

# TECHNOLOGY IS AN EMBEDDED AGENT OF CULTURAL IMPACT

By

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## ABSTRACT

*We all watch Television, read newspapers and magazines, and we also go to see films, because of different means of communications. Because, beyond the physical requirements of food and shelter, man has now another fundamental need that is the need of communication. That communication will derive and cultivate out cultural heritages. Influences of Traditional Media for the rural cultural development, the communities and individuals have utilized a wide range of media local fares, puppet shows, street theatre folk songs and ballads for social purposes and schemes for health and family welfare campaigns, also political awareness. The Internet has the same revolutionary impact-individuals and businesses can overcome geographical, cultural and logistical barriers and improve the way they live and work. The life style of people has changed due to media exposes. One of the famous reports in 2011 says the 52 million active users in India used the Net facilities. IMAI and IMRB suggests that, more than 75% of Internet usage is still driven by youngsters that include young men, school and college going students. A crucial engine of cultural influence and transformation, Indian television programming now reaches 253 million households across the country. We share more things through Amazon, Google & Android, Micro-soft and maybe even Face book. People can book tickets via mobile, even pay bills through mobile and can transfer cash from one mobile to another mobile. Through books and magazines, radio and television programs, films, art and theatre, museums and historic sites, Indian culture helps us to understand and to celebrate our lives as Indians. This paper discusses the importance of cultural heritage of Indian activities and the detailed reports of influence of technology and act as a creative agent of cultural renaissance.*

*Keywords: Technology, Cultural Heritage, Internet, Television.*

## INTRODUCTION

Today, most people access the Internet through their home or office computer, will also be available from a wider range of smart devices, from tablet-sized computers to smart cellular phones-even familiar household appliances. We know that, the technology is an embedded creative agent of any country's cultural impact. People will be able to share information seamlessly across devices and interact with them in a more natural way, using speech, handwriting and gestures. Eventually, they will be able to interact with a computer almost as easily as they do with each other. Television programs are also acts as key vehicles to express cultural creativity and diversity. At present, high quality cultural programs are being produced, co-produced and broadcast by public and private organizations around the globe. We all watch Television, read newspapers and magazines, and we also go to see films, because of different means of communications. Because, beyond the physical

requirements of food and shelter, man has now another fundamental need that is the need of communication. That communication will derive and cultivate out cultural heritages.

## Technological Impulses

The goal for educators is to provide meaningful opportunities for their students to engage in cultural discussions and realize that culture surrounds us always. Computers and other technological devices are a wonderful way for students to be able to express their experiences, beliefs, cultures and so much more to the software by interaction modes. A world map is shown on the website that can be clicked upon; students from all over the world are already establishing their accounts in any one of the online learning course, and are eager to participate with them. Most of the people in world's countries who want to e-learn about other cultures, communities, holidays, weather, natural disasters, how culture influences who people are etc.

Moorea (2006) studied on Spanish public school teachers' use of existing technologies to teach culture. He found out that, the teachers neglect the teaching of culture, continuing to show a preference for the simpler technologies like television and video recorders. Blended and online learning and teaching benefits student learning and achievement and is rapidly growing practice in all sectors of Education world wide. (Larreamendy-Joerns & Leinhardt, 2006), including the school sector (Barbour, 2011), as well as education for adult learners with literacy and numeracy needs (Davis & Fletcher, 2010). Teacher education institutions increasingly use online programmes to reach more future value oriented teachers and also to extend support to students when they are off campus and in schools (Davis, 2011).

### **Online Course Management**

Internet and Broadband access are widely regarded as catalysts for economic and social development of a country. A number of research studies have demonstrated the positive impact that Internet and broadband penetration have on national income (GDP) as well as its transformative impact on businesses and livelihoods. Internet is increasingly viewed as an efficient mechanism for accessing cultural diversity information in India. Many educational institutions provide access to an online Course management system (CMS), which are also available free of charge online as well as it develops the culture of the country.

### **Influences of Traditional Media**

The traditional media are close to the hearts and minds of the people, so their appeal is a personal, intimate level, further familiar format and content, as also the colloquial dialects used. For the rural cultural development, the communities and individuals have utilized a wide range of media local fares, puppet shows, street theatre folk songs and ballads for social purposes and as a support to local development schemes for health and family welfare campaigns, for creating political awareness.

