



**OFFICE OF THE PRINCIPAL
PATTAMUNDAI COLLEGE, PATTAMUNDAI**

No 1428 Date 07/11/19

To

**Dr. Amiya Kumar Rout
Ex-Reader in Sociology**

Sub: - Request to act as Resource person in an Extramural Seminar to be conducted on the topic "Impact of Globalization on Indian Culture : A Theoretical frame work."

Sir,

I am pleased to request you to kindly act as Resource Person in the Extramural Seminar on the topic "**Impact of Globalization on Indian Culture : A Theoretical frame work.**" to be organized by the Department of Sociology of this College at 11.00 am on 18.11 2019 in Department Seminar Room.

Your kind consent in this regard is highly solicited.

Yours Faithfully,

[Handwritten Signature]
Principal 7.11.19

Pattamundai College.
Principal
Pattamundai College

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1
Consented
to attend the
seminar as a
resource person.
Dr. Amiya Kumar Rout
10.11.19.

REPORT

An Extramural seminar was organised by the Department of Sociology, Pattamundai College, Pattamundai on Dt.18.11.2019 on the topic "**Impact of Globalization on Indian Culture : A Theoretical frame work**". The resource person of the seminar was Dr. Amiya Kumar Rout, Ex-Reader in Sociology, S.S.B College, Mohakalpara. Prof. Adhikari Laxminarayan Dash, Principal of the college chaired the meeting. Capt. Manoj Parida, Head of the Department gave a key note address of the topic and welcomed the guest on the dais and the participants. Most of the students of Sociology Honours were present in the seminar. The meeting was ended with a vote of thanks by Mr. Ranjit Keshari Senapati, Lecturer in Sociology.

Manoj Parida
18.11.19

Impact Of Globalization On Indian Culture

Dr. Amiya kumara Rout
Reader In Sociology

Concept Of Globalization:-

1. Globalization refers to growing inter-dependence, inter-connections and integration of the isolated societies.
2. It is a political, economic and social integration.
3. It is a worldwide process of delocalization and growing internationalization.
4. Sociological Meanings:-
 - a. It is a process whereby world moves towards 'unity' or 'global unity' having two features:-
 - i. Rising connectivity across the world
 - ii. Global consciousness (Robstrow)
 - iii. It is intensification of social relations thought out the world linking distant localities in such a way that local happening are formed as a result event that occur many miles away and vice versa.(Anthomy Giddens)
 - iv. It is a social process by which idea, people, goods, services flow freely and unceasing leading to integration economic and societies. (Amitat)
 - b. It is a process of interaction and integration among people, companies and govt. different nations driven by international trade and investment and aid by information technology.

Concept Of Culture:-

1. It is a complex whole which includes knowledge, belief, art, moral, law, custom, and any other capabilities acquired by man as a member of society.(Taylor)

2. It refers to thought, values, objects, practice, artifacts, tradition, habits, expectations, ideas and norms.
3. It refers to everything we think, we do we have as a members of society.
4. It is total content of physic-social, bio-social and psycho-social universes that man has produced.

Types of culture:-

- a. **Material culture:-** It includes pens, radio, articles & clothes, utensils, tools, books, painting and dwellings.
- b. **Non-material culture:-** It includes language, literature, science, arts, laws, religion etc.

Structure/Parts/Component of culture:-

1. **Culture traits:-** These are single elements or smallest units of culture.
Examples- shaking hands, touching the feet, tipping hat, kissing on the cheek, giving seats to ladies, saluting flag, wearing white saris at morning, taking vegetarian diets, walking bare footer, sprinkling water on idols, growing beard and hair, offering water to sun etc.
2. **Culture complex:-** It is a large cluster of traits organized about of unclear point of refer ence.
Examples- Religion Complex:- This includes kneeling before the idol, sprinkling sacred water over it, putting some food in it's month, folding hands, taking Prasad from the priest and singing Aarti.
3. **Culture Pattern:-** It consists of a numbers of culture complexes.
Ex- Indian culture pattern of Gandhian Spiritualism, joint family, caste system and Ruralism.

Sub-culture- (traits of a particular group)

Example-Caste, social class, religious group, occupational group, age group, sex group, Indian culture, adult culture, teenage culture, army culture, college culture.

Culture area- They refers to similar cultural traits and complexes.

-It refers to a group which is not only different from the prevailing patterns but also challenge them. Example- A group of dacoits and the 'thippe' culture.

