

Short Communication

Globalization and its Effects on Indian Writings in English, Culture and Society – A Review

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The present study analyses the impact of Globalization on Indian Literary writings, culture and society with reference to the modern writers of English as well as sheds light on the social, cultural, and economic impact on the people of India. It is a fact that with the emergence of globalization in India, our age old traditions and customs have loosened up their hold particularly in terms of its role in expanding the gap between the upper and lower classes. The term ‘Globalization’ is defined as “a process in which more and more people become connected in more different ways across larger distances”. The term has been derived from ‘globalize’, means the process

Impact of Globalization on Indian Writings in English

According to Shashi Deshpande, Literature has always travelled a lot. That’s why stories from the Arabian Nights, or Aesop’s Fables or even the *Panchtantra* went beyond their countries of origin and were current in a great number of countries. It’s not that the process of globalization has solely affected the Indian culture and society; along with culture it has its impact on global and local literature too. The effect of Globalization can be seen in the World Literatures too, Indian Literature being one of them. On one hand, many researchers observe and examine works of literature so as to find manifestations of varied globalization themes within the texts and contexts and also to validate the realities of

of integration of a network of economic systems. In other words it is the process of international integration arising from the interchange of world views, ideas, products and other aspects of culture^[2]. This integration permits people to travel, communicate, and invest internationally. Some other scholars also claim that Globalization also implies a shrinking of the world in terms of space and time, since it “increases the ‘thickness of human interaction and the impact this interaction has on the earth itself”. In its literal sense, Globalization can be seen as the process of transformation of confined or local phenomena into global ones.

globalization all the way through literary forms. On the other hand, literature and literary studies are developed into a platform for supporting, evoking and interpreting different social, literary, political and cultural concepts within the globalization sphere. The impact of Globalization can inevitably be seen in Indian Literary writings as well. After the start of globalization in the year 1991, the modern Indian fiction in English has also moved to narrate the new trembles caused by the overpowering influx of the global capital and policies of free trade, which are restructuring all the aspects of our life ever more. Some critics even claim that the drastic economic changes and policies

brought about by the Globalization in India have created two countries: the India of Light- represented by the rich who consists of a small minority of the Indian population and the India of Darkness – represented by the bulk of lives in India.

With its arrival, Contemporary Indian dramatists attempted to cross cultural boundaries across time, going back to the past in a metamorphic sense to retrieve ancient traditions by creating them in their dramatic productions. Interestingly, the last few decades have also undergone translations from regional languages in English be it Bengali, Marathi or Tamil. This has increased the quality of Indian writing especially drama entirely. Such translated epics and classics have become an integral part of Indian English literature. When these translated texts are taught to the students, they increase their creativity and English translations popularize the Indian tradition among the scholars. The translation works have maintained a link between the east and west, north and south and they contributed to the growing richness of contemporary creative consciousness. Some notable playwrights and directors such as Aravind Adiga, Badal Sircar, Amol Palekar and Mahesh Elkunchwar have contributed much to the

Impact of Globalization on Indian Culture & Society

Now the million dollar question arises that how Globalization has its impact on our society and culture. In fact, in many ways it has changed our current social conditions and contributed to the deterioration of nationality and the creation of globality. It has a wide role to play the world over and has left its footprints in every field of life. The switch over of world views and ideas has led to a major alteration of the standard of living globally. Indian culture is no exception to this process of transformation. Globalization

growth and development of play scripts and trans historical inter-culturalism . They also put together various strands of Indian culture simultaneously in their works. For example Girish Karnad's play 'The Fire & the Rain' can be studied under the light of the theory of Globalization. The impact of these changes on India is also examined meticulously in Aravind Adiga's novel 'The White Tiger'. Even in modern times the literary works of Vikram Seth, Arundhati Roy, Rohinton Mistry, Amitav Ghosh, Jhumpa Lahiri, Aravind Adiga, Chetan Bhagat and Kiran Desai also reflect the impressions of globalization.

Globalization is depicted by scholars as the procedure through which social orders and economies are incorporated through cross-border flows of thoughts, correspondence, innovation, capital, finances, merchandise, administrations, services and information. The term globalization also means international integration and growing importance of MNC's and population migrations. It has also widened the scope of the mobility of persons, goods, capital, data and ideas. It is a way through which the dissimilar world is unified into one society.

has quickened this process and resulted in the fusing of cultural practices and increased advertising of culture through the arrival of MacDonald's and Pizza Huts, etc., in all major cities and through the celebration of special days like Valentine's Day, Mother's Day etc. Not only this but with the rise of globalization, our age old traditions and customs have slackened off their hold in our society. Today, the Indian culture of various religions, communities and multiple ways of living life are under

the lethal threat of the brutal forces of globalization^[1].