"Ahla", the popular ballad of Uttar Pradesh and its counter parts like "Laavani" of Maharashtra, "Gee-Gee" of Karnataka, "Villupaatu" of Tamil Nadu and "Kavigan" of Bengal which changed their content and focus

depending on the contemporary needs and were effective in arousing the conscience of the people against the colonial rule of the British. The traditional media became effective in many political and social campaigns launched by Mahatma Gandhi. Before independence, each cultural activity is disseminated to rural and urban people by the traditional media works.

Like wise, the eminent Tamil poet "Subramanya Bharti" started using folk music to invoke patriotic feelings. Folk tunes were used to popularize songs on glories of spinning wheels need to boycott British goods. After the independence the union government continued to utilize these traditional performing arts to convey the message and to generate awareness of development in the rural areas. Like wise, the songs are also used to improve the people in their cultural heritage of India.

### **Influences of Folk Media**

For example, now-a-days even folk programmes are developed and broadcasted in electronic media. Unlike in western theatre, folk performance is a composite art in India. It is a total art with fusion elements from music, dance, pantomime, versification, epic ballad recitation, religion and festival peasantry. It imbibes ceremonials, rituals, belief and social system. It has deep religious and ritualistic overtones and the again, it can surely project social life, secular themes and universal values. Surely these folk arts in electronic technology will cover all age of people in India and at the same time, they have tempered with the values of their family.

A research on cultural diversity among technology, youths' identities are more impressionable; they use new media and technology more; and they are generally more open to trying new foods, music, clothes and so on than adults. A global advertising campaign to target products to youth exists worldwide (Arnett, 2002), and, related media is a potent socialization force globally today (e.g., Becker, 2004). According to a 2005 study conducted by the Pew Internet & American Life project, more than half of all American teens and 57 percent of teens who use the Internet; could be considered media creators. For the purpose of that study, a media creator is someone who has created a blog or Web page; posted original artwork,

photography, stories, or videos online; or remixed online content into their own new creations. They concluded that the media creators are automatically embedded in their American culture and next only, they can create something.

## Influences of ICT

The synergy of the three purposes of Information and Communication Technologies (ICTs) in teacher education is powerful; (i) preparing teachers to use ICTs in educationally effective ways; (ii) preparing K-12 teachers to teach ICT related content; and (iii) applying ICTs to serve value oriented teacher education. In the 20th century, electricity, the telephone, the automobile and the airplane all made the world more accessible to more people, transforming our economy and society in the process. The Internet has the same revolutionary impact--individuals and businesses can overcome geographical, cultural and logistical barriers and improve the way they live and work. The Internet makes the world smaller. The ability to communicate and exchange information instantaneously and across vast distances has enabled more individuals and teachers to participate in the webinars (web conferencing), regardless of their location. Indian culture get expose through media. Now a day's media expose every matter which was hidden earlier. The life style of people has changed due to media exposes.

## Cross-Cultural Development

Numerous factors are converging that make teaching and learning in cross-cultural and multicultural contexts more commonplace. Expanding world trade and globalization of education, industry, finance, and many professions are creating a world in which cross-cultural interactions occur more frequently than at any time in the past (Friedman, 2007). The growing need for educational access leads students rightly to demand culturally adaptive learning experiences that allow full development of the individual (Visser, 2007). As noted by Pincas (2001), students entering into professional education in a multicultural context not aligned with their own culture can experience significant conflict. This conflict arises not only in regards to incompatible teaching and learning styles, but also because the growing "professional self" struggles to

maintain both a connection to the local culture in which the student eventually intends to work and a connection to the learning environment.

## Technological Survey in India

Shrey Gandhi (2011) found out in the comScore report as follows; (i) Population of users sharing internet or accessing from Internet cafe's is 52 million active users in India which is comparable to around 37% Internet access happens from cyber-cafes, followed by 30% who access from offices and 23% from home and around 4% browse the net via mobile phones; (ii) The average internet usage per person in India (in hours) is 12.5 which is the least if compared to other countries of the same web population; (iii) Males spend more time online than females in most age groups. Interestingly in the 35-44 years age group women in India lead internet consumption over men (13.3 Female vs. 11.6 Male); (iv) each of key categories on web in India; search (87%), social networking (85%), e-mail (78%), news (58%), and education (41%) and (v) a growth of 16% can be seen in social networking usage in India (from 73% in 2010 to 85% in 2011).