Types of traits-

1. **Universal-** The traits which are followed by all members are called universals. Examples- one must be monogamous, one should drive on left of street are must condemn free love, and infanticide.
2. **Alternatives-** When a person is allowed a choice out of various activities, such traits are alternatives. Example- one may travel by bullock cart, automobile, airplane etc. one way eat at home or restaurant, one may adopt any religion.
3. **Specialities-** When some traits are shared by some but not all, groups within a society. **Example-** I) Baby nursing is female speciality.
II) Besides, age group, sex group, occupational group, r eligion group- have special activities their own.

Dimensions Of Globalization:-

1. **Economic dimensions of Globalization-**

It is related to development of trade with national actors such as corporations of global finance; international financial exchange and monetary exchange.

2. **Political globalization:-** It is related to development and growing influence of international organizations as UN or WHO.
3. **Sociological globalization:-** It refers to information moving in real time, together with inter-connection and interdependence of events and their consequences.
4. **Geographic globalization:-** It refers to new organization and of different regions of world that change constantly.
5. **Technological dimensions:-**
Technological development from internet to mobile phones which has overtaken inter-connectedness of the world.
6. **Environmental dimensions:-**
It deals migration, climate change, ozone depletion and bio diversity loss as planetary problems requiring global cooperation and management.
7. **Cultural dimensions:-**
It refers to interpenetration of cultures together with rise of a globalized supra-culture.
Cultural Globalization or Cultural imperialism:- It is transmission or flow of western and American culture's symbols, ideas, values, means, artistic and consumption products on a global scale through transport and communication technology.

Examples of western and American culture products:-

- As entertainment - It enhances their movies, music and television programs which promote a capitalist way of life.
- As ideas- It aids stress on consumption and monetary.
- As dresses- Denim, Levi's, L'Oréal, Philip Brown of dresses.
- As sports- It includes cricket, car racing, Scuba diving etc.

- As drinks- coca cola, limca, pepsi etc and coffee.
- As book suppliers- Books are available by amazon, filpkart etc.
- As festivals- Indians holy festival, the American Black Friday, the Brazilian carnivals are now observed world wide.

Processes Of Globalization-

1. Homogenization-

It implies sameness and uniformity. It means western culture and local culture have same and uniformity as above examples.

2. Hybridisation-

It emphasises and blowing of western and non-western culture due to

- (a) Migration or expatriation
- (b) Tourism
- (c) Formation of new culture.

Examples- In the business of world music or elhnic cuisine (cooking)

3. Harmonization-

By the process local culture is mixed and amalgated with global culture. This is called globalization.

It may mean to trace global element in a local way of life and to detect local element in global forum.

4. Loglobalization-

This is a future trend of globalization in which some traits of local culture may dominate the global scence. Ex- Any Sambalpuri sari of Odisha, India.

Dimonsions of culture globalization-

1. **Ideoscapes-** This is flow of ideas. Example- Political and Ideological image or aspect or any new political culture.

2. **Media-scapes-** This is flow of media.

Ex- Production and dissemination of information by newspapers, magazine, television stations, film productions studios that influence culture of local people.

3. **Finance-Scape-** This is flow of capital.

Ex- Markets, national stock exchange, and commodity speculation.

4. **Techno scapes-** This is flow of technology.

5. **Elhno scapes-** This is flow of people.

Ex- Tourists, immigrants, refugees, exiles, guest, worker and other moving groups and persons.

Impact Of Global Culture On Indian Culture

The impact of cultural globalization can be assessed through culture traits, culture complex and culture pattern.

