

## GLOBALIZATION AND OUR HERITAGE: A REVIEW

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**Abstract:** Globalization is the tenuous process by which businesses or other organizations expand their international influence and start operating on a worldwide scale. To be honest, the most important impacts of globalization are highly localized. It impacts every bit of a person's life with respect to their way of living, culture, taste, fashion, commodities, etc. Indian culture, rich in religions, literature, art, communities and multiple ways of living have been overshadowed by the ruthless forces of globalization. This is due to expansion of the western culture which is a major cause for the decline of the Indian culture, civilization, religion, art, literature and customs. This is termed as the after effects of the British Raj. There is no doubt that globalization increases a country's material prosperity but it is also true that it comes with a high cultural cost. The impact of globalization can be tracked by examining the various trends of the social and cultural patterns during the early stages and as of today. These social and cultural aspects have multiple outlines in terms of language, geography, ethnicity, religion and culture which was not the case before. Due to the advent of the western culture in the country our precious culture and religion is getting diminished. There are various terrible things that are taking place in the name of globalization, such as theft, drugs, narcotics, etc. The western culture, with its desired pursuit of markets and commodities eliminates all true culture, which is based on quality and not quantity.

**Keywords:** Globalization, Culture, Heritage, Indigenous, Tradition.

### Introduction:

Globalization is the process which expands and accelerates the movement of ideas and exchange of commodities over vast distances. From a global perspective, globalization's most important impacts are often highly localized. Globalization really affects people with respect to their way of life, culture, taste, fashion, preferences, etc. It has led to good and bad effects on the lives of the people. With the dream of great opportunities, people used to move from east to west and vice-versa. But, the global financial crisis all over the world resulted in reverse migration. Researches had proved that many foreign-born workers; mainly from China and India, have considered returning home to better job opportunities. Will the crisis reverse global migration? Migration is a major factor in global society. A recent study shows how the share of migrants in the total population has more than doubled over the last forty years. Today, migration flows of workers from developing to developed countries have slowed down, due to the economic crisis. But increasing poverty at home and demand for low wage workers in rich countries will fuel on going migration flows.

We live in an intensely interdependent world in which all the earth's peoples with their immense differences of culture and historical experience are compressed together in instant communication.

We face today a world of almost infinite promise which is also a world of terminal danger. This phenomenon has been titled 'Globalization.' 'The Era of Globalization' is fast becoming the preferred term for describing the current times. Just as the Depression, the Cold War Era, the Space Age, and the Roaring 20's are used to describe particular periods of history; Globalization describes the political, economic, and cultural atmosphere of today. While some people think of Globalization as primarily a synonym for global business, it is much more than that. The same forces that allow businesses to operate as if national borders did not exist also allow social activists, labour organizers, journalists, academics, international terrorists and many others to work on a global stage.

Indian culture which in effect means multicultural, multi-religious, multi-community civilization and multiple ways of life are under the lethal threat of the ruthless forces of globalization today. What went by the name of colonialism in classical history textbooks produced in the days of British rule has been replaced today by the synonym of globalization. The unbridled expansion of western culture has continued at an accelerated rate along with the denigration and decline of Indian culture, civilization, religion, art, literature and customs. This new colonialism has taken on several new faces or rather put on new masks. It cleverly masquerades itself through labels and slogans like democracy, humanitarian rights, gender equality, internationalism, free trade and humanitarianism. In the name of modernization and Globalization it pretends to be uplifting peoples whom it is really exploiting. This is not very different in either kind or intent from old western colonialism "British imperialism in the Indian context", which vaunted itself as the benign bringer of civilization and culture to the uncivilized world. It was given the glorious title of 'White Man's Burden'.

### **Impact on Indigenous Cultures:**

As a result of globalization, many indigenous groups are being more widely exploited through the tourism industry. The increasing ease of access to these cultures by Western tourists allows for a greater interaction between the two which is not necessarily equal. Western tourists often view indigenous groups as quaint relics of the past that they can observe and report back on to their friends at home. Inevitably there is the acquisition of souvenirs which Western tourists put on display as examples of the primitive encounter they have returned from. Even though there is interest in the culture of these indigenous groups, there is rarely a sense of equality. The tourist often sees themselves as superior and worthy of being served.

