Cultural Barriers, Social Shift and Modernization
(An Analysis of Indian Perspective)

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Abstract: *Change is such an obvious feature of social reality that it can be seen in any society. Indian society is also going through a lot of changes due to cultural barriers. Social change includes changes in nature, social institutions, social behavior, or social relationships. Cultural, religious, economic, scientific, or technological forces can be the basis of social change in the social thought process. Considering the concept of social assimilation and cultural barriers, researchers studied idea and understandings of modernization. In the present time of multiculturism, there are many barriers that directly or indirectly validate the idea of modernization. The importance of social-cultural barriers rises with the high dynamism of changes in modern society and with the growth of structural and cultural differentiation, which diversifies and differentiates, making it very significant to understand the social structure and the idea of progress. Therefore, this article covers the different aspects of modernization and its impact on the social structure. Research methodology used in this was mainly primary, but some secondary data was also taken into consideration.*

Key words*: Cultural Barriers, Social structure, Modernization, Multiculturalism, Social Shift.*

1. INTRODUCTION :

Culture has a very broad meaning. Encyclopaedia of Sociology defined the idea of culture as a set of values with which it cultivate social structure and accept social diversity. The researchers believe that these are "conventional patterns of thinking and behavior, including values, beliefs, codes of conduct, political organization and economic activity, that are passed down from generation to generation through learning and not through biological inheritance" *(Chowdhury M, Monash University, Australia;2016)*. Culture is the "arrangement of signs" while society is a group of people sharing same traditions, rituals, etc. some scholars also pointed out that society is an organized activity related to constructive socialization is called social behavior. Culture, however, is a learned way, the essential elements of action, and the central vision of cultural anthropology. Individual behavior is "more influenced by the values, norms, and rituals of society than by laws". This means that styles and labels are influenced by society and culture. According to Erdoğan (1999: 195), Multiculturalism is a political and social system that expresses there is no problem the coexistence of many culture in one place irrespective of their cultural origin and value of equality. By definition, all societies are multicultural. Actually, a society consists of people of different sexes, social classes, religions with different practices, principles and different local and regional characteristics due to their origin (Schnapper, 2001).

India is a country of diverse culture and traditions; it includes several cultures and indigenous groups from Punjabi Bengal, Telugu, Marathi, Tamil Gujarati Kannada, Malayalam and many more. Its society is essentially consisting of high degree of multi-ethnicity and multi culturism. They are all different, but they have some similarities, since most of them belong to "Aryan" heritage or have lived in harmony along the Indus for thousands of years. After more than 70 years of union, a pronounced "Indian" culture has developed, especially in urban areas. The values of the old-fashioned house are highly valued and committed; in addition, the townspeople gradually emigrated, adopting a modern way of life with the socio-economic limitations of modern society. At the end of the last century, a self-produced class arose in cities, where education is considered the basis for this socio-economic leap, while rural areas remain traditional and are dominated by millennia-old regional tribal traditions.

2. RESEARCH PROBLEM AND OBJECTIVE :

The present study focuses mainly on the examination of the role of cultural barriers in the socio-political development of India. Specifically, the research is based on an evaluation of the factors related to the development of society and social capital in present-day society, where modern initiatives are playing a very important role in bridging the gap in the socio-cultural development of Indian society.

Apart from the above research problem, the main objectives of this study are stated as follows:

- To provide overall diverse nature of Indian society.
- To find out the prospects of modernization and the challenges in the societal development.

3. RESEARCH METHODOLOGY :

The research is planned on a qualitative and analytical methodology and based on available literature review on the research problem. In accordance to the nature of research objectives, extensive efforts have been made to gather factual data from different sources. Hence it is an amalgamation of primary and secondary sources. A pilot study has been done through random sampling method with the academic professional in the Delhi region.

Sample Size: This research study will be based on the feedback of 70 academic professional in the Delhi region. Out of 70, 43 belongs to age group -32-45 years, 27 belong to age group 19-25. The data was collected through questionnaire tools of survey.

4. ANALYSIS AND DISCUSSION :

Indian society is certainly characterized by a variety of people and their sociological features, where people share their unique lifestyle, rituals, customs, and cultural values, and it can be considered a multicultural society. Multiculturalism in a real sense has many challenges and barriers. Sometimes it faces a serious problem adjusting to ethnic, cultural, and religious diversity. Thus, the true success of a diversified society can be achieved through an institutional mechanism that ensures the survival of minorities through consensus and negotiation and meets their reasonable requirements. Thus, the culturally diverse population of India consists of religious communities that are different in their beliefs and customs and do not have much in common. Particularly in terms of religious values and beliefs, many people in multicultural society consider religious beliefs to be exclusive rather than pluralistic. However, India's strength lies in its diversity of resources, people, and institutions. On the other hand, understanding the nature of cultural barriers in the current era of modernization is critical, as India's society is very diverse and consists of countless local traditions, rituals, and values. If we consider the perspective of Indian society, the country and society are changing due to technological development and value addition at every level of social challenges. In the media era of globalization, the development of media and technological advancement give new dimensions to society's ability to face such barriers and develop their social parameters.