1. Speech and language as trait; its complex and its pattern as pattern of communication including gesture and language. global impact on it are on the verge of extinction.
2. Material traits-
 - a. Junk food are available; Also soft drinks and hotel culture started.
 - b. Shelter as trait its complex; and its pattern in shelter; impact- setting up of shelter home, orphanages etc.
 - c. Transportation as trait; its complex; and its pattern is techniques or means of travel and transportation of goods and service; Impact- through ecommerce; e-marketing.
 - d. Dress as trait; its complex and its pattern impact-no charm of traditional dress; western branded products, jeans arriving.
 - e. Utensils and tools as trait; its complex and pattern; impact e-supply of cooked food is beginning in cosmopolitan cities.
 - f. Weapons as trait; its complex and pattern; impact- Powerful defence aircrafts are openly brought from foreign land.
 - g. Occupation and industries as traits, complex and its patterns in exchange of goods and service, barter, trade, commerce and occupation.
 - h. Impact-women in white collar jobs (clerical) started; 'use and throw' culture started; market is diversified and competitive; consumer's choice in order; purchasing power of customers increased; surplus product and gadgets overflow middle class people; e-shopping and mall culture started.
3. Art as traits; its pattern is artistic expression; architecture, painting, culture, music, literature and dancing; impact:- devotional songs, folk songs, geets, gazals are losing attraction . and English music attract large crowd; pop music, belly dance and remixes are increasing.
4. Mythology and philosophy as trait and pattern; impact is to be studied.
5. Scientific knowledge as trait and pattern; impact is to be studied.

6. Religion practise as trait; religion and magical ideas and practice as pattern; impact inches secularism dominating, atheists and agnostics are on increase. Religion intolerance and communal violence an are increasing; religions fundamentalism on ride ; spiritual culture is deeling and material culture is flourishing .

7. Family and social system as trait; pets pattern as the sex and family pattern

- a. Marriage and divorce
- b. From of kinship relation
- c. Guardianship
- d. Inheritance

Impact includes- No ore low status for women; demand for gender equality; increasing access to education and information; no caste taboo, marriage taboo; disintegration of joint family; oldage homes and crèches are growing in numbers. High devorce rate (sacredness of marriage as instition is on more). Endogamy and exogamy are on the verge of deying.

8. Property as trait ; its pattern is form of property real and personal; imapcat- right to property as fundamental right in becoming legal right.

9. Govt as trait; its pattern is social controls and institutions of govts.

- a. Mores
- b. Public opinion
- c. Organised state:- Impact- felling of nationalism and patriotism dying.

10. War as trait and pattern; impact- always threat of nuclear war hangs over the world.

11. Recreation as traits ; it complex; its pattern as reaction and leisure time, intersts and activites. Impact- western styled birth day party has been introduced.

12. Basic interaction process as trait; cultural structuring of basic international, processes impact –to be re searched.

In short, the social culture globalization has been striking hard at roots of Indian culture and there is apprehension that Indian culture is. Threatened to suffer roottessness, but it is not destined

to be so it has latent staming of Indianisation global one day . let divine
desire It !!!

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Aniya Kumar Rout
Ev-Reader in Sociology

Department of Sociology
Pattamundai College, Pattamundai
Extramural Talk on - Impact of Globalization on Indian Culture : A
Theoretical frame work.

Dt.18.11.2019

Teachers Present

Sl No	Name of the Teacher	Signature
1	Dr. Aniya Kumar Rout	Dr. Aniya Kumar Rout
2	Capt. Manoj Parida	Manoj Parida 18.11.19
3	Ranjit Keshari Senapati	Ranjit Keshari Senapati 18.11.19
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Department of Sociology
Pattamundai College, Pattamundai
Extramural Talk on - Impact of Globalization on Indian Culture : A
Theoretical frame work.

Dt.18.11.2019

Students Attendance

Sl No	Name of the Students	Roll No	Signature of the Students
1	Sandhyarani Jena	166BA-17-166	Sandhyarani Jena
2	Suchismita Sahoo	93-BA19	Suchismita Sahoo
3	Swagatika Behera	74-BA19	Swagatika Behera
4	Suehitra Nayak	69-BA19	Suehitra Nayak
5	Sangita Dash	66-BA19	Sangita Dash
6	Leesrani Dhal	214-BA19	Leesrani Dhal
7	Richan Biswal	76-BA19	Richan Biswal
8	Anjali Rout	124-BA19	Anjali Rout
9	Itishree panda	090-BA19	Itishree panda
10	Monali Behera	BA19-139	Monali Behera
11	Purnima Sahoo	BA19-234	Purnima Sahoo
12	Sitarani Parida	BA19-188	Sitarani Parida
13	Kabitarani Sahoo	BA19-061	Kabitarani Sahoo
14	Siama Sundarei Behara	BA19-158	Siama Sundarei Behara
15	Soudamini mahapatra	BA19-080	Soudamini mahapatra
16	Byajalakshmi Mahapatra	BA19-004	Byajalakshmi Mahapatra.
17	Gitanjali Sethi	BA19-249	Gitanjali Sethi
18	Pooja Das	BA-19-100	Pooja Das.
19	Chinmayee Parida	BA-19-147	Chinmayee Parida.
20	Sujata Rout	BA-19-141	Sujata Rout
21	Monali Parida	BA-19-088	Monali Parida
22	Sushree Sangita Samal	BA-19-120	Sushree Sangita Samal
23	Gitanjali Sethi	BA-19-177	Gitanjali Sethi
24	Priyanka Priyadarshini Parida	BA-19-122	Priyanka Priyadarshini Parida
25	Sumitra Malik	BA19-217	Sumitra Malik
26	Debjani Borik	BA-19-223	Debjani Borik
27	Babinda Girzi	BA-19-222	Babinda Girzi
28	Priyatama Rout	BA-19-130	Priyatama Rout
29	Saishree Malik	BA-19-143	Saishree Malik
30	Om Prakash Mahanta	BA19-233	Om Prakash Mahanta

