Globalisation and Socio-Cultural Changes in India

Ms. Sadiya Jalal and Dr. Kausar Husain
===

Abstract

Globalisation, a fashionable catchphrase which is on everybody's lips these days, is an important phenomenon which has not left any aspect of human life untouched; be it language, culture, communication, thought, fashion, lifestyle, business, media, entertainment or education. It is transforming the overall world scenario and India is no exception to it. This paper primarily aims to explore through a small scale quantitative study the rapid cultural, religious, linguistic and lifestyle contouring taking place in Indian households with the increasing use of English language and Information and Communication Technologies in the era of globalisation. In order to understand the cultural transformations that are taking place in India, the researchers have used questionnaires with people of two age groups. One group comprises the youth of age 20 to 35 and the other group includes people of 55 to 70 years of age. The results show that our utmost desire to seek modernity and development in order to successfully survive in the globalised world is slowly and steadily getting accomplished, but it is also transforming us into someone who is not Indian at all, but an alien to our own culture and traditions.

Keywords: Globalisation, English Language, Information and Communication Technology, Socio-cultural changes, Prospects and Challenges on Indian Society

Introduction

Every part of the world and every sphere of our life has the footprints of globalisation deeply imprinted. The definition of globalisation by Steger (2013) as "the interconnections of global economic, political, cultural and environmental processes that continually transform present conditions" validates the fact that globalisation has and will continue to have effects on different aspects of our society. Globalization has brought about a revolution in the world. It encapsulates endless opportunities. In other words, globalization has transformed the entire human persona. For a layman, globalisation means the onset of Information Technology revolution, the availability of 3G, 4G speed internet, the worldwide use of social sites, the changing lifestyle, job demands or the increased use of English by people living all over the world. But actually, globalization is an amalgamation of all this. It was very difficult to visualize in 2003, that the Reliance tagline "kar lo duniya mutthi men - Hold the world in your fist" could stand true. However, today globalization has enabled us to hold the world in our fist. It is Theodore Levitt who is credited to bring the word globalisation into limelight in 1983 in his article published in the *Harvard Business Review*, however, globalization in India was first felt in 1991 with the implementation of the New Economic Policy. As a consequence of globalization, India is now counted among the fastest growing countries in the world. However, globalization has not only affected our economy, but it has also profoundly affected our society, culture, thought and language. Culture refers to the social practice, behaviour, food habits and lifestyle of a particular society which changes over time. Culture is not a static phenomenon; it always remains in a state of flux. However, globalisation is attributed to be responsible for the alarming rate at which things are changing today.

===
Language in India www.languageinindia.com**ISSN 1930-2940 18:8 August 2018**
Ms. Sadiya Jalal, Research Scholar and Dr. Kausar Husain
Globalisation and Socio-Cultural Changes in India   247

In the process of globalization, language and technology play a crucial role. If interaction, integration and negotiation between people without the use of language is impossible, then without the implementation of information and communication technology, the ease with which we connect with people around the world in fraction of seconds would also not have been possible. Since English has been recognised as the lingua franca among the nations of the world, hence, English as the global language and information and communication technology both act as the major force behind the process of globalisation.

Language is a representation of its culture. Schumann (1986) and Byram (cited by Morgan 1993) have argued that one imbibes the culture of the target language while learning it and it is put forth as a positive factor in L2 learning. Today learning English has become a necessity if we want to successfully live and function in a globalised world. It is the one language found in every corner of the world which is slowly and steadily superimposing its culture on us and now it is very difficult for us to free ourselves from this web.

Morgan (1993) has highlighted the importance of positive attitude towards target language culture. Attitudes associated with target language's culture include understanding their way of life, their behavioural conventions, value systems, ways of viewing the world etc. In our context, the target language is English which in the era of globalisation has been recognised as a necessity for survival.

Littlewood (1982) opines that when we try to adopt new speech patterns, "we are to some extent giving up markers of our own identity in order to adopt those of another cultural group. In some respect too, we are accepting another culture's way of perceiving the world..." Thus, he has shown the interrelatedness of language and culture and the effect of attitudes on both (Cited from Morgan, 1993).

Byram (1991) is also of the view that language is inseparable from culture and attitude change is a necessary component of cultural learning. When we learn about a language, we learn about the culture of that language because learning a language implies learning to communicate with people who belong to another culture (Adapted from Morgan, 1993).

These views of different scholars validate the fact that increasing Western cultural influence across the world and particularly in India is because of the widespread use of English which lies at the heart of the globalisation process. However, there are a few more factors which are responsible for transforming our culture.

Naidu (2006) explores the many changes Indian society is going through with the onset of globalisation from cultural, religious, political and societal point of view. Vipin & Sharma (2011) have explained at length the changing Indian cultural scenario in the light of globalisation and have talked about both the pros and cons of globalisation. Hasnain & Gupta (2006) shift the attention from the much talked economic and political consequences of globalisation to its effects on language and culture. They cite the idea by Zwingle (1992) that in the process of globalisation "Goods, people and ideas move, and cultures change" both way but the reality is that goods, ideas, and cultures of the West is moving to the rest of the world. However, people from the rest of the world are moving to the West. Hence, despite being counted among the fastest growing countries, India is unable to hold back its finest talents.