The parameters taken into consideration was-
- Education
- Ethnicity
- Religious institutions
- Culture, norms and values
- Modernization

On the basis of data collected on the above mentioned parameter. A sample of 70 participants from the college teachers of Delhi, Northwest district was used, four colleges were mainly taken into consideration in which – 43 educators and 27 students of bachelor and master degree program were interviewed. The data analysis methods were both qualitative and quantitative.

S.No.	Indicators	%
1.	Education is a main reason for the socio-cultural transformation in Indian society	28
2.	Global ethnicity is responsible for cultural change and transformation	17

3.	Religious Institutions are also changing its lifestyle to support peoples change	17
4.	Culture, norms and values are changing and taking new shape to support of social changes	15
5.	Modernization factors- Growth of knowledge and science, Ideology and Political system	23
	Total =	100

4.1 Indicators of Social Barriers

The analysis based on the above parameter indicates that these are the main variables behind the concept of modernization which leads to social change. This means developing modern approaches and perspectives and embracing modernity in modern everyday life. Modernization refers to the most reflective modification in peoples rational and sense, a change in his entire approach to the problems of life opinion and society.

According to Banks (2009), multiculturalism means understanding about the variety of ethnic values, language, age, social classifications, education, cultural orientation and dimensions. The Indian society is certainly multifaceted, in terms of social norms, beliefs, and ethnicity. Besides, society is going through a societal conversion. While in the process of change, things are not working properly because of inadequate approaches and applications of practices, as well as hurdles created by diverse cultures. The dynamics of social transformation in India bring a mixture of different types of barriers, such as national identity issues, a weak economy, ethnicity, radicalization, modernization, unbalanced development, etc.

Development and modernization are very similar to each other, and their social and cultural impacts play a very influential role in the third world societies of the 21st century. These are also considered significant factors by which these societies measure their progress in order to understand the social scenario that gives value to the social facilities, technological development, health, educational, and nutritional standards, and to promote good governance. Practically, if we see the relevance and functions of these social factors, it's very obvious that these factors play a very important role in the development of society and social capital. As a result, ethical considerations of modernization are inextricably linked to the development of every issue associated with the growth of urbanization and the expansion of societies. The requirements affecting urbanization and modernization in India are as follows:

- Digitalization of social agencies
- Easy accessibility of social governance
- Social stability on strong economic bases
- Minimum social migration and job security
- Eradication of poverty and unemployment
- Quality education and health facilities.

The social progress in India clearly indicates the use and development of the above-mentioned facts. The overall development also points out the influence of western factors and norms on Indian culture. Although social capital has widely adopted Western forms of understanding, traditional and historical social structures are also highly valued in India. In addition to this, the cultural perspective very much depends on the religious phenomenon, as India is a country of diverse religions. India's modern society is a synthesis of traditional religious and modern ideologies. There are many issues related to mobilizing people for social change. Additionally, considering the social structure and development of social changes in contemporary society, there are mainly two forms of activism, i.e., localization and globalization. This activism has actually resulted in social changes. The present Indian society is severely influenced by modernization standards. In a third-world country like India, global factors are the most important basis for supporting systematic social and cultural change. Global factors like ethnicity, ideologies, and, most important, the media gradually became very effective in the process of social development and also influenced other social institutions such as education, economics, and political associations; these institutions led to balanced development.

5. CONCLUSION :

India is a diverse country in every sense, with a multilingual population and regional and socio-economic differences. Based on the primary and secondary data, socio-cultural factors revolve around the ethnic, religious, and educational values of India. Culture is very unfair; religious values differ and become the cause of multiculturism, while the educational system is largely responsible for providing adequate education. These are the main causes of social shift and cultural change, but these labels are not direct factors but rather indirect causes of adequate social norms, cultural pragmatics, and assimilations. Similarly, Indian social ideology is also based on the concept of multiculturism. At present, Indian society is facing serious problems related to social change, cultural assimilation, and change in the social strata. Similarly, the research clearly stated that the Indian society is dealing with cultural barriers, which leads to sociocultural change and multiculturism in Indian society. The finding also pointed out that the value of norms and beliefs is changing and mixing with other factors, which indicates the reformation of social structure. Secondly, the idea of modernity presents different bases for socio-cultural parameters. Education, tradition, belief, values, and cultural assimilation are the considerations of modernization linked with development and the expansion of societies.

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