Everyone knows that we have a well established cultural heritage and atmosphere which is well-known worldwide yet Globalization has on the one hand led to the westernization of India, but on the contrary, the Indian culture has also spread its impact globally on the other hand. Culture and traditions are the features that differentiate the population of any geographical region from others. Due to globalization this uniqueness and eccentricity has been disturbed in a remarkable manner in a developing country like India. The impact of globalization on local culture can be observed in the change of social and cultural patterns which is its manifestations in India. In terms of ethnicity, geography, religion, culture and language these social realities have a plural character.

The culture and way of living of any nation does not merely depict the region

Education and Employment

Education, rightly said by scholars, is the back bone of any society. Globalization has also affected the education system up to a great deal. We can see that there are school buildings are available in our villages but there is always a dearth of good teachers. In some schools the furniture, black-boards, infrastructure, playgrounds etc. are of sub-standard quality. There is, however, one positive

People and Women's Role

Globalization has badly affected the basic unit of Indian society: the family in many ways. The joint family which had been the basis of traditional Indian families has undergone serious changes. We can see those residing in the metropolitan cities in the small flat culture prefer nuclear families. We have lost the meticulousness to get balanced into the joint family,

and dialect of the milieu yet it also shows with the attitude and mindset of its people. Indian culture is very rich for its legacy and assets, and the warm approach of its residents. India is bouquet of flowers consisting of various religion, languages, food, cuisine and edibles, convention, custom, music, craftsmanship and architecture and so forth, packaged into a solitary unit of patriotism and solidarity. The common factor of these varieties is the Indian attitude of greeting, welcoming, celebrating unitedly with immense friendship and harmony. When we analyze our rich culture with the globalization perspective, we can discover many inferences of westernization and blending of different attributes and societies into our delightfully woven cover. As every gem has two facets likewise globalization also has its positive and negative effects. The effects of globalization on Indian society and culture can be assessed under the following headings^[3].

development that girls are attending the schools in the villages and the number of students attending college education is increasing but awareness among students from rural areas lacks towards technical education. However, we can hope that with the help of modern technology enabled means of communication and social media, the rural youth will get some benefit of globalization.

assimilating the experiences of the older folks and getting the youthful ones raised under the shadow of their grandparents. The plus point of globalization can be seen in gender equality. Both men and women are equal before the law and therefore the trend toward gender equality has been noticeable, though in some sectors women and men still occupy distinct functions in Indian

society. Woman's role within the society is usually to perform family and household related activities. However, with the change in time men and women are gaining equal right to education, to earn, and to articulate. Globalization has brought new vistas to the young men and women in India in the form of revolution in Technical education, as there are many private and autonomous technical colleges which are providing technical education to the modern youth. This has really changed the rules of the job market. Before the year

Family and Marriages

As compared to earlier times, marriage and family as institutions have lost their importance, values and morality in modern society. It is apparent from the increasing number of divorce cases and extra-marital affairs reported every now and then. Since time immemorial marriage are considered as bonding of souls which will be connected even after the demise of the partners; yet in modern globalized

Culture, Technology and Social Values

Still the technology has limited percolation and reaches to the villagers partially due to unavailability of electricity and other communication infrastructure. As some people know about the internet, we need to work in this area. However, well-to-do families have availed Wi-Fi, DTH and dish TV facilities even in the villages. Most of them now have Mobile connections though connectivity and data speed is again a challenge before the users and the service providers too. If we look at the other facet of globalization, most of the industries are located in the urban areas, which results in unemployment problem to the educated youth in small town and villages.

Infidelity

So far, both men and women had

1991 there were a few technical colleges run by the government, but globalization paved the way for the private institutions, trusts, and other groups of institutions to start more and more technical colleges in India. As a result, today there are thousands of well trained and skilled youth available to perform duties of different nature and as per demand of the industries and service sectors. Even our youth are very much in demand globally especially our IT personals. This is all possible due to globalization.

era marriage resembles merely an expert bond or a purported pledge to share existence without bargaining their self-interests. Traditional ways of arranged marriages by the parents consent has been replaced by marriage by own liking by the partners. This sense of self factor into the Indian youth is again a result of globalization.