==
Language in India www.languageinindia.com**ISSN 1930-2940 18:8 August 2018**
Ms. Sadiya Jalal, Research Scholar and Dr. Kausar Husain
Globalisation and Socio-Cultural Changes in India   248

Rothkopf (1997) on the other hand remarks "the homogenizing influences of globalization that are most often condemned by the new nationalists and by cultural romanticists are actually positive; globalization promotes integration and the removal not only of cultural barriers but of many of the negative dimensions of culture. Globalization is a vital step towards both a more stable world and better lives for the people in it. (pp.39).

Thus, cultural change seems to be taking place as an involuntary and unavoidable process in these times, and it seems to have both its pros and cons.

Methodology
- **Aim:** The purpose of the study is to explore the changes that have occurred in terms of socio-cultural and religious beliefs as a result of the increasing use of English and constant use of Information and Communication Technology in this era of globalisation.
- **Subjects:** The subjects of the study are North Indians, literate middle-class people of two age groups. Group one comprises the youth of age 20 to 35. The other group consists of elderly people of age 55 to 70 years.
- **Instrument:** Questionnaires
- **Procedure:** The researcher has used two questionnaires with 27 questions. Questionnaire-A deals with the **views or opinions** and Questionnaire-B deals with the **use or practice patterns** of individuals. In order to understand the rapid cultural changes taking place among people, the researcher has taken the opinions and practices of people of two age groups and has compared the results.
.

Data Analysis and Results
Distribution of respondents by residence and family structure.(Responses in percentage)

Residence		Family Structure	
Rural	Urban	Joint	Nuclear
30	70	23.3	76.7

The above table indicates the demographic variables namely residence and family structure of the subjects under study. Out of the total respondents, only 30 % claim to be residents of rural areas whereas the remaining 70% of the respondents hail from cities. The other part of the table which is indicative of the family structure reveals that only 23.3% of the respondents live jointly whereas 76.7% live separately. The census report published by The Hindu in 2011 shows that still nearly 70% of the total Indian population live in rural areas. However, since independence this is the first time the number of urban populations has increased while the rural population has relatively declined. The above table concurs with the census data. It is thus evident that with the advent of globalisation more and more people are shifting towards cities and choosing to live separately. The traditional joint family structure which is often recognised as an important characteristic of Indian culture is also fast getting replaced by nuclear ones.

Table 1: Views on English Language
(Responses in percentage)

===
Language in India www.languageinindia.com**ISSN 1930-2940 18:8 August 2018**
Ms. Sadiya Jalal, Research Scholar and Dr. Kausar Husain
Globalisation and Socio-Cultural Changes in India   249

S.no.	Questions	Yes		No		To some extent	
		Younger Group	Older Group	Younger Group	Older Group	Younger Group	Older Group
1.	**Do you feel embarrassed if you cannot speak in English?**	40	33.3	26.7	40	33.3	26.7
2.	**Is English important for seeking better jobs, money, status and lifestyle?**	80	80	0	6.7	20	13.3
3.	**Is English the reason for cultural and lifestyle change?**	53.3	73.3	6.7	13.3	40	13.3

Views on English Language

There are thousands of languages spoken across the world but none can match the role that English plays. English is the need of the hour. It is the lingua franca for the entire world. It is the global language which makes communication possible between people of the world and hence, it is almost impossible to successfully operate in a globalized world without English. The above table describes the views of respondents towards English language. It is found that 40% of the young respondents firmly agree and 33.3 % gave the opinion that to some extent they would feel embarrassed if they are not able to speak in English. On the other hand it is found that only 33.3% of the older respondents firmly agreed and 26.7% gave the opinion that to some extent they feel embarrassed if they fail to speak in English. On comparing the result of the two groups, it is found that the younger generation group respondents are more particular about being able to speak in English well as compared to the older group respondents. However, it is not that only the younger group feel embarrassed if they are unable to speak in English, but the older generation also feel the same but in lesser proportion in comparison to young respondents. This means that both the group give English language an extra importance and educative value because of which they often feel embarrassed or ashamed if they fail to speak in English. The table further depicts that knowing English is important for being educationally as well as financially successful. According to the data, 80% respondents of both the groups firmly agree that English is important for seeking better jobs, money, status and lifestyle. None of the younger respondents denied the fact that English is not important for seeking better job, money, status and lifestyle. The results also show that respondent of both the groups, although more of the older generation respondents consider English as the reason for cultural and lifestyle changes. It is found that 53.3 % of the younger group respondents and 73.3% of the older respondents gave the opinion that English is an important reason for bringing cultural and lifestyle changes in India. An important reason for the difference in the opinion of the two groups could be that the younger people give more importance to English. They feel the use and proliferation of English more of a positive thing in comparison to the older people. The older people have also acknowledged the importance of English but they also consider the negative aspects of it.

