

A Research Article on Impact of Globalization on Cultural Value in Assam

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Abstract

Globalization is the process by which the world is becoming increasingly interconnected as a result of massively increased trade and cultural exchange. Globalization has increased the production of goods and services. The idea of globalization formed one of the most widely discussed—and certainly widely popularized—social science concepts of the later 1990s. The basic model was simple enough: at some recent point, the intensifying level of interactions among major societies around the world, and the interconnections among different kinds of interactions, generated a new framework for the human experience. New technologies, like satellite television and then the Internet (public access introduced in the world as a whole). Contemporary in Assam positive and negative both the impact has on Globalization. Educational, cultural, socio-economic, and political and day to day life- style directly or indirectly influenced.

KEYWORDS: Impact, Globalization, Cultural Value, Assam

Introduction

The cultures of the various parts of the globe are mutually impacted due to liberal impact. This mutual impact also brings changes in cultural elements of the various parts of the globe. When this cultural aspect changes and get a fresh from due to the mutual impact can be called as the impact of globalization. Culture of Assam consider as Assamese culture focuses to the north-east India are also impacted by the globalization process. Transcending the geographical obstacle the scientific and technological development of the 21st century has introduced culture to the world. This leads the ways of globalization to enter in to the Assamese culture. There are various factors which help globalization process to enter in to Assamese culture such as –Modern education, religion industrialization, urbanization, Co-ordination etc. Therefore through this study it will be tried to study the impact of globalization in the Assamese culture and its pros and cons. Through the research paper highlighted impact of globalization on Cultural Value in Assam

Objectives-

1. To know about aims of globalization
2. To know the cultural value in Assam
3. To know the globalization and its positive and negative impact on cultural values in Assam
4. To know the finding of the study

Key words:-Globalization, Culture, Value, Positive, Negative, Assam, etc.

Hypothesis:

1. Globalization gives more impact on economic expansion rather than cultural value.
2. Maximum number of young generation support on globalization and its positive impact.
3. There is no major significance in between Cultural value and globalization.

Aims of globalization

Globalization is the word used to describe the growing interdependence of the world's economies, cultures, and populations, brought about by cross-border trade in goods and services, technology, and flows of investment, people, and information. Countries have built economic partnerships to facilitate these movements over many centuries. But the term gained popularity after the Cold War in the early 1990s, as these cooperative arrangements shaped modern everyday life. This guide uses the term more narrowly to refer to international trade and some of the investment flows among advanced economies, mostly focusing on the United States. Following the main aims of globalization-

1. Make a Global Village
2. Make a global network for Free Trade & Commerce
3. Economics co-relationship between core periphery, semi periphery and under develops countries.
4. Cultural expansion on global context
5. Mutual political relationship & Foreign policy
6. Educational and Technological global collaboration & expansion
7. Demographic relationship & negotiations
8. Global awareness on Environmental degradation and its solutions
9. Expanding role Non-Governmental Organization

Cultural value in Assam

Known for its rich culture and diverse population, the culture of Assam is a fusion of Indo Burmese, Mongolian and Aryan influences. This beautiful land, known as the 'land of red rivers and blue hills' is a little paradise with untouched natural landscapes worth to be traversed for its pristine beauty. It has value on own identity with traditional dress, folk song, folk dance, festival and foods in Assam.

Assam is one of the Eight Sister states of northeastern India. Known for its rich culture and diverse population, the culture of Assam is a fusion of Indo Burmese, Mongolian and Aryan influences. This beautiful land, known as the 'land of red rivers and blue hills' is a little paradise with untouched natural landscapes worth to be traversed for its pristine beauty. The people of the state are collectively called Axomiyas and the language Axomiya (Assamese) which is also the most widely spoken official state language.

The Assamese adorn very simple dresses, and mostly hand-loomed. The women wear motif-rich Mekhela Chador or Riha- Mekhela. The men wear 'suria' or 'dhoti', and over it, they drape a chadar known as 'Seleng'.

Gamosa is an indispensable part of almost all socio-religious ceremonies in Assam. It is derived from the Kamrupi word 'Gaamasa' (gaama+chadar) which was used to cover the Bhagavad Purana at the altar. It is considered as an act of purification and used to clean the body after bath. It looks like a white rectangular piece of cloth along with a red border on three sides and woven motifs on the fourth. Assamese men wear the dhoti-gamosa which is their traditional dress. Bihudancers wrap it around the head, and it is often used to cover the altar at the prayer hall or the scriptures. The other things like Tamulpaan and Xorai also important symbols. The former is considered as offers of devotion whereas the latter is a bell used for container medium.

It is not a surprise that Assam is rich in folk music. From the time of the Kamarupa Kingdom followed by Ahom Dynasty, Assamese culture has been influenced by each of its rulers except the British rule which ended the Ahom Dynasty. The indigenous folk music has influenced the folk music of artists like Bhupen Hazarika, Parvati Prasad Baruva, Jayanta Hazarika, Utpalendu Choudhury, Nirmalendu Choudhury and many others. Classical Assamese music is divided into Borgeet and Ojapali which combines narrative singing with dancing. The music of Oja-pali has a raga system of clear traditional orientation.

