MEDIA GLOBALIZATION AND CULTURAL TRANSFORMATION IN INDIA: AN EVALUATION

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Abstract
Globalization came to India through the media reforms and is slowly converting our culture and self-image. Media Globalization is mainly responsible for the social transformation and change in modern culture; in fact, it lies at the heart of modern culture. Media Globalization is the main cause of the modern cultural experience. The challenges faced by this paper are two folds: to sympathetic how cultural changes carried about by media globalization can affect social institutions. These cultural forms or prospects interact with and convert local cultures which are often knotted with tradition. Throughout this process, traditional uniqueness can weaken it possible to express local cultures, but can also become a vehicle used to express strategies of global culture, how globalization can affect broader cultural change. Media Globalization has spread powerful cultural forms, such as international popular culture, media, culture and the culture of the individual entity assertion. In the light of above mentioned facts, the present research paper tried to evaluate the impact of media globalization in Indian cultural transformation. The research methodology adopted in the research is mainly secondary in nature.

Key Words: Media, Globalization, Culture, Social Transformation.

Introduction

The Globalization of Media plays a crucial role in the present world. Globalization has left its Fingerprints on every Field of Life. Globalization not only has an impact on the global Exchange of Opinions and Ideas but it also Changes the style of Life and the standard of living of People around the globe. The culture in India has no different nature. Globalization has a deep impact on the India's deeply-rooted traditions and customs which are getting changed on the name of generation "X". India has a prosperous cultural record, and the historical background, it's very popular throughout the world. Globalization is a general phenomenon, not only in India in all over the world. In the name of modernization and westernization, globalization spreads all over the world. The cultural change is natural and is never static. In Indian scenario, the culture is very unique and it depends highly on the geographical importance[1].

In a similar way, the Influence of the Media is very important and remarkable in this context as the process of globalization is always supported by media contents and media accessibility based on information, in fact we are living in the time of globalization based information society.

The present information society is connected with the support of media and social culture are spreading and affecting all corners of life and social phenomenon's. Culture of any society certainly includes various factors like fashion, sports, Architecture, Education, religion, appearance and values[2]. Globalizations with the support of media connect the world social factors and influence each other. The language of social capitals and traditional behavior of people have changed drastically. As the definition of globalization, there are interconnects of social factors through the media especially the new media. Media globalization has changed the format of media contents, i.e. songs, cinema, soap operas, TV program, or Web site. Thus, globalization, therefore, is a process that connects the values of societies through products or other meaning-making forms.

The Objectives of the Study

The present study paper objectives are mentioned below:-

1. To explore the impact of Media globalization on Indian culture.
2. To Analyze the role of media globalization in marketing of global culture in India.

Research Methodology

The present research work is mainly analytics in nature and the data was collected with the help of secondary data collection methodology. Literature was selected from a google catalog with the keywords globalization and Indian culture and regional transformation from the time duration of 2014-2018. The keywords were restricted to only the abstract, titles and specific theme based research papers. A total number of research paper was 38 from which, the literature was taken into consideration which was mainly associated with the impact and deep impact of globalization on Indian cultural transformation. The information used for the analysis was mainly related to the media globalization and global culture in the special context of India.

In this research, the media globalization and Indian culture were utilized to check how the modern media have changed the cultural representation in Indian society.

Literature Review

To Compare Views, on Indian Culture: Several thinkers in twentieth century India have endeavored to give some material to the idea of a composite 'Indian-ness'. Compare the texts:

Sadiya Jalal, 2018 globalization and language, the author mentioned the impact of globalization on Cultural change with the special context to language and Bishwajit Gosh, 2011, Essential Features of Indian Culture with the 'Strengths of Indian Culture'. Prof. Josh pointed out the meaning of globalization in relation to changes in social identity. He also mentioned that the place of technology in 'Indian' culture through various media tools.