Table 2: Views on Effects of Globalisation on Cultural Changes
(Responses in percentage)

S.no.	Questions	Yes	No	To some extent

===
Language in India www.languageinindia.com**ISSN 1930-2940 18:8 August 2018**
Ms. Sadiya Jalal, Research Scholar and Dr. Kausar Husain
Globalisation and Socio-Cultural Changes in India   250

		Younger Group	Older Group	Younger Group	Older Group	Younger Group	Older Group
1.	Do you think globalisation has transported western culture to us?	80	66.7	0	0	20	33.3
2.	Do you think globalisation has popularised Indian culture across the world?	33.3	20.0	33.3	26.7	33.3	53.3
3.	Do you think global culture which should bring the best of each culture has its roots in the West which has polluted our culture?	60.0	66.7	6.7	13.3	33.3	20
4.	Do you think globalisation has left us Indian only in blood and colour, English in taste, moral and intellect?	46.7	66.7	13.3	0	40	33.3

Views on Effects of Globalisation on Cultural Changes

Table no. 2 captures the opinion of respondents towards the impact of globalisation on cultural changes. The data shows that people believe that globalisation has indeed affected our culture. The table takes into account the role of globalisation in bringing western culture to us, transporting our Indian culture to the rest of the world, the intention behind bringing global culture and the impact of global culture on us. The data indicates that 80% of the younger respondents and 66.7% of the older respondents agree that globalisation has brought Western culture to us, none denied to this statement and the rest marked 'to some extent'. The next question that the table discusses is the role of globalisation in popularising Indian culture, food and tradition across the world. According to the data 33.3% of the younger respondents and 20% of the older respondents agreed that globalisation has proliferated Indian culture round the world. Thus, it is evident that globalisation has not been much helpful in popularising Indian culture around the world as it has been helpful in popularising western culture. The table further captures the opinion of respondents about the concept of global culture. According to the data, 60% of the younger respondents and 66.7% of the older respondents agree that the concept of global culture which intends to embrace the best of each culture has actually its roots in the West. Lastly, the table brings the opinion of respondents that whether the advent of globalisation has left us Indian only in blood and colour, and English in taste, moral and intellect. The data says that 46.7% of the younger respondents and 60% of the older respondents agree to it. The data reflects that more of the younger respondents think that globalisation has been helpful both in transporting western culture to us and also in disseminating our culture, food and tradition around the world as compared to the older generation respondents. But this does not mean that the respondents of younger group do not acknowledge the fact globalisation has been more helpful in bringing Western culture and has not done much for proliferating Indian culture and tradition across the world. The reason could be that the supporters of globalisation recognise western culture as "relativist, pluralist, unproblematically universal and valid

for everyone at all times and in all places and on the other hand the rest of the world is perceived as intolerant, dominating and fundamentally dogmatic" (Hasnain & Gupta, 2006). More of the older respondents think that global culture which should bring the best of each culture has its roots in the west and this is rapidly changing the roots of our Indian culture in comparison to younger generation. Likewise, again more of older respondents think that we are left Indian only in blood and colour and English in taste, moral and intellect. Thus, the above table indicates that the younger generation respondents hold a more positive attitude towards globalisation and its role on our culture as compared to the older generation group.

Table: 3 Views on Recent Cultural Trends (Responses in percentage)

S.no.	Questions	Yes		No		To some extent	
		Younger Group	**Older Group**	**Younger Group**	**Older Group**	**Younger Group**	**Older Group**
1.	**Do you think projection of live-in relationships, homosexuality, extramarital affairs and nudity in Indian cinemas reflect Indian society?**	60	60	13.3	13.3	26.7	26.7
2.	**Do you think acceptance to live-in relationships and homosexuality is a degradation of our culture and heritage?**	33.3	73.3	40	6.7	26.7	20
3.	**Do you think educated people with modern lifestyle show more respect for humanity, forgiveness, tolerance and equality?**	53.3	26.7	20	60	26.7	13.3
4.	**Do you think money, status and career is considered more important than love, compassion, compromise, kindness and empathy in today's times?**	66.7	73.3	20	20	13.3	6.7
5.	**Do you think rate of rapes, domestic violence, human trafficking and other such crimes have increased in recent**	93.3	93.3	0	0	6.7	6.7

==
Language in India www.languageinindia.com**ISSN 1930-2940 18:8 August 2018**
Ms. Sadiya Jalal, Research Scholar and Dr. Kausar Husain
Globalisation and Socio-Cultural Changes in India   252

	times?							

