



Communication, Media and Cultural Shift- An Analysis of Indian Perspective

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Abstract: *In the modern era of media globalization, there has been a deep change in cultural as well as social practices in India. This change is bond up with the emergence of new wave of media presentation and media globalization. Here people are acting very swiftly with the media globalization. While simultaneously in the shifting dimensions of social life consumption, belief, practice, media are no far to reach. The flavor of modernity over traditional thinking seems to increasing today almost in every part of the Indian society in all respects. Media in all forms in India seemed to set fair role in defining the trajectory of social and cultural developments. By virtue of the way it defined standard of social status, their preferences, and awareness in different regions. Culture is a concept of seeing beyond belief and too it is a critical reflection of both society and entities. This research paper explains how modern media and communication in India has created a new arena of modern thinking and how the consumer society is growing at a very fast rate in all locality of India.*

The methodology adopted to identify the influence of advertising in creating consumer society in India has been based on consulting, (most of the data in this research paper is primary) besides, some secondary data also has been used in this paper.

Keywords: *Modern media, Media Globalization, Culture, India society.*

1.Introduction:

In the era of information society, media is playing a very crucial part in everyday lives. It influences both how we see ourselves and society in all perspectives. There are different kinds of modern media and all of them are presenting their content in more fascinating and glamorize way to influence audience. The presentation of advertisement and pictures in the media is certainly creating a unique mental space in the mind of social capitals.

As far as the commercial media and their social influence are concern, the understanding of cultural differences is often considered a prerequisite for successful international advertising

(Keegan, 2008) because consumers grow up in a particular culture and become aligned with that culture's value system as well as beliefs and perception processes. Several studies have shown that consumers are more inclined to respond to advertisements that are congruent with their culture (Boddewyn, Soehl, and Picard;1986). Unlike, today's era of media globalization is changing the taste of social capitals especially the youngster and their value system. The value system includes sets of beliefs, attitudes, and activities to which a culture or subculture subscribes.

Daniel Lerner: 1990, stats that work on modernization in Indian scenario is like the Passing Traditional Society, voted that

modernization originates from West and globalize through modern media, and would bring about the development of "modern" western societies in the Indian flavor. Later views, influenced by the dependency theory regarded the development of modernization and the media in Indian scenario is a new sort of western colonialism and imperialism. Similarly, in the context of multicultural approaches, although the media are doubtless pulling Indian society close to the world and can be considered as "global village", this is a village in which many rivals continue to exist, and they wrap their consumer products in different cultural packages.

In context to Indian perspective, modern media is also growing with its full swing with the deep cultural social change via the uprising media and commercial advertising. In the last five years, it has been observed that the market is full of media organizations and commercial agencies as well. It also has been noticed here in the media market of India that the technique of advertising in India is one of the uprising concepts. Another perspective in this regards, the media globalization, language and technology are playing a very important role. Media give a new dimension to the use of language and motivated the level of human interaction and intellectual negotiations. With the use of social media and commercial media the possibility of human connection increased and people are now well connected to the world. The flow of information in the specific form of language gives new direction to the cultural shift.

It's can be concluded here that as per the reports metropolitan region of India is defiantly influenced by the continuing exponential growth of commercial media

and likewise, societal and cultural transformations taking place in the other Indian regions as well. With the acceptance of vast cultural diversity the continuing popularity of modern media will rest heavily on its juxtaposition of modern everyday consumer. Hence, the main purpose of this paper is to explore the impact communication and modern media on cultural change among the people of India.

2. Literature Review

One way to understand the impact of the media on our lives is to explore the cultural context in which the media operate. Often, culture is narrowly associated with art, the unique forms of creative expression that give pleasure and set standards about what is true, good, and beautiful.

Keegan, 2008, Culture, however, can be viewed more broadly as the ways in which people live and represent themselves at particular historical times. This idea of culture encompasses fashion, sports, architecture, education, religion, and science, as well as mass media. Although we can study discrete cultural products, such as novels or songs from various historical periods, culture itself is always changing. (Boddewyn, Soehl, and Picard;1986) It includes a society's art, beliefs, customs, games, technologies, traditions, and institutions. It also encompasses a society's modes of communication: the creation and use of symbol systems that convey information and meaning (e.g., languages, Morse code, motion pictures, and one-zero binary computer codes).

Culture is made up of both the products that a society fashions and, perhaps more important, the processes that forge those products and reflect a culture's diverse values. Thus culture may be defined as the symbols of expression that individuals, groups, and societies use to make sense of daily life and to articulate their values. According to this definition, when we listen to music, read a book, watch television, or

scan the Internet, we usually are not asking “Is this art?” but are instead trying to identify or connect with something or someone. In other words, we are assigning meaning to the song, book, TV program, or Web site. Culture, therefore, is a process that delivers the values of a society through products or other meaning-making forms (Brisson-Banks, 2010).

Yet how much the media shape society—and how much they simply respond to existing cultural issues—is still unknown. Although some media depictions may worsen social problems, research has seldom demonstrated that the media directly cause our society’s major afflictions (George & Jones, 2002).

Social capitals in the Indian society likely will be swayed by your arguments, which will lead to a relatively enduring attitude change and a strong chance they will select your brand over competitive offerings. The reality, however, is that brands in most product categories are similar, so consumers generally are not anxious to devote mental effort toward processing messages that provide little new information (Eltantawy & Wiest, 2011). Thus, the marketing communicator, faced with this double whammy (only slightly involved consumers and a me-too brand), has to find ways to enthuse consumers sufficiently such that they will listen to or read the communicator’s message.