Research has reviewed the "Globalization and culture" by Girish M. (2004), pointed out that the change in Indian culture and lifestyle as a main area of concern as in the present age of globalization, the moral values are changing and it indirectly form a new outlines for social growth and development.

Maliavin M. (2012), he emphasizes on the studies related to the moral status of social capitals in his paper, namely 'Globalization and the moral issues'. He mentioned that the change in lifestyle pattern also leads to changes in ethical concern in the social life. Both the mentioned studies mainly focused on the cultural change in society due to global effects.

Globalization and Media Globalization

The term "globalization" mainly associated with the international connection and influence on each others. Globalization is a general forum aimed at maintaining coherence in the way people live in the world. Globalization is the result of an exchange of values, opinions and other social factors for common growth and developments[3]. This means globalizations makes people to get mixed and connect with different language culture and believes. Thus, globalization refers to the interconnections between the homogenous and heterogeneous development in the society (Kinberg: 2009). The globalization is a natural process as the world is coming closer to each other for social consult and affects each other's growth. Globalization mainly associated with the central and dynamic power that is shaping a new kind of social connections and information flow among nations and people of different kinds (Kumaravadivelu: 2008).

Globalization certainly has a wide influence on the living conditions of social capitals. The contribution of globalization is really shifting on various social factors like moral, social ethical, ideological and technological. We can say that globalization is shifting from social approach to materialistic approach. Media added a power of globalization and at the present time of the information society, many media of communication play a significant role to multiply the value and theme of globalization[4].

Global Culture

One of the key ideas of globalization is to introduce "the foreign culture", global culture that encircle the globe at the international level. First of all, it is an Americanization of the society, which is characterized by the massive intake of foreign feature from the world wide agencies such as McDonald's. The culture of foreign marketing organizations. McDonald is a great example in this regards. This kind of foreign culture is only due the results of different associations. The globalization results coming together in one place and sharing of overall developments

in the society and the world. The globalization is certainly results in the assimilation of culture in the society. The assimilation of culture measures the association of various ideas and values.

Globalization is considered as both the associate on of different factors and the development of the overall world consciousness. Globalization certainly leads to the formation of global culture as the process of sharing is very significant in the formation one same and equal format of expression which ultimately leads to the generation of a specific nature and can be considered as global culture in the society[5]. This concept made it very clear that the globalization made people to gather at one place and share their beliefs, values and framework and its results global culture.

Culture Change in India
Globalization provides a measurable assessment of changes in social beliefs, people's behaviors and cultural values. Change in the social institutions and ideologies are mainly due to the influence of modern aspects of global culture and globalization.

The basic discourse and theoretical issues are changing in Indian society. The process of change certainly has a relation with the current social structure of Indian society. The change in the social format and peoples representation leads to changes in the overall social structure. Indian culture is also getting drastic change and have introduced with many new views and ideas. Indian is known for its deep rooted culture and customs, but with the emergence of globalization gave new direction and loosen the cultural root of Indian social structure[6]. Globalization not only encouraged the westernization in India, but Indian culture has also spread its effects throughout the world. In the present study researcher tried to analyze the change in Indian culture as core concept of media based globalization.

Impact of Globalization on Indian Culture
Globalization has changed our current social situations and contributed to the feeling of global race and the formation of globalist. It has a wide role to play the world over. It has left its paths in every field of life. The exchange of world views and ideas has led to a major alteration of the standard of living globally. Indian culture is no exclusion of this transformation process. Globalization accelerated this process and resulted in the fusing of cultural practices and increased advertising of culture through the influx of MacDonald's and Pizza Huts, etc., in all metropolitan cities and through the celebration of special days like Valentine's Day, Father's Day, etc. With the appearance of globalization, our age old societies and customs have released off their hold.