Views on Recent Cultural Trends

The data reflects extensive differences in the views of older and younger generation. It is found that the younger generation respondents think these cultural trends normal and obviously the older generation do not equally agree to them. According to the data, 60% of the respondents of both the groups agreed that the projection of live- in relationships, extramarital affairs, homo-sexuality and increasing nudity in cinemas reflects our present society correctly. If we look at the table, it is found that both the groups have similar opinion on it. The table further discusses the views of respondents that acceptance to live-in relationships and homosexuality is a degradation of our cultural practice. The data explores that 73.3% of the older generation respondents agreed that acceptance to these concepts is a degradation of our cultural practices. On the other hand, only 33.3% of the younger respondents find it negative whereas 40% of the younger generation find it positive instead. It is also evident from the data that attitude towards homosexuality, live-in relationships have changed. Sexuality in any form was rarely discussed openly in Indian society however nowadays these topics are often being taken up for discussions and depictions in news, media and cinemas. Thus, a huge gap in the opinion of both the group is because of the fact that older generation find these ideas bold and unacceptable and hence, find difficult to cope up while for the younger generation these ideas are normally acceptable. Table under discussion also indicates that 53.3% of the younger group respondents agreed to the fact that educated people with modern lifestyle show more respect for humanity, forgiveness and tolerance. However, when we look at the responses of older group the ratio is very low. Only 33.3% agreed to it among the older generation. Furthermore, the table shows that 66.7% of the younger generation respondents and 73.3% of the older group respondents agreed that nowadays people give more importance to money, career and status than to love, kindness, compassion and empathy. The older generation respondents could more easily connect themselves to such sensitive issues in comparison to young people. The sudden mushrooming of old age homes and adoption to nuclear family structure could be attributed to this change. Lastly, the table highlights the responses of subjects about recent increase in crimes like rape, molestation, human trafficking and domestic violence. Talking about equality, removing gender disparity and empowering women is common these days but actually the rate of such crimes is increasing despite strict laws against them. It is seen that 93.3% of respondents of both the groups agreed that such crimes are increasing. None of them negated this statement.

Table 4: Practice regarding the use of Language (Responses in percentage)

S.no.	Questions	English		Hindi		Urdu		Mother tongue	
		Younger Group	Older Group	Younger Group	Older Group	Younger Group	Older Group	Younger Group	Older Group

==

Language in India www.languageinindia.com**ISSN 1930-2940 18:8 August 2018**
Ms. Sadiya Jalal, Research Scholar and Dr. Kausar Husain
Globalisation and Socio-Cultural Changes in India   253

1.	Which language do you use when writing an application or an email?	100	73.3	0	0	0	26.7	NA	NA
2.	Which language do you use for conversing with people you do not know personally?	66.7	0	13.3	26.7	20	73.3	NA	NA
3.	Which language do you use at home?	20	0	0	0	0	0	80	100
4.	Which language do you use at schools or workplace?	80	13.3	6.6	6.6	13.3	80	NA	NA

Practice Regarding the Use of Language

The above table is reflective of the frequent and constant use of English in different walks of our lives. English to India is the legacy of the British colonialism but the way it has been assimilated in different aspects of our lives that it does not remain a foreign language any more. There is a tendency of Indians to value English and English speakers to such an extent that we often forget that it is not the standard to measure the worthiness or status of a person rather it is just a language like any other. Hence, there has always been an urge to adopt English among us not only because of its communicative and educative value but also as a status symbol. English is found in every corner of India from North to South and East to West. It not only plays an important role in connecting Indians from people of the rest of the world but also successfully functions in connecting one Indian to another. The above data proves the extreme dissemination of English among both the generations but more among the youths. The data shows that 100% of the younger respondents use English when writing an application, letter or an email where as there are only 73.3% of the older generation respondents who use English while the rest of 26.7% use either English or their mother tongue Urdu. It seems extremely important to mention that most of the older generation do not write e- mails because of their inefficiency in operating the internet and computers. It is also found that the custom of writing letters to friends and relatives is no longer in practice among both the generations. The table further explores that 66.7% of the younger generation respondents use English to converse with people they do not know personally whereas none of the older generation use English in a similar situation. They either use Hindi or Urdu whichever is their mother tongue. The data indicates that 100% of the older generation respondents and 80% of the younger group use their mother tongue at

===
Language in India www.languageinindia.com**ISSN 1930-2940 18:8 August 2018**
Ms. Sadiya Jalal, Research Scholar and Dr. Kausar Husain
Globalisation and Socio-Cultural Changes in India   254

home. However, there are 20% respondents among the younger group who use both English and their mother tongue while talking to their friends, family and relatives. It is found that majority of people use English in formal situations like at work place or schools. According to the data, 80% of respondents of the younger group agreed that they use only English at their workplace or schools while only 13.3% of the older generation respondents use English in similar situations. However, the remaining 97.7% use either Urdu or Hindi whichever is their mother tongue. Thus, once again the number of users of English is more in the younger group as compared to older group.

Table 5: Practice regarding the use of Information and Communication Technology
Table 5- A: Purpose for using internet (Responses in percentage)

S.no.	Questions	Often		Sometimes		Never	
		Younger Group	Older Group	Younger Group	Older Group	Younger Group	Older Group
1.	Do you use internet for chatting with friends?	33.3	6.7	60	20	6.7	73.3
2.	Do you use internet for studying and for other informative purposes?	46.7	6.7	46.7	33.3	6.7	60
3.	Do you use internet for leisure and recreational purposes?	46.7	6.7	40	33.3	13.3	60

Table5- B: Mode of interaction(Responses in percentage)

S.no.	Question	Social media		Mobile Calls		Face to Face	
		Younger Group	Older Group	Younger Group	Older Group	Younger Group	Older Group
4.	Which of the following mode of communication do you mostly use?	40	20	46.7	66.7	13.3	13.3

Table5-C: Duration of using internet (Responses in percentage)

S.no.	Question	1-3 hours		More than 4 hrs		Do not use net at all	
		Younger Group	Older Group	Younger Group	Older Group	Younger Group	Older Group
5.	How many hours do you daily spend	46.7	53.3	53.3	0	0	46.7

===
Language in India www.languageinindia.com**ISSN 1930-2940 18:8 August 2018**
Ms. Sadiya Jalal, Research Scholar and Dr. Kausar Husain
Globalisation and Socio-Cultural Changes in India 255

	on using internet?						

