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GLOBALIZATION AND ITS IMPACT ON INDIAN CULTURE AND SOCIAL VALUES

वैश्वीकरण एवं
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CULTURAL DIFFUSION-LOCALISING THE GLOBALIZED WORLD

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Introduction

The term globalization derives from the word globalize, which refers to the emergence of an international network of economic systems. One of the earliest known usages of the term as a noun was in a 1930 publication entitled *Towards New Education*, where it denoted a holistic view of human experience in education. In other words, globalization means "integrating and connecting cultures and communities in new space-time combinations, and 'making the world in reality and in experience more interconnected'".¹ Culture is the way of living of a group of certain people based on their beliefs, values and life styles. Webster's Third New International Dictionary defines culture as the "total pattern of human behaviour and its products embodied in speech, action, and artifacts and dependent upon man's capacity for learning and transmitting knowledge to succeeding generations". Globalization is not merely a change but the life changing environment as people are very much attracted and adopted towards what is shown to them and what is convenient there by increasing their comfort zone.

Diffusion

Diffusion means combining two or more things and then making something new out of it. Things there are under consideration for diffusion have been first tried and tested by originating societies and when they are habitual of it becomes their life style part. Then they are picked up by borrowing society-overall being much more economical and efficient as compared to the originating societies. Change begins with innovation which normally involves the creation of new things by the combining and recombining of existing items of culture. Fear of change is the one from whom every one resists. It is taken as the fear of losing the identity whether is for the shorter period or for the longer period which becomes the culture of any country, which does not have any tangible or monetary values but does have the face of any country or society. There are certain types of innovation which leads to diffusion when a new transformation is entered into the existing heritage culture with