

Culture Change

- Culture change is a continuous process
- ***Acculturation***: process by which members of one cultural group adopt the beliefs and behaviours or another cultural group – second culture learning
- ***Enculturation***: First culture learning from childhood
- ***Transculturation***: used in case of individuals and not the entire group – how one individual is imbibes the cultural beliefs and traditions – food, clothes and language of another culture.

Diffusion in Culture Change

- Movement of things and ideas from one culture to another
- The movement may happen but not in its original meaning and form
- Example – introduction of burgers or luxury foods
- How adaptation takes place

Culture Change in India

- Westernisation – started with the British rule and still continues – changes in technology, food dress, language, habits and life styles.



Mixing Cultures



Sanskritisation

- Process by which lower castes copy the rituals practices and traditions of upper castes to improve their status
- Tribals copy the practices and rituals of Hindu castes to climb up the social ladder



Impact of Culture Change

- Values change
- Family traditions and practices get affected
- Western/Modern values are given more preference
- Old traditions and beliefs are discarded
- Food habits have changed – fast food culture
- Urban attractions
- Mall Culture

Impact of Culture Change

- Films have influenced Indian culture to a great extent
- Women and girls are no more safe
- Increasing alcoholism and drug intake amongst the youth
- Youth want instant gratification
- Internet/Mobile phones have its own advantages and disadvantages