According to the internet service providers Association of India publication in 2012, announced the utilization of Technology wise in India are as follows; through DSL there are 85.72 % and the Radio wireless internet 2.78%, through cable modem 5.72 %, through leased line 0.32% and from Ethernet LAN 5.25 %, from Fibres 0.22%. One of their data noted that, up to June 2011, there were 123.5 lakhs subscribers were used the broadband connections.

Internet Mobile Association of India (IMAI) and Indian Market Research Board (IMRB) suggests that, more than 75% of Internet usage is still driven by youngsters that include young men, school and college going students. The contribution shared fairly amongst, school going kids - 21%; college going students - 27% and young men are 27%. They also announced that, as of December 2011, there were 112 Millions claimed Internet users in India. 88 Million Users are from urban cities and 18 Million are from rural villages.

A crucial engine of cultural influence and transformation, Indian television programming now reaches 253 million households across the country - reaching 84% penetration

levels in 2010, and addressing one of the world's largest television audiences. Television's footprint continues to rise: with penetration in TV, cable and satellite, and digital television increasing by 9%, 11% and 54% respectively in 2009-2010. (TAM report, 2011)

## **Cultural Development through Online Marketing**

From Amazon, Google & Android, Microsoft and maybe even Face book, our lives will continue to fill up with new, different and interesting devices. This connectivity of devices will also push our connectivity to one another as we share more things like what we're watching or what we want to buy. The book Harry Potter has nearly 4,000 consumer-generated reviews on Amazon.com. For those keeping score, that is the seventh and final book in J.K. Rowling's astoundingly successful series. (Mitch Joel, 2012). Mobikwik is India's one stop shop for mobile services compare plans, search offers; buy recharges (top-ups, offers), bonus/ sms packs and much more soon. Mobikwik support all leading mobile operators across India and accept payment by bank, credit card, debit card and cash card.

## **Technology Creates Cultural Impact**

People can book tickets via mobile, even pay bills through mobile; can transfer cash from one mobile to another mobile. Nearly 95 per cent of those checking e-mail, while nearly three-fourth also use the web for job hunting. (Vijayakumari, 2008)

Photo and video sharing have become the most engaging activities. People are shedding their earlier inhibitions and becoming more exhibitionists in their attitudes. India is one of the top five countries in the world in terms of photo sharing. Indians exhibit high level activity in terms of blogging and social networking. Today, Television focuses on the Indian family and marriage system, Indian culture and emphasizes a great deal of sharing and tolerances. Its institutions of marriage and family have strengthened this notion. Tele-serials provide models and values that we can identify with or use as a point of comparison. Thus, we can say, television is a need of self-confidence, stability and reassurance. Television has been made accessible to people in every aspect of their daily lives, and with such a strong hold on modern society, T.V. media have been able to shape popular culture and often influence public

opinion. Communication innovations and changes in economic relationships affect the collections of habits, life styles, outlooks and identities we normally associate with the notion of culture.

## **Technology Develops Indian Culture**

Through books and magazines, radio and television programs, films, art and theatre, museums and historic sites, Indian culture helps us to understand and to celebrate our lives as Indians. Television is becoming increasingly important as an Institution for socializing the younger members of Indian Society. The role of Television in moulding their minds and teaching them Indian values and Indian way of life is growing at starting rate.

Now-a-days, the telecasts of Indian cultural values are broadcasted through cartoon channels. Indians epics like Ramayana, Mahabharata, Bhagvat Geeta and Indian stories of Panchatantra are available in Cartoon channels. Braveness of Tipu Sultan, Shivaji and Bhavat Singh like strong historical background stories should reach children through entertainment channels. Indian national integration cinemas like 'Veera Pandia Kata Bomman', 'Thilagar', and 'Karnan' like stories are empowered the people and understand their old traditions of national integration activities. We have noted that, the items of culture include food habits, dress, religious beliefs, dance and language etc., every thing will modernized due to these technological activities.