The countries in which this type of tourism occurs (ie. many African nations) often alter their policies to encourage the influx of tourist dollars to their countries. Many indigenous groups are moved from their traditional territories in order to allow the Western tourist the greatest possible Safari experience. The efforts of Western conservation organizations have convinced many African

nations to alter their conservation policies to the point where there is a direct impact on the abilities of indigenous groups to continue providing for their people in their traditional ways.

A positive spin off is the greater opportunity for employment in the service industry for locals. Again, though, this tends to perpetuate the inequity in status between the tourist and the local employee. As well, the main economic beneficiaries of the tourism industry in these nations are not necessarily the local indigenous workers but the wealthy elite. Even the displays of cultural practices (ie. dances) may not be accurate reflections of traditions as they may be altered for the entertainment of the tourists. Also, this use of tradition for entertainment simply commercializes the local culture to the point where its significance may be compromised.

One of the main segments of indigenous society that are specifically targeted by multinational corporations is the young. Adolescents are far more susceptible to targeted consumerism and, as a result, may find that western consumer ideals may be more appealing to them than their own cultural traditions. They are easier to convert because their personal identity is not as set as that of an adult in their community. With this comes an erosion of cultural hierarchy as the sense of identity becomes more of a personal, individual choice, rather than a societal one. Many indigenous see globalization as a threat to the traditional family structure, creating a disconnection from cultural traditions.

Multinational corporations view indigenous land as a valuable commodity to be bought, sold, and exploited. This has had a great impact on local environments as traditional land use is being pushed aside in favour of specific uses designed to maximize the profits for larger entities. This conflicts with the view held by many indigenous groups that the land is the anchor that connects them to their culture. This exploitation has pushed many indigenous groups even further to the margins of society.

The fear for many indigenous groups is that this global pressure on their culture is only going to lead to the erosion of their traditional values to the point that the diversity of culture in the world will be slowly whittled away to the point that there will be only one large homogeneous culture worldwide. The consumerist nature of globalization is often contrary to traditional indigenous values. Globalization does not take into consideration cultural and socioeconomic circumstances. Instead, it looks to further the interests of the larger, more influential countries and corporations which are the impetus behind its spread.

The impact of globalization can be tracked by examining the various trends of the social and cultural patterns during the early stages and as of today. These social and cultural aspects have multiple outlines in terms of language, geography, ethnicity, religion and culture which was not the case before. Due to the advent of the western culture in the country our precious culture and religion is getting diminished. There are various terrible things that are taking place in the name of

globalization, such as theft, drugs, narcotics, etc. The western culture, with its desired pursuit of markets and commodities eliminates all true culture, which is based on quality and not quantity. People in the rural areas especially the farmers have been bearing the brunt of globalization for quite some time now. It has impacted the education, agriculture, technology, culture, social values and employment in the country. Not every village has a school but one positive development out of this is that girls are attending schools in villages. Students in villages are generally unaware of the technical education making them incapable when it comes to employment. There is still no electricity or other communication infrastructure in rural areas. In a country where people in urban areas have every facility including internet, DTH, etc, in the same country there are areas where people don't even have the knowledge of internet. The real culture is preserved in these rural areas as the new advancement has not made an impact on their lives. Globalization has no impact on culture but poor people are migrating to cities in search of employment. The impact of globalization is great on India's culture. Every person wants to be swayed in the western light. There is negligence in the nature of people in our country for the diversified culture. We are exploiting the term globalization in the name of progress, reason and science but we are forgetting that it is our culture that differentiates us from any other country. There many movements started by our government to make bond between our cultures and the people stronger. It is visible and achievable if the people unite themselves to encounter the forces of modernization and globalization.

### **Conclusion:**

Globalization has complicated the process of education many times over, but in doing so has created many incredible opportunities for countries to break out of the traditional models of educating and work towards creating knowledge communities. The global citizen is seen as a person who can act locally but think globally, a goal that keeps an eye on maintaining cultural diversity while exposing a country's citizens to the benefits of globalization.

The debate around globalization being positive and or negative is an on-going one. It can provide a stronger collective identity, empower individual and group distinctiveness while at the same time provide a means for misrepresentation, disempowerment and an avenue for further colonization. Cultural diversity can be strengthened through globalization by providing the means and wherewithal to support cultural groups attempting to make a difference in society while still maintaining their distinctive set of beliefs, practices and values.

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