Art and Craft

It's been more than two thousand years that various traditional crafts have emerged in Assam. The traditional crafts like pottery and terracotta work, brass craft, jewellery making, musical instruments making, cane and bamboo craft, silk and cotton weaving, and Woodcraft are a major source of employment for the people of Assam.

Weaving is the most ancient of all the practices where even now women take pride in the possession and occupation in the handloom industry. Gandhiji lauded the Assamese weavers as artists who could weave dreams in their looms. Various ethnocultural groups make exclusive types of cotton garments with embroidery designs and colour combinations.

Painting is another ancient form which has been known since the time of Chinese traveler Xuanzang (7th century CE). Most of the manuscripts from the Middle Ages have excellent examples of traditional paintings. They have been influenced by the concept and designs in the medieval works such as the Chitra Bhagawata. There is a Department of Fine Arts in Assam, called University Silchar, which is a central government organization which focuses on the art and craft of north east India with a particular reference to Assam.

Assam is full of festivals, the most important being the Bihu. It is celebrated to mark the important points of a cultivator's life over a yearly cycle. A non-religious festival which is celebrated irrespective of caste and creed, Rongali or Bohag Bihu celebrated in mid-April with the coming of spring and the beginning of the sowing season. It is also known as Rangaali Bihu ("rang" means merry-making). Next is the Kangaali Bihu (kangaali meaning poor) is celebrated in mid-October. It is called so because by this time the harvest is brought home. The Magh Bihu is celebrated in mid-January. There are community feasts and bonfires which take place. Also known as the Bhogaali Bihu

("bhog" means enjoyment and feasting). The first day of rongalibihu' is called GoruBihu when the cows are taken to the nearby ponds to be bathed.

Ali-Ai-Ligang is the spring festival, and the name of the festival is made up of three terms- 'Ali', root and seed, 'Ai' means fruit and 'Ligang'.

Ojapali, Devdasi, and Satriya are the major dancing styles of Assam. Oja or the lead dancer narrates a mythological story along with the fusion of dance and acting. It is of three types - biyah-gowa that presents Mahabharata stories with the rhythmic use of feet, sukananni which celebrate the worship of snake goddess Manasa, and ramayani is based on the Assamese version of Ramayana. Satriya, developed by Sankardeva, Devadasi - deva-nati or natinas is a conventional temple dance that is performed by unmarried women who submitted their lives to the presiding deity.

The dances of the Bodos are associated with the Kherai Puja festival where Bagurumba dance is the most popular. Other folk dances are incomplete without the Jhumur performed by the Adivasis which is a synchronized dance of boys and girls to the sounds of drums and flute.

All the people Assam has been giving respect since Ahom kingdom on their traditional belief & culture. People of Assam feel proud for their beautiful Assamese culture. Assamese people of Assam traditionally respect their own culture & obey on their own traditions that are cultural value of Assam.

Globalization and its positive and negative impact on cultural values in Assam

Globalization has also opened our eyes to various cultures, which has increased people's understanding of one another. It's also made importing, or bringing in goods, and exporting, or sending out goods, increasingly cheaper, thus allowing for better economic growth. Following the Positive impact on values in Assam...

1. Greater Number of Jobs: The advent of foreign companies and growth in economy has led to job creation. However, these jobs are concentrated more in the services sector and this has led to rapid growth of service sector creating problems for individuals with low level of education. The last decade came to be known for its jobless growth as job creation was not proportionate to the level of economic growth. Many Assamese peoples are doing job like- America, Dubai, Canada, Brazil, England, Saudi Arab and other countries.
2. More choice to consumers: Globalization has led to a boom in consumer products market. We have a range of choice in selecting goods unlike the times where there were just a couple of manufacturers.
3. Higher Disposable Incomes: People in cities working in high paying jobs have greater income to spend on lifestyle goods. There has been an increase in the demand of products like meat, egg, pulses, organic food as a result. It has also led to protein inflation.

Protein food inflation contributes a large part to the food inflation in India. It is evident from the rising prices of pulses and animal proteins in the form of eggs, milk and meat.

With an improvement in standard of living and rising income level, the food habits of people change. People tend toward taking more protein intensive foods. This shift in dietary pattern, along with rising population results in an overwhelming demand for protein rich food, which the supply side could not meet. Thus resulting in a demand supply mismatch thereby, causing inflation.

- Globalization does not have any positive impact on agriculture. On the contrary, it has few detrimental effects as government is always willing to import food grains, sugar etc. Whenever there is a price increase of these commodities.
- Government never thinks to pay more to farmers so that they produce more food grains but resorts to imports. On the other hand, subsidies are declining so cost of production is increasing. Even farms producing fertilizers have to suffer due to imports. There are also threats like introduction of GM crops, herbicide resistant crops etc.
- Increasing Health-Care costs: Greater interconnections of the world have also led to the increasing susceptibility to diseases. Whether it is the bird-flu virus or Ebola, the diseases have taken a global turn, spreading far and wide. This results in greater investment in healthcare system to fight such diseases.