The spread of habits of soft drinks like tea, coffee, smoking certain brands of cigarettes, using certain brands of toilet soaps, detergents, hair oil, shampoo, tooth paste, tooth brush and hair dye is decidedly due to the impact of television in recent times. South India preparations of light foods like Idli and dosa have now become used in International largely, because of mass media. From Punjab's salwar-kameez wear of northern and western India has spread every nook and corner of the country.

In the closing decades of the last century, the small screen played no less significant role in carrying messages of Ramayana and Mahabharata to almost every individual, irrespective of caste, religion, community, age and gender. Immense popularity of two Indian dance forms viz., Bharathanatyam and Odissi, beyond the centers of

their origin, is definitely an impact firstly of the radio, then the large screen of cinema and ultimately the television.

The spread of Hindi language in the length and breadth of the Indian country is mainly due to Hindi cinema, particularly the songs associated with them which are regularly broadcast in the radio in certain specialized programmes like "Vividh Bharati", and "Binaca". Later Television influenced deeply the people of all categories. Today we see that, even in our day-to-day activities, certain words of our mother tongue have been replaced by certain linguistic expression of the television like "After the break". Our children behave in the same way children television behaves vis-a-vis their parents. These are all cases of cultural diffusion, greatly affected and influenced by mass media technology.

### **Importance of Cultural Heritage in India**

Indian names vary based upon religion, social class, and region of the country. For example, in the naming conventions; the Hindus identified the different habits of naming such as in the north, many people have both a given name and a surname; like wise in the south, surnames are less common and a person generally uses the initial of their father's name in front of their own name and after marriage, women drop their father's name and use their first name with their husband's first name as a sort of surname.

Many Muslims do not have surnames; instead, men add the father's name to their own name with the connector 'bin'; likewise women use the connector 'binti'. And the title Hajji (male) or Hajjah (female) before the name indicates the person has made their pilgrimage to Mecca. The same in Sikhs all use the name Singh.

Hindus and Sikhs do not eat beef and many are vegetarians; but for muslims food habit is entirely different. For table manners, much Indians food is eaten with the fingers and normally women are typically serving the men and eat afterwards. With out washing the hands, they can't eat food. And Hindus always use right hand to eat, whether they are using utensils or fingers.

Though there is a variety in our languages, literature and art, as Indians, we all are one. It is this diversity which has created a sense of unity among the Indians. This diversity

has enriched our social life. Different festivals are celebrated in India with lots of joys & happiness. Many of our festivals are related to agriculture and environment, because agriculture is the main occupation in our country.

In websites, we can see dassera, diwalil, holi, eruvak punnam, pongal and onam celebrations are available to enjoy the people. Like wise, Ramzaam – Id, Christmas, Buddha Pornima, Samvatsari and Pateti cultural ritual festivals are also available for browsing. What ever religious festivals, all Indians must happily visualized it by mass media and to understand the beliefs.

We find diversity in the clothing and food habits of Indians. Due to the advertisement channel filled up the clothing, which depends upon the climate, physical feature & traditions of the respective regions. As far the climatic conditions and geographical factors, there is diversity of our food habits also now-a-days celebrated and it broadcasted in the channels for easy visualizing.

If we see the different houses like daub walls, tiled roofs, slopping roofs, terraced roofs and multi- storey buildings are also seen in the different cinemas, will develop the different locality knowledge as well as their cultural habits. In some of the media have explains the games like chess, wrestling, phugadi, malkhamb, lagori, kabadi, kho-kho, cricket and hockey tournaments will helps the values like co-operation & solidarity sport spirit. Like wise Hindustani and Carnatic musics, the dance, handicrafts, painting and sculpture ideas can broadcasted in separate channels can develop the knowledge of the whole culture in our Country.

The technology affects people in varied ways, some of which are good while others aren't as pretty. The technological devices can be used for or against us, depending on how we use it individually. Monitoring time spent on electronic media is important, where even things like magazines need to be considered when it comes to teenagers especially.