Practice Regarding the Use of Information and Communication Technology

In today's times, saying no to information and communication technologies is both impossible as well as unwise. However, the data collected, clearly demarcates the digital divide among younger and older generation. The younger generation respondents are mostly frequent users of ICT whereas the older generation are not much technologically efficient. It is found from the data that 33.3% of the younger generation agreed that they often use ICT for chatting and 60% of them use it sometimes. As against them only 6.7 % of the older respondents use it often, 20% agreed that they use it sometimes while a huge ratio of 73.3% of the older group respondents do not use internet for chatting at all. The table further explores that 46.7% of the younger respondents often use internet and the other 46.7 % sometimes use internet for studying and for other academic or informative purposes. On the other hand, only 6.7% of the older respondents responded that they use internet often and 33.3% of them use internet sometimes for academic and informative purposes. The rest 60% of the older group respondents do not use internet even for this reason. Furthermore, the table highlights that 46.7% of the younger respondents often use internet and 40% sometimes use internet for leisure, recreational and entertainment purposes. On the other hand, only 6.7% of the older generation respondents often use internet. According to the data, 33.3% of them said that they sometimes use internet for leisure and other entertainment purposes. Again 60% of them said they do not use internet even for this purpose. Thus, it is clear that there is a huge gap in the frequency of using Information and Communication Technology among younger and older generation.

The study further explores the mode of communication people most often use. It is found that the custom of talking face to face is no more in practice. According to the data, 40% of the young respondents use mostly social media such as WhatsApp, Facebook, Skype, etc., for communication purposes. The remaining, 46.7% use mobile calling and only 13.3% preferred to go for face to face conversation. On the other hand, only 20% of the older respondents use social site, 66.7% of them opted for mobile calling and again only 13.3% said that they engage in face to face conversation.

The last question discusses the time people daily allot for using internet. It is found that 46.7% of the young respondents spend 1-3 hrs, 53.3% of them spend more than 4 hrs daily on using internet. On contrary, 53.3% of the older respondents spend 1-3 hrs on using internet, none of them use it for more than 4 hrs and the rest 46.7% do not know how to use internet at all. It is evident from the above data that ICT has become part and parcel of our lives but still there is a large number of people and especially among the older generations who are digitally illiterate or say less literate although they are quite educated otherwise. On the other hand the younger generation seems quite ICT efficient.

Table 6: Cultural Practices (Responses in percentage)

S.no.	Question	Sleeping/staying at home		Celebrating with family and friends		In some other way	
		Younger Group	Older Group	Younger Group	Older Group	Younger Group	Older Group
1.	How do you spend a	46.7	26.7	53.3	73.3		

==
Language in India www.languageinindia.com**ISSN 1930-2940 18:8 August 2018**
Ms. Sadiya Jalal, Research Scholar and Dr. Kausar Husain
Globalisation and Socio-Cultural Changes in India   256

S.no.	Questions		
	festive holiday?		

S.no.	Questions	Often		Sometimes		Never	
		Younger Group	Older Group	Younger Group	Older Group	Younger Group	Older Group
2.	How often do you visit your neighbours or relatives?	13.3	46.7	73.3	53.3	13.3	0
3.	How often do you eat outside food?	20	0	80	60	0	40

S.no.	Questions	Indian		Western/ Foreign		Both	
		Younger Group	Older Group	Younger Group	Older Group	Younger Group	Older Group
4.	Which types of clothes do you prefer wearing?	20	60	33.3	0	46.7	40
5.	Which cuisines do you prefer when eating outside?	40	80	40	0	20	20

S.no.	Question	Strictly		Liberally		Do not follow any religion	
		Younger Group	Older Group	Younger Group	Older Group	Younger Group	Older Group
6.	How do you follow your religion?	13.3	73.3	73.3	26.7	13.3	0

Cultural Practices

The above table reflects the current cultural practices of Indian youths as well as the older generations. The cultural practices of the subjects represent an inclination towards the western norms. The traditional Indian practices of living together, celebrating festivals together, eating homemade food, wearing Indian clothes and following a particular religion strictly is getting replaced by new norms which are not at all Indian. However, it is also evident that the older generation are much more attached to their roots as compared to the younger generation. According to the data, on a festive holiday, 46.7% of the younger respondents spend the day in sleeping or staying at home and 53.3% of the respondents spend it by celebrating with family and friends. Whereas among the older generation 26.7% practice sleeping or staying at home and the other 73.3% celebrate it with family and friends. It is hence, evident that the practice of not celebrating festivals is much higher among the younger generations. The table further puts light on the practice of visiting neighbours and relatives. The data shows that only 13.3% of the younger respondents often visit their neighbours or relatives whereas among the older generation, the ratio is 46.7%. There are also 73.3% of the younger respondents and 53.3% among the older respondents who sometimes but visit their neighbours, friends and relatives. There is not a single respondent from the older generation who does not visit his/her neighbours and relatives. However, there are 13.3% of the younger

