. India no longer got the cinema where a girl is longing for a boy. The whole film making system and experience has changed over the years (Lakshmi, 2005). As language and fabric used in films has changed, it is quite understandable that music will change too. For instance, the recently released film ' Luv Ka the End' is an example of modern Bollywood style. The film contains themes that are different from the traditional movies and are to appeal the younger audience. In order to support these modern themes, the soundtracks of the film have been modernized than the classical music. One such soundtrack from the film is ' Freak Out' which rarely portray India's inimitable culture. This song and many other new songs have a lot more rock based and contemporary compositions to attract the Indian youth. One devastating effect of Westernization on Indian Culture is the falling image of women (Zia, 2007). Women is the most vulnerable section of any society and especially in Indian society due to vulgarity in channels and cinemas, the image of women has been continuously deteriorating. Young generations take women as a product and no longer have compassion, generosity and respect for them (Bukhari, 2002). The role of women in every walk of life is being ignored. Woman's' contribution towards home making is being gradually mistreated and most of the working women are subject to sexual harassment (Naseem, 2001). The recent Delhi gang rape case highlights the worst effect of globalization on the Indian Culture that the most important part of the society which should be respected is suffering through mental and physical distress (Malik, 2001). It is the Indian culture that makes Indian Civilization one of the most important civilizations of the world. Globalization

is not the only reason there are number of exponent accountable for the worst effects that is done to the Indian Culture. Policies should be made that prop up the economy but should not disturb the spontaneity of the culture (Malik, 2001).