### **Positive Aspects of Technology**

The media has its way of showing us constructive information when it comes to news channels, travel and other educational shows. Kids benefit from watching these, since it can boost self-esteem, heighten interest levels in a

particular subject, or encourage them to ask relevant questions. We have a sense of what is happening around us, with a fair insight about how things work elsewhere on the globe. We can view the world through the television, even if we are rooted in one spot the whole time. It is a getaway to places unknown, foreign, and magical with knowledge of what goes on around us without being physically present in that place. Video games today are increasingly active-oriented, making kids get off their behind and engage in games that require physical movement. This could help keep kids active indoors, if not outdoors. The media in all its forms can introduce us to creative outlets that can help us better ourselves in different ways, be it in our personal or work lives. It can change our perspectives and push us to do more than what we limit ourselves to. It can also help us engage with other people around the world, and be more open and understanding towards other cultures.

### **Negative Aspects of Technology**

Advertising can jeopardize one's idea of what beauty and health is, seeing that products revolve around these two aspects in an outrageous fashion. Kids can become obsessed with the way they look, especially through beauty reality shows and magazines. It can lead to health problems like anorexia and bulimia, or use the antics of questionable celebrities in the industry as influences. Violence is a major factor when it comes to media, being a potentially dangerous instigator when it comes to young audiences. Kids are influenced easily by what they see on television or the Internet, mimicking such acts (if not as extreme, though on the lines of violence) on elders or kids their age. Obesity is on the rise for kids who plant themselves in front of the television, not budging for hours on end. We're talking about kids who do not have the latest foods offering. This can fuel a child's inability to stay active, thus leading him / her to exponentially gain weight over time. The media can influence one to do things that aren't moral, like getting into substance abuse. Movies portray habits that are unhealthy as 'cool' or 'mature', forcing kids to be at par with cliques who use media as a tool to manipulate vulnerable kids of the sort.

### **Conclusion**

Rural communities, and their diverse cultures, are faced

with the urgent challenge to adopt Internet use for cultural and economic survival (Swetha, 2011). Youth are the key change agents and technology leaders in all cultures and rural communities. Youth literally embody the future of their cultures and rural communities. Cultural and community survival, in the face of accelerating change and shifting economic patterns, is the context of learning and to become global citizens able to tolerate diversity, and differing worldviews, while maintaining, celebrating, and strengthening their own cultures and communities. Where from top to bottom of Indian people at any place from villages to metros will use mobiles (Sinha, 2010). A spike in Internet penetration in the next five years could mean that India will have almost as many persons going online in 2015 as the US. People within the age groups of 15-34 are the most active and engaging users. The use of internet across various verticals is growing fast with social networking being the key driving factor of PC and mobile activity (Amanda Lenhart, Mary Madden, 2005).

While it might sound strange to come to this conclusion as the world struggles for stability on the food, jobs and health-care front, it's clear that, despite all the challenges we face, the human race will push on. Innovations, new opportunities and an ever-demanding public desire for the latest and greatest will lead the way. Social media and online social networking have changed the fabric of business and society. While social media has aligned within the educational marketing and communications departments, we're going to see the social impacts be pushed through the entire institution.

The Internet has already revolutionized the way we live and work, but it is still in its infancy. In the coming years, a combination of cheap and powerful computing devices, fast and convenient Internet access, and software innovations could make the Internet as common and powerful a resource. Web-based social networking services make it possible to connect people who share interests and activities across political, economic, and geographic borders. Through e-mail and instant messaging are created where a gift economy and reciprocal altruism are encouraged through co-operation. Face book and twitter like social networking tools are increasingly to object of

scholarly research and do to their issues of identity, privacy, social capital, youth culture and education.

In future, the society will concentrate the technological impacts for our different styles such as daily practices, food and food habits, dress and physical appearances, materialism, language and speech style, media and entertainment, social relations and roles, respect for elders' authority, female gender roles, rational and egalitarian norms, role of science, reason out, movement away from religion, arranged / love marriage etc., These effects of cultural change and identity challenges are also important one's own mental health. Parents need to understand that a limit tag has to be placed on the facets of media technology, where the Internet is their biggest concern. Once the youths are aware of the dangers and consequences, then only we can sit back and just hope that their consciences are fine tuned. In this mature and healthy culture we should be smart enough to understand what is for entertainment and what is important to know. With proper understanding, laws, and ethics media serves a large role in a flourishing cultural society.

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