

The background of the image is a dark blue and purple night sky filled with numerous white stars of varying sizes. In the foreground, there is a dark silhouette of a forest of evergreen trees. The overall aesthetic is serene and nocturnal.

TOPIC OF THE WEEK

OCTOBER'19 (10 to 16 Oct)

Fostering new Ideas changing the lives rapidly

Modernization, a phenomenon linked to the emergence of sophisticated machinery, improved technology and other structures that make life to be convenient, has influenced family life in terms of its socio-economic conditions, cultural values, education and communication. For example The traditional African family has challenging variations across the continent caused by differences in ethic customs according to geography, history, religion, external influence of colonialism, migration, political and economic structures and influences. Traditional family patterns in Sub Saharan Africa are so broad that generalization is quite problematic. However, the patterns are characterized by polygamy whereby a man can marry more than one wife. Despite the perversity of polygamy, evidence exists that the practice is on the decline. Traditional African family patterns are slowly but progressively being changed as a result of the process of modernization. The families are faced with the pressure resulting from the competition prevailing between traditional and modern family values. Is this societal evolution a change for the better? There has always been much controversy over this question,

and currently the dispute seems more intense than ever, possibly for the reason that we are more aware today that society is of our making and because social change is taking place at an ever increasing rate. One of the issues in this ongoing debate is the quality-of-life in modern society. Progress optimists believe that we live better now than earlier generations, while pessimists argue that life is getting worse.

While the South-Asian civilization includes India, Sri Lanka and Nepal. Once under the British dominance, these countries accepted the key features of the British law (common law). The national and linguistic diversity made them keep English as state language, language of the bureaucracy and the educated class. Today, this is a competitive advantage in international trade and cooperation. But on the other hand, Westernization has greatly affected our traditions, customs, our family and our respect and love for others. The concept of joint families is firstly decreasing everyone wants to remain aloof from others. The most affected are our new blooms, which have sprouted they find themselves stressed and isolated in this new atmosphere as there is no one to take care of them. There's no harm in taking good things from western but this does not mean that

we should completely adopt it and pretend to be western and misrepresent our identity. It is understandable that India is growing in every field and there is necessity of knowing all the cultures and their traditions. It is very unfortunate that today's generation has very little knowledge about their culture, traditions & their roots.

Today, the world is such that our children also grow up to compete against each other, rather than stand by each other or lend a hand to each other in times of need. The materialistic world is giving birth to future materialists, who obtain happiness from their material possessions -- toys, clothes, shoes and accessories. A report by the American Psychological Association on children and advertising found that American children on average watch 20,000 commercials each year. An alarming reality! Young children, who cannot differentiate between a commercial and a children's programme, believe the messages delivered through TV advertisements as true and unbiased. This often leads to unhealthy eating habits and a consumerist attitude from a very young age - an artificial need for things they do not need is planted in their developing brains.

Every individual has different points of view but they all are connected when it comes to festivals. So what is

there in these festivals that connect every human being on the earth? Well is it shopping or the gifts? Perhaps no. As with everything else the passage of time, the advent of globalization and a booming economy has had an impact on the way of our festivals celebrations today. Today people have better pay and can afford to enjoy the luxury of buying new clothes, gadgets etc. throughout the year rather than wait for the festivals to make such purchases. Festivals have today become a time to flaunt your riches. Festivals celebrations have become more self-centered and moving away from its tradition. It is more of instant gratification now. The traditional way of festivals celebrations is slowly taking a backseat now. The simple things that would give us pleasure in celebrating festivals back then no longer enthuse us now. Today the equation has shifted towards money. Money equals happiness. So for more happiness you need more money. For more money you need to work more. Today you wouldn't be surprised to find people working on festivals and concentrating on their careers rather spend time with their families. It is this change that is unwelcome because at some point in future we would even forget the reason behind all these festivals. We would be celebrating all our traditional festivals

similar to Valentine's day, Father's Day, Mother's day, etc. all commercially driven.

Conclusively, in our world of constant exposure to the media, marketers have found a new market to target, which is the child population. The child market has become a greatly successful market as marketers take advantage of children's naivety and their intense need to attain certain products. In an environment driven by consumption and the need to attain material goods, this has created troublesome relationships between kids and their parents as well as kids and themselves. The parent has become the target in kid's way of getting what they want and see in the advertisements. Additionally, kids exposure to new products on a daily basis has driven them to suffer from self-esteem issues and feeling like what they have will never be enough.

For reference:-

- https://saylordotorg.github.io/text_sociology-understanding-and-changing-the-social-world-comprehensive-edition/s23-01-understanding-social-change.html
- <https://hbr.org/2015/01/ethical-consumerism-isnt-dead-it-just-needs-better-marketing>

Additional Readings:-

- <https://www.theguardian.com/commentisfree/2019/oct/06/the-guardian-view-on-womens-pensions-a-feminist-issue>
- <https://www.theguardian.com/commentisfree/2019/oct/06/observer-view-on-the-world-athletics-championships-a-sport-in-crisis>
- <https://economictimes.indiatimes.com/blogs/et-editorials/on-to-privatisation-at-last-with-bpcl/>
- <https://www.thehindu.com/opinion/editorial/going-down-together/article29649911.ece>