India has a rich cultural setting which is well-known to the whole world. Globalization has not only led to the westernization of India, but on the contrary, the Indian culture has also spread its impact globally. Culture and traditions of any geographical region hold a special importance with respect to their uniqueness and that is the differentiating feature for a population within a geographical boundary. This distinctiveness and individuality have been disturbed in varying degrees in lieu of globalization. Such an impact is very much pronounced when they hit a developing country like India[7].

Media globalization has a deep impact on the Television network. In general TV creates a very favorable environment for new cultural pattern. The culture itself has its own value, identity and formats. In the present era of westernization certainly introduced a new style of social presentation through modern media. Globalization has given a new value to the social elements to grow in the light of the western. Sometimes, it's criticizing as the growing children do not understand the right way to be trained and developed; discrimination based on their behavior leads them to a dark world.

There are basically two points of view on how a global society is changing and consuming new values and beliefs. First, the identification of an individual is linked to the culture. There are very close relation between individual's representation and the culture. The present social parameters show that people are very much concern about their

image and position in the society, i.e. the way people speak, walk, talk, social gatherings. This means the representation much has a look of the higher cultural presentation. Second, the concepts of McDonadization, as another point of view related to peoples behavioral change due to media globalization. No doubt, the change in behavior and life styles certainly become a reason behind the erosion of unique Indian culture, better to say "heterogeneity of Indian culture". These all change in taste and fashion, giving rise to a new cultural pattern in Indian society are mainly due to the deep influence of Media Globalization[8].

Socio-Cultural Effects of Globalization

The improvement of the socio-cultural conditions, the increasing recognition of cultural rights, the exceptional mobility and relations with people from different part of the world have affected the local cultures of all over the world. Professional workers are the main product of globalization. People have a high degree of interaction may be offline or online which ultimately leads to mix value and culture in the region. The common people of the world came close and exchanged their point of view, social values, language, and behavior. These factors have been transformed and gave a new meaning to the social system.

Here the concepts of Global village work as the world the working very closely and friendly. The people in the world had come closer to others and performing together for unified growth and benefits. In this paper, the research has established so many practices to emphasize the recognized change in socio-cultural systems such as Indian society has always been a society that has a diverse nature and expression. The social structure of Indian society is traditional with traditional language and customs. In a fast transformation of human society and growth of technologies given a new mode communication to the present social capitals. There are certain factors which force people to change with regards to global perspectives[9].
1. Development in modes of socio-political and economic interaction in modern society.
2. Development of media technology and building new communications for better social connectivity.

The socio-cultural aspect of globalization relates to the impact of globalization on the lives and work of individuals, families and societies. Globalization also promotes the initiative of social justice as it gives the idea of equality and solidarity. In general, the globalization affects the entire social structure, i.e. people are more global than local. In this way the effect of globalization is very intense on the social and cultural parameters of Indian society.

Conclusion
In the present research study, it seems that media is a great agent of globalization. Media catalyses the mechanism of globalization and has a deep impact on social changes in Indian society and people. In fact media globalization promotes a kind of risk factor for the slow diffusion of foreign source-cultural pattern. Media based globalization has covered almost the entire country with its gentleness. The research pointed out that, of course the society of India is changing with a fast speed and there are great losses of tradition and cultural identity of Indians. The main adverse effects are quite disturbing our country's cultural uniqueness. Therefore, we need to be careful with the applications of globalization[10].

The process of media globalization is much more comprehensive and composite. The social and cultural transformation of present Indian society is not one-sided. There are several points which regularly getting affected by the media globalization, such as homogenization, pluralization and hybridization. In other words, it can be concluded that media globalization leads to "cultural globalization". The statement clearly pointed out that the diverse cultural elements of the foreign societies are dominating on the Indian social system and giving rise to a new cultural pattern[11]. All these new cultures are mainly supported and promoted by media globalization. In this study, it has been observed that new cultural patter in growing with globalization for multilateral growth of society and the modern social structure is a really important to be global by the means of building global identities, recognize and respect pluralism and diversity as a better model of globalized social life.

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