31	Bismaya Dash	BA-19-123	Bismaya Dash
32	Pratikshya Sena	BA-18-264	Pratikshya Sena
33	Madhusmita Sahoo	BA-18-017	Madhusmita Sahoo
34	Aparna Das	BA-18-075	Aparna Das
35	Madhusmita Tarcai	BA-18-095	Madhusmita Tarcai
36	Muni Maity	BA-18-115	Muni Maity
37	Manasceeni Swain	BA-18-067	Manasceeni Swain
38	Namita Padhi	BA-18-228	Namita Padhi
39	Suryakanti Bayee	BA-18-014	Suryakanti Bayee
40	priti pratee malik	BA-18-184	priti prateemalik
41	Arpita malik	BA-18-185	Arpita malik
42	Rupanjali malik	BA-18-142	Rupanjali malik
43	suryasmita sethy.	BA-18-192	Suryasmita sethy.
44	Pritirekha Barick	BA18-265	Pritirekha Barick
45	subha smita nayak	BA18-123	subhasmita nayak
46	Barsha malik	BA18-174	Barsha malik
47	Teishree Malik	BA18-194	Teishree Malik
48	Suryasmita Pradhan	BA 18-001	Suryasmita Pradhan
49	Madhusmita Rout	BA-18-241	Madhusmita Rout
50	Ashis dhal	BA 18-005	Ashis dhal
51	Sipra Rani Das	BA-17-202	Sipra Rani Das
52	Bhagyashree Sena	BA-17-002	Bhagyashree Sena
53	Bandana Parida	BA-17-001	Bandana Parida
54	Subhasmita Pradhan	BA-17-082	Subhasmita Pradhan
55	Madhusmita Sahoo	BA-17-053	Madhusmita Sahoo
56	Rasmita Roul	BA-17-031	Rasmita Roul
57	Dipti mayee swain	BA-17-080	Dipti mayee swain
58	Shradhasuman Dash	BA-17-013	Shradhasuman Dash
59	priti priya Das	BA 17-040	priti priya Das
60	Bindulata Das	BA-17-047	Bindulata Das
61	Tapaswini Nath	BA-17-018	Tapaswini Nath
62	Socmya sephalika Nayak	BA-17-021	Socmya sephalika Nayak
63	Subhasmita Panda	BA-17-044	Subhasmita Panda
64	Beshnupriya sptui	BA-17-129	Beshnupriya sptui
65	Subhasree Rout	BA-17-147	Subhasree Rout
66	Lipi Behera	BA17-097	Lipi Behera
67	Muskan Allah	BA-17-108	Muskan Allah
68	Sandhyarani Sahoo	BA-17-029	Sandhyarani Sahoo.

69	Prajwolika Patra	BA-17-070	Prajwolika Patra
70	Vitendra Singh	BA17-043	Vitendra Singh
71	Rajesh Benera	BA17-054	Rajesh Benera
72	Gyanaransan Patra	BA17-072	Gyanaransan Patra
73	Antaryami Sharma	BA17-100	Antaryami Sharma
74	Hishree Panda	BA17-027	Hishree Panda
75	Sangeeta Nayak	BA-18-143	Sangeeta Nayak
76	Sonali Dash	BA-18-201	Sonali Dash
77	Arcpita Sahoo	BA-18-126	Arcpita Sahoo
78	Susmita Swain	BA-18-139	Susmita Swain
79	Pabitra Pradhan	BA19-078	Pabitra Pradhan
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