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 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