==
Language in India www.languageinindia.com**ISSN 1930-2940 18:8 August 2018**
Ms. Sadiya Jalal, Research Scholar and Dr. Kausar Husain
Globalisation and Socio-Cultural Changes in India   257

respondents who do not visit their neighbours and relatives. Again, the data validates the increasing practice of living separately and not mingling much with neighbours and relatives. Responses of the respondents are also recorded on the practice of eating outside food. It is found that 20% of the younger generation but none of the older generation respondents often eat outside food. The data further shows that 80% of the younger generation and 60% of the older generation opted the option sometimes. None of the younger generation respondents denied eating outside food while 40% of the older generation said that they do not eat outside food. The table further records the data on the practice of attire. Only 20% of the younger respondents but 60% of the older respondents prefer wearing Indian clothes. There are 33.3% of the younger generation respondents who wear only western clothes while none of the older group respondents prefer wearing only western clothes. There are also 46.7% of the younger respondents and 40% of the older respondents who wear both types of clothes. On discussing with the respondents, it was found that the younger respondents merely wear traditional clothes and that only on special occasions otherwise they prefer wearing western clothes which is also often the demand of offices, schools and other workplaces. It is also found from the data that the taste bud of Indians is changing. There are only 40% of the younger respondents who show their liking for Indian food, while 80% of the older respondents like to eat Indian cuisines. There are also 40% of younger respondents who prefer foreign cuisines to Indian cuisine but none of the older generation respondents prefer such a choice. There are also 20% of respondents of both the group who like both types of cuisines equally. Lastly, the table explores the religious practices of people. It is found that most of the respondents practice their religion liberally. Very few people practice it strictly and they mostly fall within the older group. There are only 13.3% among younger respondents and 73.3% of the older respondents who strictly follow their religion. On the other hand, 73.3% of the younger group respondents and only 26.7% of the older group respondents practice religion liberally. There are also 13.3% of the younger respondents who do not follow any religion at all.

Discussion of Results

India is a multiregional country; people of different states have their own peculiar language, dialects, history, philosophy, faith, legend, food habits, art, dance, music and architecture which add aroma and flavour to the Indian society. Apart from all these differences there are a few typical ethical norms and cultural and religious traditions which are purely Indian and are characteristics of every Indian house hold irrespective of any region or religion. However, globalisation has changed our deep-rooted culture. Changes in our culture can be seen anywhere and everywhere from the transformation of traditional joint family structure to nuclear ones, the acceptance to homosexuality, live-in relations before marriage, the addiction to social sites, spending hours in chatting with virtual friends whom we do not personally know and isolation from real people like parents, relatives, neighbours, etc.

Moreover, today money is considered more important than everything even relationships. People are ashamed of meeting and talking to their friends and relatives who are poor or illiterate. The relationships are formed not by blood but by money and power. Our taste buds and food habits have also changed. Bread has taken the place of rotis and spoons have taken the place of eating by hands. There is a trend of global fashion, the clothes we have started wearing are also not Indian. Men as well as women prefer wearing western clothes to Indian dresses as they are symbolic of sophistication and modernization. Traditional dresses have been restricted only to special occasions like festivals and marriages. Festivals have also lost their importance. They are just recognised as a holiday with no cultural or religious value. Instead of celebrating the festivals with family members and spending quality time with them, what we prefer more is taking selfies and posting them on social sites. There is a rising vogue of celebrating Mother's Day, Father's Day and that too only on

===
Language in India www.languageinindia.com**ISSN 1930-2940** **18:8 August 2018**
Ms. Sadiya Jalal, Research Scholar and Dr. Kausar Husain
Globalisation and Socio-Cultural Changes in India   258

social sites where we write so many good things about our parents and loved ones. However, we forget to realise that such posts usually hold no meaning to our old parents who have sacrificed their whole life in our upbringing and now when they need us we are unable to take out some time for them. A change in our religious attitude is also visible. Cases of blasphemy are increasing, cases of inter caste, inter religion marriages are increasing. People do not follow their religion very strictly and those who strictly follow their religion are tagged as highly religious and conservative, outdated and prudish. All these revelations about us seem to be more painful for people of older age group but true, and we cannot deny these facts.

Conclusion

It can be concluded that globalisation which is forced by constant use of English language and Information Technology has profoundly influenced the socio-cultural views and practices of people of India but mostly the youths. Change is inevitable and both the generations under study are changing themselves to cope up with today's world but the older generation find it a bit difficult to accept the new changes that globalisation has brought in, where as the younger people who have been witnessing globalisation since childhood or at a much earlier stage of their lives do not find the custom of living separately in small flats in big cities, the types of entertainment, the lifestyle being adopted, the language being used, the games being played strange or unusual. We all like to do things which require least effort. Globalisation understands human nature and accordingly has provided man with everything available at his disposal. Hence, 'fast foods', 'order online', 'call or chat online' and even play 'games online', all these effortless and readymade pleasures have left behind the tradition of arriving at consensus through debate and arguments, teasing our mind to solve riddles and quizzes and the system of storytelling and reading books and magazines. The older people being accustomed to the old traditional notions in terms of living style, food habits, entertainments, religious practices seem a bit reluctant to adopt such changes and are hence more attached to their roots as compared to the younger generation people who are ready to embrace new innovations in every aspect of their lives because they understand that the world is this way only.

