

## CULTURAL, POLITICAL, SOCIAL AND TECHNOLOGICAL GLOBALIZATION IMPACT ON RURAL SOCIETIES

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**Abstract:** The culture of Indian society is also primarily composed of rural ethos and way of life. The social structure of Indian society is consisting of rural forms of social interaction, relations and traditional social institution. Indian society is basically a rural society. Even today, it is predominantly rural one as nearly 65 percentages of its total population reside in nearly 5.5 lacks villages against only 35 percentage residing in 5000 urban localities. India's development also primarily rests upon rural and agricultural development. The Indian rural society is undergoing changes under the influence of urbanization, industrialization, modernization. Recently a new but highly diffused and influential process of Globalization is also ongoing in India and under its influence several drastic changes are occurring in its rural society.

Globalization is new universal process initiated in India during 1980. As per the United Nations ESCWA definition, the term Globalization as mainly used in economic context refers to the reduction and removal of barriers between national borders to facilitate the flow of goods, capital, and services and labour (2008). Saskia Sassen (2006) defining Globalization says that "it consists of enormous variety of micro processes to begin to denationalize what had been constructed as national policies, capital subjectivities, urban spaces and temporal frame". Tom G. Palmer (2008) defines it as "Diminution or elimination of state enforced restrictions on exchanges across borders and emergence of integrated and complex global system of production and exchanges". Takis Fotopoulos (2001) pointed out other two types of Globalization i.e. political Globalization implying emergence of transnational elites and phasing out all powerful-nation state and cultural Globalization implying the world wide homogenization of culture. In brief, we may define the Globalization as process implying free trading of goods and services, development of international organization like UNO, IMF World Bank, WTO and transnational community and culture in the world.

**Introduction:** Globalisation is the way of international integration occurring from the interchange of world views, products, ideas, and many other aspects of culture. Globalisation means to processes that increase world- wide exchanges of national and cultural resources. Modern means of communication have made the way of globalization easy in the world. By which process of interchange of world views, products, ideas, and other aspects of culture have easily thrown to the other corner of the world. Globalisation refers to processes that increase world- wide exchanges of national and cultural resources. A world has become so small and people of all nation have come closer in culture and in physical form too. A small incidence happen in one nation now easily affect the other nation in any way.

The term globalisation is derived from the word globalise, which refers to the emergence of an international network of social and economic systems. The 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. A related term was coined by Charles Taze Russell in 1897 to refer to the largely national trusts and other large enterprises of the time. By the 1960s, both terms began to be used as synonyms by economists and other social scientists. It then reached the mainstream press in the later half of the 1980s.

International business have grown rapidly after the beginning of the 20th century with the help of means of communication. International business includes all commercial transactions ,like private sales, investments, logistics, and transportation that take place between two or more countries and nations beyond their political boundaries. Well known MNCs include fast food companies such as McDonald's and Yum Brands, vehicle manufacturers such as General Motors, Ford Motor Company and Toyota, consumer electronics companies like Samsung, LG and Sony.

International trade is the exchange of capital, goods, and services across international borders or territories. Now these products have remained of one nations authority but have spread to all the country. In most countries, such trade represents a significant share of gross domestic product (GDP). Industrialization, advanced transportation, multinational corporations, and outsourcing all have a major impact on world trade. International understanding and law have made the road easy for all nation to jump in trading or establishing the industries in another nation. International tourism is vast phenomenon for country with old culture and historical monuments to attract the people all over the world. The advertisement "ATITHI DEVO BHAV" in Indian television indicates that we as a nation with variety of culture and tradition can attract the people of all nation easily. Tourism is travel for recreational,

leisure or business purposes. The World Tourism Organization defines tourists as people "traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes". There are many kinds of tourism such as agro tourism, birth tourism, culinary tourism, cultural tourism, eco-tourism, extreme tourism, geo tourism, heritage tourism, medical tourism, nautical tourism, pop-culture tourism, religious tourism, slum tourism, war tourism, and wildlife tourism.

The General Agreement on Tariffs and Trade, GATT, renamed the World Trade Organization in 1992, would be seen as multilateral trade agreements. The International Bank for Reconstruction and Development, IBRD, later renamed the World Bank would provide loans for European reconstruction but later expanded its activities to the developing world; The International Monetary Fund, IMF, would oversee the international monetary system; Economic. It is associated with massive amounts of financial capital traded daily on the different stock markets around the globe as well as with global trade, developments often captured under the label "New Economy." Foreign currency have entered the Indian stock market too. Globalisation the economic dimension of globalisation is the one most often mentioned in the media. There are many kind of globalization but some of it discussed here.

**Political Globalisation** Over the years, the power of the state has expanded in many different domains of life. Globalisation signals the end of sovereignty because a state can only be sovereign if it can exercise authority over a given territory. For several reasons, such an exercise of power is no longer possible. Post industrial economies rely on data and communication technologies that make borders irrelevant. Simply put, there was a clear distinction between the domestic domain, where the authority of the state was absolute, and the international domain where states were expected to follow minimal rules.

**Technological Globalisation** New technologies have always played a crucial role in the processes of economic and social globalisation. Aero planes, computers and satellite-based communications make possible an ever-expanding degree of information exchange, commodity trade and individual contact across the world. The concept of the globalisation of technology is rather difficult in that it seeks to describe and explain how the process of economic and social globalisation is not only affected by, but is also itself affecting, the production, distribution and transfer of technology. "World Wide Web" has exploded in last 10 years • Computers can move money around world "finance capital" • Silicon Valley is 9th largest economy in world.