Socio-Cultural Impact on Assamese Society in Assam

Divorce rates are rising day by day. Men and women are gaining equal right to education, to earn, and to speak. 'Hi', 'Hello' is used to greet people in spite of Namaskar and Namaste. American festivals like Valentines' day, Friendship day etc. are spreading across Assam.

- Access to education: On one hand globalization has aided in the explosion of information on the web that has helped in greater awareness among people. It has also led to greater need for specialization and promotion of higher education in the Assam. Many students of Assam every year goes to foreign country for higher education. It is a good impact on globalization.
- On the flip side the advent of private education, coaching classes and paid study material has created a gap between the haves and have-nots. It has become increasingly difficult for an individual to obtain higher education.
- Global cuisine: is one of the most popular cuisines across the globe. Pizzas, burgers, Chinese foods and other Western foods have become quite popular in Assam.
- Clothing: Indo-western clothing, the fusion of Western and Sub continental fashion is in trend. Wearing jeans, t-shirts, miniskirts have become common among Assamese girls& boys.
- Performing Arts: Assamese origin peoples those who are working foreign country they Assamese Bihu in Foreign Country and also Assamese people perform western culture like Birthday party, Picnic party, Farewell party, Christmas, western dance etc.

- **Old Age Vulnerability:** The rise of nuclear families has reduced the social security that the joint family provided. This has led to greater economic, health and emotional vulnerability of old age individuals.
- **Pervasive Media:** There is greater access to news, music, movies, videos from around the world. Foreign media houses have increased their presence in India. India is part of the global launch of Hollywood movies which is very well received here. It has a psychological, social and cultural influence on our society.
- **Growth of Self-Selected Culture:** means people choose to form groups with like-minded persons who wish to have an identity that is untainted by the global culture and its values. The values of the global culture, which are based on individualism, free market economics, and democracy and include freedom, of choice, individual rights, openness to change, and tolerance of differences are part of western values. For most people worldwide, what the global culture has to offer is appealing. One of the most vehement criticisms of globalization is that it threatens to create one homogeneous worldwide culture in which all children grow up wanting to be like the latest pop music star, eat Big Macs, vacation at Disney World, and wear blue jeans, and Nikes.
- **Emerging Adulthood:** The timing of transitions to adult roles such as work, marriage and parenthood are occurring at later stages in most parts of the world as the need for preparing for jobs in an economy that is highly technological and information based is slowly extending from the late teens to the mid-twenties. Additionally, as the traditional hierarchies of authority weaken and break down under the pressure of globalization, the youth are forced to develop control over their own lives including marriage and parenthood. The spread of emerging adulthood is related to issues of identity.

Negative impact on cultural values in Assam

1. **Threat on Traditional Dress:** Traditional dress in Assam like- MekhelaChadar, Dokhna are females dress and DhutiPaijama, Gamosa, Shorai are male dress but now a days most of the wearing modern dress Jeans, T-shirt, Half pant, formal shirt- long pant others etc. It is big challenge on our Assamese dress.
2. **Language Threat:** Maximum students are learning in English medium School in Assam, they influenced on English language because higher education English medium is mandatory. Maximum job opportunities have in English medium in Assam as well as India as whole. In Assamese medium limited scope only have in Assam. So, it is also an impact of globalizations.
3. **Threat on folk culture:** Assam popular with various folk song, folk dance, folk dress and multi –ethnic cultural diversity but gradually influence western culture in Assam. Young generations are mostly influenced on western song, western dance, western dress and so on. It is also a soft threat on regional identity and culture. It is negative impact of globalizations.
4. **Threat on Social & Moral Value:** Some social norms are binding for moral conduct. In Assamese society traditionally maintain some moral conduct like- respect to guru or teacher, respect to elder command, respect to culture & traditions, respect to parents, respect to society, respect to traditional dress, good

behave with seniors etc. but gradually decreases social & moral value in Assamese society on the soft impact of globalizations. It is a soft network for propagating western culture.

5. Threat on religion: Rapidly propagating Christian religion in Assam as well as North –East India. Educated people give priority on Christian religion, so, gradually increasing popularity on Christmas. It is also threat Hindu religion in Assam as well as NE India.

Finding

1. Globalization plays a transactional role on cultural value of Assam, it has positive & negative both impacts are there.
2. Globalization developed a mix cultural value in Assam as well as north east India.
3. Traditional cultural values are threatening in the face of globalization in Assam.
4. Young generation inspired for modern life in the global context then cultural value of Assam.

Conclusion

Challenge and survival both the ways are open in globalizations era. Development required some change in human life. Assam culturally rich state in India and always coherent with social & cultural value; cultural value attached social status, social norms so time to time it may change as per social demands. Globalizations may develop modern multi-cultural value in the technological world. If we see in the in the global context then we have seen Assamese culture reach in Dubai, America, Canada, England etc. Assam's beauty like the rest of the Seven Sisters is unique but neglected. We tend to forget that there is a little paradise in our own country waiting to be explored. Assam with its ecstatic frenzy has always enraptured its visitors and never left them disappointed. Preservation of cultural values in Assam, it is responsibility of Assamese peoples for own identity.

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