

Cultural evaluation



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CULTURAL EVALUATION INTRODUCTION “ Culture, organizational culture, national culture are some of the popular constructs which organizational theorists, psychologists, sociologists, and anthropologists seem to be fascinated with. At the same time these constructs are also similar to some of the constructs in social sciences, which are always enveloped by a cover of mist and are amenable to multiple interpretations.” (Singh & Parashar, 2005) As it is known that globalization is now considered as the key word in the world. The country which is being focused according to the development happening overnight is India. India is a diverse country with having deep rooted traditions, culture, and religion which lives with one of the fastest growing economies in the world. Cohen (2001) once said, “ India is an ancient state but a modern civilization.”

Globalization has affected India and its culture. “ India is particularistic, communitarians, diffuse, outer-directed culture that favors ascribed status and has a synchronous perception of time.” (Overgaard, 2010) The deeply rooted traditions and cultures within every part of India are gradually changing due to this phenomenon as well as the moral values of the country. Furthermore, the whole system within this country is affected including the caste system, karma, and the eternal religion.

Due to this, India has resulted in a more modern having urbanized Indians who are living a life with the ancient tradition, culture, and values even after trying to change their living way according to the Western lifestyle. But they have kept a hold to some values, tradition, and culture such as religion which is important. According to Tarakeshwar, Nalini et al., (2003), religion is a very important aspect of culture and a crucial factor when it comes to analyzing culture and predicting people’s behavior. Moreover, India has

developed itself and its values to ascribed status which is connected to particularism. The caste system would have failed, had India been a universalistic culture nation.

Therefore, it is said that youth of the nation will now be self dependent, individual, cosmopolite, and they would belong to a global culture. This proves the fact that India and its culture is still Westernizing. “ There is, apparently, an underlying assumption in the Indian tradition that no individual can claim to have seen the truth for the first time and, therefore, that an individual can only explicate, state, and defend in a new form a truth that has been seen, stated, and defended by countless others before him— hence the tradition of expounding one’s thoughts by affiliating oneself to one of the darshanas.” (Encyclopedia Britannica, 2014)

Hence in a nutshell, India was a country with a fast growing economy. It valued its traditions and cultures until globalization became more and more common. It affected India and its culture and they are now westernizing themselves in one way or the other.

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