3. Research Methodology and Procedure

The research Conducted was Analytical Research and the data was collected with the help of a questionnaire in a cross sectional survey. After that a critical analysis was carried out of the collected facts and figures. Sample of the study was composed of 150 participants mainly youth of age group of 20-30 years in Delhi region, including people of different background. The sample was chosen using Random Sampling Technique.

In this research, the Agenda Setting theory was utilized to check how the Advertisements have created a large influence on audiences, by their choices of

content to consider newsworthy and how much prominence and space to give them.

3.1 The Objectives of the Study are:

- How much the communication and modern media are changing the social-culture scenario of Indian people.
- To Analyze how much the Indian people are changing their consumer behavior.

3.2 Scope of the Study

Indian people are exposed to various kinds of communication and modern media through various types of media almost every day and this study will help us to understand the advertisement impact on social transformation and development of new kind of cultural.

3.3. The Hypotheses for the Research conducted are:

H1. Communication and modern media are developing neo-culture among Indian society.

H2. Communication and modern media are transforming Indian society from Traditional to Consumer Society.

4. Discussion and Conclusion

India is a culture of rich values, traditions and heritage with a strong commitment towards change and development. This country is developing with a very fast rate and competing with the other developing countries with its full pace, the reason behind such force is no doubt globalization via media. Media like social networking Websites, Blogs, Internet from the entire world are creating a taste of change in the mind of Indian capitals. As per the result of this research, modern media has changed their face and creating a new arena for the development of infotainment industry in this Islamic society and due to this, we cannot denied this fact about the role of the media for the development of the country. In the present research, the researcher’s has analyzed various parameters to understand media and its influence on the cultural shift.

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S.N.	Parameters	Percentage of consumption	Percentage of Acceptance
1	Media Content	98%	99%
2	Accessibility	96%	99%
3	Usability of Modern Media	100%	100%
4	World come close	88%	95%
5	Change in belief and social values	82%	99%
6	cultural consumption	80%	99%
7	human lifestyles and global relationships	82%	99%

Table 1.1- Parameters of Media influencing Cultural Shift

The mentioned parameters were mainly focus on the various dimensions of change and the interest of society. It clearly has an objective to understand the level of change in the social elements and social capitals i.e. general public.

Modern Media is informing, educating and entertaining people in different walks of life. Research pointed out the 89% respondents stated that modern media play a very vital role in every way, thus, it's clear that Modern media and technological globalization influences a lot in changing people's opinions. However, 92 percent respondents say that media globalization certainly influences the cultural values and social orientation in the society of India.

In this research, it was also pointed out by the 82 percent respondent that commercial media through various globalized tool has affected the values of religions and cultures of the Indian society. Even some of the local languages, traditions are about to

disappearance due to the impact of globalization. Faces of global consumerism are changing the global culture and its results of erosion of local culture. It must be noted that the society of India is transforming day by day at very fast rate and the reason for this change is communication pattern and use of global media, especially social media which has an as new values and believe have been developing and result is formation of new identity. Thus, we can say that media globalization and especially the global advertising transforming the social elements in the India and we can see the dominance of commanding culture through the formidable power of international media.

The Indian culture is a shadow of multiple traditions in which, there are many local values and heritage but due to the modern media and its social interference, media globalization is putting a new ways of

cultural fashion. These new direction and style certainly gives new sense to the cultural shift in Indian sociality. It's defiantly an indicator of western influence showing cultural transformation in the society. The dressing sense of India has also changed from traditional to modern languages and expression such as the language with variation in ascent, dressing style difference in opinion and expression of thoughts. Cultural shift are not only restricted in their behavior but it's also seen in the food habit of Indian people, this research also pointed out that the people are more interested in Continental, Chinese, Italian food etc, and the reason is content represented in modern media and flow of communication as per the representation of youth, around 86% respondents stated that, there is a major change in food habits, Because of the content main stream media, the Indian people prefer to buy international brands more than the national or regional brands.

All these conditions are creating new culture, condition and values in the mainstream culture of Indian society; especially the youth as the youth gets most influenced from the media. youth want to follow the values which they got from their family and parents but at the same time they want to adopt the values which are presented through various forms of media which is clearly indicate the cultural transformation among society and a sense of cultural imperialism is rising among them.

Lastly, this article evaluates, the impact of contemporary Media especially commercial media and social media plays a very crucial role in Indian society and it has a foremost effectiveness in cultural shift. The researchers begin by outlining the main features of Indian cultural trend and their norms competing with cognitive differences. Cross- cultural adaptation of immigrants had been an ancient story in India but the transformation of their attitudes and firm beliefs is a question of comprehensive understanding. This paper attempts to meet this need by presenting a multi-dimensional forum to understand the

convergence of traditional media with modern thinking.

In research conducted over these distinct groups, it has been found that within the Indian culture are very diverse and have mixed presentation of group within groups, which aspires to experiment with world today. Culturally, homogenous group definitely have stiff base of cultural identity of sexual, gender, race. The later one, heterogeneous group is on a mission to synchronize itself with modernity and marches with the positive acceptance of this multi cultural environment. Author pointed out in this study that people's believe are shifting over a time as there will be a breakdown of many assumptions that cross cultural relationship imposes stress and strains. On the whole, despite of strict gate keeping and ownership, media is certainly managing to cater localities with a new taste of modernization and development. Thus, the entire study, focused on the point that modern media and the commercial media are very significantly shifting the paradigm of culture by influencing the value, belief, opinion and lifestyle of youth in the Indian society. The hypothesis taken in the present study justified and clearly explained in the conclusion the communication and contemporary media is very important solely responsible for steady cultural shift in the vicinity of Indian social structure.

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