Like every coin has two faces, globalization also has both pros and cons. There are also endless positive influences of it on our culture. For instance, the significance of human freedom and fundamental rights is something which is not Indian at all but has been borrowed from the West into our culture. Gender disparity, Open defecation, Dowry and Caste system are also part of our culture which still pertain in some or the other form even in the 21st century India. However, with the use of mass media various schemes are formulated and awareness ads and campaigns are promoted on T.V. and on the internet such as Swach Bharat Abhiyan, Beti Bachao Beti Padhao, etc. to eradicate such ills of our society. Globalization has been very helpful in improving the living conditions of people. It has given us the much-needed exposure to the outside world, the role of MNC's in our economy is undeniably important. With the onset of globalisation, almost every Indian household has access to media. Easy access to internet even in rural areas has also compelled us to come out from the darkness of ignorance. With the internet we can learn about any topic, we can google any information in seconds. This has made us much more knowledgeable and aware than before. Globalization has indeed thrown away the monotony from our life and has filled it with excitements and innovations. It has prepared us to work in a multi-cultural world, to think creatively, to be able to judge stereotypes and to recognise global responsibilities as citizens of global community. Hence, it would never be wise saying 'No' to globalisation. As Steger (2003) remarks even those who denounce globalisation are dependent on advanced technologies which are indeed the gift of globalisation. Thus, globalisation is a reality not a choice, we cannot escape from it but at the same time we should not make Lord Macaulay's (1835) vision come true of making a class of people Indian in blood and colour and English in taste, moral and intellect.

===
Language in India www.languageinindia.com**ISSN 1930-2940 18:8 August 2018**
Ms. Sadiya Jalal, Research Scholar and Dr. Kausar Husain
Globalisation and Socio-Cultural Changes in India   259

===
References

Hasnain, S.I., & Gupta, B.R. (2006). Globalization, Language, Culture and Media, Some Reflections. In B.N. Patnaik & S.I. Hasnain (Ed.), *Globalization: Language, Culture and Media* (pp. 1- 26). New Delhi, India: Indian Institute of Advanced Study, Shimla.

Morgan, C. (1993). Attitude change and foreign language culture learning. *Language Teaching,26*(2), 63-75.

Patel, M. F., & Jain, M. P. (2008).*English Language Teaching: Methods, Tools & Techniques*. Jaipur, India: Sunrise Publishers & Distributers.

Schumann, John H. (1986).*Research on the Accuturation Model for Second Language Acquistion*. Los Angeles: The University of California.

Sinha, A. K. (2006). Globalization: The Linguistic Perspective. In B.N. Patnaik & S.I. Hasnain (Ed.), *Globalization: Language, Culture and Media* (pp. 17- 27). New Delhi, India: Indian Institute of Advanced Study, Shimla.

Steger, M. (2003) *Globalization: A very short introduction.* Oxford, United Kingdom: Oxford:University Press.

E- Resources

Globalization and its impact on Indian Culture. Retrieved on 21st Feb' 2017 from http://www.careerride.com/view/globalization-and-its-impact-on-indian-culture-15301.aspx

Globalization and its impact on Indian Culture. Retrieved on 21st Feb' 2017 from https://www.scribd.com/doc/33614532/Globalization-and-Its-Impact-on-Indian-Culture

Naidu, Y. G. Globalisation and its impact on Indian Society.*The Indian Journal of Political Science.* Vol. 67, No. 1 (JAN. - MAR., 2006), pp. 65-76 : Indian Political Science Association Accessed from http://www.jstor.org/stable/41856193

Rothkopf, D. "In Praise of Cultural Imperialism," Foreign Policy No. 107. pp. 38-53. Retrieved on 22nd February 2017 from http://www.jstor.org/stable/1149331

Sharma. V. K., Repercussions of Globalization on Indian Culture. Retrieved on 21st Feb' 2017 from https://www.researchgate.net/publication/283792860_Repercussions_of_Globalization_on_Indian_Culture
https://www.thehindu.com/news/national/About-70-per-cent-Indians-live-in-rural-areas-Census-report/article13744351.ece Retrieved on 1st July2018.

===

===
Language in India www.languageinindia.com**ISSN 1930-2940 18:8 August 2018**
Ms. Sadiya Jalal, Research Scholar and Dr. Kausar Husain
Globalisation and Socio-Cultural Changes in India   260

Appendix

<u>Questionnaire (A)</u>

This questionnaire intends to explore the rapid cultural, religious, linguistic and lifestyle change taking place in the Indian households as a result of globalisation. The information provided by you will be kept confidential and will be used solely for the present study. I request you to kindly give your genuine responses. Thanks!