The real India still lives in the villages and the real Indian culture is preserved in rural life. New advancement of technology has limited influence in rural areas. Along with modern outfits, some people still prefer to wear dresses of old fashion and celebrate festivals in old styles. They still like folk dances and songs for their amusement. At a broader level our culture has limited effect of the western culture. Some of the people have adapted to the western ideas and ideals for living yet they still carry the sense of proud Indian. However, Globalization has raised another concern as the villagers are moving towards cities in search of an employment. This migration has caused many problems in the cities.

maintained a distance as much as possible,

with numerous confinements and impediments for a very long time in our culture and way of life. But with the rise of globalization and western culture, youth have begun mixing up well with each other. The cordial approach and the mingling are apparent. The aggregate breakout of restrictions has tainted the Indian mentality,

Social Ideologies

It is our time honored custom to treat the guests as God and offer them warm-hearted welcome. Along with this greeting elders with due respect and celebrating every festival with great fervor and colour of enjoyment and togetherness have been our forts at social front. But gone are the good old days, as with the arrival of globalization we rarely see the wide gathering with full

Farming

Like other areas, Globalization has also affected agriculture, farming and the farmers in India. However, the impact is limited to the farmers with large land holdings. Still the marginal Indian farmer is unable to use the modern farming techniques and tools partially because of limited resources and partially because of scarcity of funds and knowledge. Some policies of the government has also effected the farming communality; like the import of some goods, some food grains, sugar, oil etc whenever there is a price increase of

Language

It's not that only the literature and culture have been affected by globalization, but the usage of language has also been influenced by it. Today, the youth finds it as an appalling condition to talk in Hindi or any other regional language or dialect. The manner in which the foreign languages are

Education Sector

Because of globalization there are significant effects in academic sectors like higher literacy rate and foreign universities collaborating with different

playing up with the physical relationship. A new type of relationship concepts namely live-in-relationship has emerged and settled in deeply. Not only are these but the exaggerated cases of sexual offense are the results of the perverted mind that are very much the values considerably alien to our culture.

shade and lights today. Individuals have confined themselves in social collaboration of creed, class and even customs. The relations in present generation are exceptionally appeasing thinking about the money related status and riches. In modern times 'Hi', 'Hello' have replaced the traditional ways of greeting people with '*Namaskar*'.

these commodities in India. The Government should think to pay more to farmers so that they produce more food grains. At the same time, deduction in subsidies results in higher cost of cultivation. With the impelled globalization and springing up of MNCs, the farming and agriculture has somehow lost its prime importance in India. Agriculture science has minimal concentration among the youths who consider cultivating as a disgraceful job.

getting common in India like the French, German, Chinese and Spanish, right from the school level, gives the examples of the amount of significance we give to Indian dialects and languages in contrast with the remote ones.

Indian universities. The Indian academic system faces challenges of globalization through information technology although it offers opportunities to evolve new

paradigms shifts in developmental education. Globalization promotes new tools and techniques such as E-learning,

Indian Business Culture

Globalization has also brought new ideas in business as the foreign culture has affected both individuals and business firms in many ways. Unique ways of thinking and working has evolved leading to higher efficiency. Indian organizations have accepted new practices of human asset administration, international accounting standards and other more effective methods of stock control . The effect of globalization has changed the business system in India in numerous ways like the approach, innovation, attitude, work

Conclusion

Overwhelming impact of globalization has been observed in Indian English Writings, Culture & Society. We can see that India is obtaining a worldwide recognition and slowly moving towards becoming a significant economic and political strength. Now market economic policies are spreading around the world, with greater privatization and liberalization. It is easy for people to execute trade services instantly and globally, be it telemedicine, software development or data processing. India features a consumer base of 1.35 billion people. Extension of internet facilities has now extended even to the rural areas. Global food chain has occupied a large market within the urban areas of India and high rise residential buildings, lavish movie halls and big shopping malls are a

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flexible learning, distance education programs and overseas training programs.

culture, psychology and so on. Consequently Indian industries are adapting themselves to newer challenges and taking benefit from the new and better opportunities making their business all the more profitable with prospects of future growth. As a result worldwide organizations are chiefly inspired in doing business in India in the post globalization period. The High growth rate, which is a prosperity index, can be seen as an advantage of globalization in Indian economy.

reality now. *Bollywood* movies are distributed and accepted worldwide. Indian television channels and serials are watched and liked by people of different countries all over the world. New technologies are being used in agriculture sector resulting in improved yield of crops. Though the development is progressing rapidly, still many basic problems like prevailing poverty in rural areas, menace of corruption and illiteracy are a cause of concern and steps should be taken to bring solution to such problems so as to reap the benefits of globalization in the best possible manner. And if it happens, it is obvious that everyone will be able to rejoice the heard and unheard melodies of literate at their best.

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