

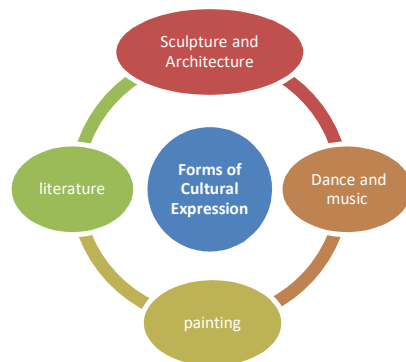
Lesson 29B

Contemporary Cultural Situation

Summary

Culture is a way of life which varies from region to region, religion to religion etc. Thus, many forms of cultural expressions are produced. Each individual grows in a cultural environment and imbibes them naturally. Many a times the cultural practices become a habit. The cultural practices have been in continuation since ages. These practices also keep changing and are shaped through interactions amongst people. In this globalized world culture of one group or religion is being influenced by others in a big way

Forms of Cultural Expression



POPULAR OR FOLK CULTURE

□ cultural values expressed and communicated through song, dance and storytelling.

CLASSICAL CULTURE

• It is one of the finest forms of artistic expression
□ Kalidasa is regarded as an example of a classical Sanskrit poet

How Anthropologists Define Culture

- Anthropology literally means the study of human beings.
- Cultural and social anthropologists study present-day societies, including rituals, beliefs, social customs, work patterns etc.
- Anthropologists write about culture they include some or all of these aspects.

The Archaeologist and Culture

- An archaeologist studies houses, tools, pots, statues, etc. and tries to

reconstruct how people lived in the past.

- All these objects are regarded as part of our material culture.

HOW CULTURE IS SHAPED

- Spectacular forms of cultural expression are connected with religion.
- In architecture, the stupa at Sanchi (Madhya Pradesh), the temples of south India as well as the Jama Masjid, Delhi (illustrations) are outstanding examples of beautiful structures created for religious purposes.

- Religion also inspired some of our best poetry and music.
- These include Vedic chants, the compositions of Buddhist monks and nuns, and perhaps most well-known, the compositions of Bhakti and Sufi saints
- Our cultural practices may be influenced by both our social and our economic situation.
- This includes such things as our tastes and preferences in music-whether we like folk songs, film songs, classical music or western pop music

OUR SOCIAL AND ECONOMIC SITUATION

CULTURAL INTERACTION



- shaped through a process of interaction.
- people with different cultural traditions come into contact with one another.

WHAT IS A GLOBAL VILLAGE

- Mc-Luhan used the word global village for the first time.
- The new means of communication brought people nearby.
- As a result, physical distance would no longer appear as a barrier, preventing or slowing down communication.
- However, there were difference among those who live in village and cities.
- Here, people can be close to one another in physical terms, but be separated by social and economic distance.
- The problem of global village is that the people in cities dominate the communication

ADVERTISING AND CONSUMERISM

- Advertisers choose the programmes, which are popular and can reach out to a wide audience.
- With globalization, distance have shorten, the new technology is used to the advantage of big manufacturers including multinational companies.
- They create a large population of consumers.

Evaluate Yourself

- Q. Mention the forms of Cultural Expression.
- Q. Explain the term global village.
- Q. Describe the term consumerism.