

Proceeding

ISBN : 978-93-88216-17-1

Dr. Vyeta Gantam

33

131

GLOBALIZATION AND ITS IMPACT ON INDIAN CULTURE AND SOCIAL VALUES

वैश्वीकरण एवं
भारतीय संस्कृति तथा
सामाजिक मूल्यों पर इसका प्रभाव

EDITOR-IN-CHIEF

Dr. DEEPTI BAJPAI

EDITORIAL BOARD

Dr. D. C. Sharma, Dr. Kishor Kumar

Dr. Jeet Singh, Dr. Meenakshi Lohan, Dr. Vineeta Singh

Scanned by CamScanner

Scanned by CamScanner

GLOBALIZATION AND CULTURE: A STUDY OF KIRAN DESAI'S THE INHERITANCE OF LOSS

Dr. Vijeta Gautam
Asst. Prof. - English
K.M.G.P.G. College
Badalpur, G.B. Nagar

Globalization is the process of rapid integration and interconnection between countries. It is a historical process that results from human innovation and technological advancement. The word 'globalization' was first used in a book entitled 'Towards New Education' in 1952 to show a holistic view of human experience in education. This word is coined by Charles Taze Russell in 1897. This term began to widely use by economists and social scientists since 1960s. It is the most talk about business word of contemporary political and academic discussions. Globalization is more than "the pursuit of classical liberal policies in the world economy, the growing dominance of western firms of political economic and cultural life the proliferation of new information technologies as well as the notion that humanity stands at the those hold of realizing one single unified community in which major source of conflict have vanished" (Bhagwati: 148)

On the basis of its flow, Globalization is divided into five categories. These are capital flow, people flow, commodity flow, image flow and ideology flow. Due to globalization it is easy to transfer money through bank-transactions all across the world. Which is termed as capital flow. People flow enables globalization as people move from one place to another in the world. Commodity flow implies export import of the products across the globe. When a movie or television show is telecasted all over the world it is known as image flow. The last type of flow is ideology flow. That denotes the exchange of beliefs and values in different parts of the world. These five flows work on many aspects and help in connecting the whole world together. Globalization has created a universal identity for humanity that is known as global citizenship.

Literature is the mirror of society. It reflects the truth with the aim of shaping and teaching society at large. It always shows the trends of thinking prevailing in the common people. A writer of Indian English Fiction, Kiran Desai is one of the immigrant novelists who have chosen materials their art from contemporary social situations. Her second novel