## Culture Change

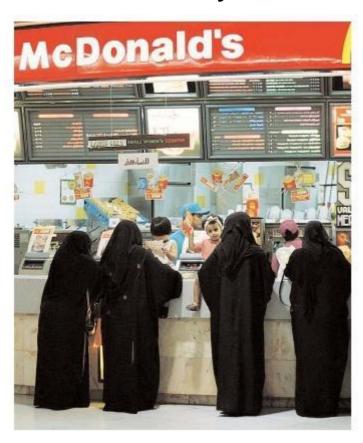
- Culture change is a continuous process
- Acculturation: process by which members of one cultural group adopt the beliefs and behavious or another cultural group – second culture learning
- Enculturation: First culture learning from childhood
- Transculturation: used in case of individuals and not the 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