**Cultural Globalisation** Cultural globalisation simply means the intensiveness, velocity and impact of cultural flows – transmission of symbols, ideas, artistic and consumption products – on a global scale. Technologies of transportation and communication facilitate cultural diffusion and an emerging global consciousness. And as our globalisation theorem shows, symbolic exchanges are the ones most easily globalised. Culture is therefore essential to the understanding of globalisation. **Cultural Imperialism.** Dominance of one culture over others Hollywood movies, McDonald's, Disneyland, Starbucks Dominance of the English language and invasion of other languages.

A society, or a human society, is a group of people involved with each other through persistent relations, or a large social group sharing the same geographical or social territory. It can also have the same political authority and dominant cultural expectations. Human societies are characterized by patterns of relationships, between individuals who share a distinctive culture and institutions; a given society may be described as the sum total of such relationships among its constituent members a country like India have so much varieties in culture that is referred that it can changed cultural heritage in every twelve miles in the same state of country. In political science societies may also be organized according to their political structure. In order of increasing size and cast, there are bands, tribes, chiefdoms, and state societies. These structures may have varying degrees of political power, depending on the cultural, geographical, and historical environments that these societies must contend with. In sociology Sociologist Gerhard Lenski differentiates societies based on their level of technology, communication, and economy: hunters and gatherers, simple agricultural, advanced agricultural, industrial, and special (e.g. fishing societies or maritime societies).

Meaning the term "society" came from the Latin word societies, which in turn was derived from the noun social, to describe a bond or interaction among parties that are friendly, or at least civil. It refer to the entirety of humanity (also: "society in general", "society at large", etc.), though those who are unfriendly or against the rule of society this sense may be deemed to be "antisocial". Adam Smith wrote that a society "may subsist among different men, as among different merchants, from a sense of its utility without any mutual love or affection, only they refrain from doing injury to each other." Definition of society has vast varieties and referred as and when it is necessary in research concept. But it is a group live in particular geographical area with more or less similarity in culture, food and language. Concept of society • In anthropology Human societies are

most often organized according to their primary means of subsistence. Social scientists have identified hunter-gatherer societies, nomadic pastoral societies, horticulturalist or simple farming societies, and intensive agricultural societies, also called civilizations.

Globalisation has many good as well as bad impact in the world but as a sociological term what effect do the globalization have should be examine. When a world is thumbing high with changes occurred due to the globalization effect in all corner of the world, a small uneducated people in the remote area of India can not be left behind. There are some field which are discussed here. The culture of any country portray the region and language of the region widely. it begins with the mindset and mentality of the citizens residing in the area. After all changes take place first in a mind of people which put impression on the whole society. Indian culture is quite rich with respect to its heritage and resources, and more importantly due to the welcoming approach of its citizens. India is bouquet of flowers varying religion, dialect, edibles, tradition, custom, music, art, dance and architecture and life style of people etc., bundled into a single unit of patriotism and unity. The common factor within all these diversities is the Indian mindset of welcoming, greeting, celebrating in a united way with immense affection and togetherness. The qualities of tolerance in all sense of terms have put Indian people in the best citizen in the world but due to this qualities of Indian culture has attracted many foreigners to stay back in India and mingle into its eternal fragrance. When we analyse this rich culture in the globalization point of view, we can find many draw backs of westernization and mixing of other traits and cultures into our old heritage. Which are closely analyze the impacts of globalization on Indian culture:

Let us start with the key attraction of Indian joint family culture. The joint families have become a strange surprise to the Indians especially to those residing in the metropolitan cities in the small flat culture with the nuclear families increasing rapidly in some small villages too. Sense of freedom and meaning of democracy have increase in peoples' mind even without understanding it in a true sense of term. An uneducated family far from a smell of modernization have also love to separate from age old parents because we have lost the patience to get adjusted into the joint family, imbibing the values of the elders and getting the young ones brought up under the shadow of their grandparents. Children have started treating grandparents like guests or

visitors. Old parent without love of their love one live separately and some time in age home far from their son and grandsons, as those children consider their own parents as burden in their state of adulthood. Similarly, marriages have also lost their values and it is not considered to be religiously a pious bondage. Very much evident found in increasing number of divorce cases and the extra-marital affairs reported every now and then. Marriage used to be considered as bonding of the souls which will be linked even after the death; but today marriage is like a professional bond or a so-called commitment to share life without compromising their self-interests. The ego factor into the Indian youth is again a product of globalization. Polygamy or divorce after long marital life have become easy without thinking of the society.

Indian love to speak foreign languages as it has become trend of modernity hardly like to speak regional language. In the era who knows English or any other language than Indian have very much impression in the society. Instead the youth today consider it to be a shameful condition to speak in their national language Hindi. The way the foreign languages are getting prevalent in India like the French, German and Spanish, right from the school level, is the example of how much we provide importance to Indian languages in comparison to the foreign ones. Globalisation has increase the use of English as it has become a language of international market in which all book, net, social media and many other things available easily and widely spoken language.

To conclude we can call Globalization as a slow spreading risk factor that has covered almost the entire country with its severity. With some positivity of having a generalized knowledge of the culture throughout the world and the happening and incidences globally, still the major negative impacts are quite alarming for our country. Hence, we need to more very cautiously with the globalization process preserving our nation's pride and maintain our cultural prestige. Changes in any forms brings good as well as beds with him. Globalization may affect the culture, state of living, and in a thinking process of people even though it has made the worlds a small village. An any incidence in corner of any small country directly affects the other nation very soon. People the best and qualitative goods from around the words without reading a label of nation on it. It is essential part the world and have approached us with its many new challenge the we have to face in coming years.

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