Age	
Mother Tongue	
Educational Qualification	
Residence	**Family Structure**

==
Language in India www.languageinindia.com**ISSN 1930-2940 18:8 August 2018**
Ms. Sadiya Jalal, Research Scholar and Dr. Kausar Husain
Globalisation and Socio-Cultural Changes in India   261

Rural		Nuclear	
Urban		Joint	

Tick mark the correct responses:
Part 1. Views on English Language

1. Do you think you feel embarrassed if you are not able to speak in English?
    a. Yes
    b. No
    c. To some extent
2. Do you think English is important for seeking better jobs, money, status and lifestyle?
    a. Yes
    b. No
    c. To some extent
3. Do you think English is the reason for cultural and lifestyle changes in India?
    a. Yes
    b. No
    c. To some extent

Part 2. Views on effects of globalisation

4. Do you think Globalisation has transported western culture, food and tradition to us?
    a. Yes
    b. No
    c. To some extent
5. Do you think Globalisation has popularised Indian culture, food and tradition across the world?
    a. Yes
    b. No
    c. To some extent
6. Do you think global culture which should aim at bring the best of each culture has its roots in the West and this has polluted our unique cultural and lifestyle practices?
    a. Yes
    b. No
    c. To some extent

7. Do you think Globalisation has left us Indian only in blood and colour, and English in taste, morals and intellect?
    a. Yes
    b. No
    c. To some extent

Part 3. Views on Recent cultural trends

8. Do you think projection of live- in relationships, homosexuality, extramarital affairs and increasing nudity in Indian cinemas reflect today's Indian society correctly?
    a. Yes
    b. No
    c. To some extent
9. Do you think acceptance to live- in relationships and homosexuality is a degradation of our culture and heritage?
    a. Yes
    b. No
    c. To some extent

===
Globalisation and Socio-Cultural Changes in India

10. Do you think educated people with a modern lifestyle show more respect for humanity, forgiveness, tolerance and equality?
    a. Yes
    b. No
    c. To some extent
11. Do you think money, status and career is considered more important than love, compassion, compromise, kindness and empathy in today's times?
    a. Yes
    b. No
    c. To some extent
12. Do you think the rate of rapes, molestation, domestic violence, human trafficking and other such crimes has increased in recent times?
    a. Yes
    b. No
    c. To some extent

===

Questionnaire (B)

This questionnaire intends to explore the changes in cultural, religious and lifestyle practices in the era of globalisation. The information provided by you will be kept confidential and will be used solely for the present study. I request you to kindly give your genuine responses. Thanks!

Age	
Mother Tongue	
Educational Qualification	

Residence		Family Structure	
Rural		Nuclear	
Urban		Joint	

Part 1. Practices regarding the use of Language
1. Which language do you use when writing a letter, application or an email?
   ……………………………….
2. Which language do you use for conversing with people you do not know personally?

===
Language in India www.languageinindia.com**ISSN 1930-2940 18:8 August 2018**
Ms. Sadiya Jalal, Research Scholar and Dr. Kausar Husain
Globalisation and Socio-Cultural Changes in India   263

…………………………………….
3. Which language do you mostly use at home for conversing with family and friends?

…………………………………..
4. Which language do you use at school or workplace?

…………………………………..

Tick mark the correct responses:

Part 2. Practices regarding the use of Information and communication Technologies

5. Do you use internet for chatting with real or virtual online friends?
    a. Often
    b. Sometimes
    c. Never
6. Do you use internet for studying and for other academic purposes?
    a. Often
    b. Sometimes
    c. Never
7. Do you use internet for leisure and recreational purposes?
    a. Often
    b. Sometimes
    c. Never
8. Which of the following mode of communication do you mostly use for communication?
    a. Social media (whatsapp, facebook, messenger etc.)
    b. Mobile calling
    c. Face to Face conversation
9. How many hours do you daily spend on using internet?
    a. 1- 3 hours
    b. More than 4 hours
    c. Do not use the internet at all

Part 3. Cultural Practices.

10. How do you spend a festive holiday?
    a. Sleeping / staying at home
    b. Celebrating with family and friends
    c. In some other way
11. How often do you visit your neighbours and relatives?
    a. Often
    b. Sometimes
    c. Never
12. How often do you eat outside food?
    a. Often
    b. Sometimes
    c. Never
13. Which types of clothes do you prefer wearing?
    a. Indian
    b. Western
    c. Both

==
Language in India www.languageinindia.com**ISSN 1930-2940 18:8 August 2018**
Ms. Sadiya Jalal, Research Scholar and Dr. Kausar Husain
Globalisation and Socio-Cultural Changes in India   264

14. Which types of cuisines do you prefer when eating outside?
    a. Indian
    b. Foreign
    c. Both
15. How do you follow your religion?
    a. Strictly
    b. Liberally
    c. Do not follow any religion

==

Author's Details:

&

Dr. Kausar Husain
Professor
husain_kausar10@yahoo.com
Department of English
Aligarh Muslim University
Aligarh, 202002, U.P., India

Ms. Sadiya Jalal (Corresponding Author)
Research Scholar
sadiya.jalal93@gmail.com
Department of English
Aligarh Muslim University
Aligarh, 202002, U.P., India

==
Language in India www.languageinindia.com**ISSN 1930-2940 18:8 August 2018**
Ms. Sadiya Jalal, Research Scholar and Dr. Kausar Husain
Globalisation and Socio-Cultural Changes in India   265