



Indian society moving towards gimmick civilization

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Abstract

India is a poor country and its residents have high level thinking about humanity, sacrifice, tolerance, kindness and helping etc. In past, they did not believe in show off civilization. Generally people believed in truth and gimmick etiquettes were limited to rich people only. At present because of IT revolution social changes occurring rapidly. People are learning to live with externally show off civilization. Present study is focused on finding of changes towards gimmick civilization.

Keywords: humanity, sacrifice, tolerance, kindness, helping

Introduction

India offers astounding variety in virtually every aspect of social life. Diversities of ethnic, linguistic, regional, economic, religious, class, and caste groups crosscut Indian society, which is also permeated with immense urban-rural differences and gender distinctions. Indian society is multifaceted to an extent perhaps unknown in any other of the world's great civilizations; it is more like an area as varied as Europe than any other single nation-state. Adding further variety to contemporary Indian culture are rapidly occurring changes affecting various regions and socioeconomic groups in disparate ways. Yet, amid the complexities of Indian life, widely accepted cultural themes enhance social harmony and order.

The ancient ideal of the joint family retains its power, but today actual living arrangements vary widely. Many Indians live in nuclear families a couple with their unmarried children. Among the highly educated societies marriages of their own choice is becoming common. Many self-arranged marriages link couples of different castes but similar socioeconomic status. The growing middle class are increasing in cities, where educational and employment opportunities benefit them. People living in villages as well as cities like to attract people's attention towards them and social media has brought revolution in this concern.

Finding and Analysis

Objective

- Finding of changes towards gimmick civilization among rural Indians
- Finding of changes towards gimmick civilization among urban Indians

Hypothesis

1. There is no significant changes towards gimmick civilization among rural Indians
2. There is no significant changes towards gimmick civilization among urban Indians

Methodology

Descriptive survey method was adopted for present study. 250 rural families and 250 urban families were randomly selected as sample. They were studied through interview of at least 3 members of each family using self-prepared questionnaire. Gimmick civilization was measured as occasional, cultural, weather and festival sensitivity and in terms of attitude, dress sensitivity and language sensitivity. Result is classified as high, medium and low. Collected data was tabulated and comparatively analyzed using percentile tool.

Table 1: Status of Gimmick Civilization

Locality	No. of Persons %											
	Occasional Sensitivity			Cultural Sensitivity			Festival Sensitivity			Weather Sensitivity		
	High	Medium	Low	High	Medium	Low	High	Medium	Low	High	Medium	Low
Rural	29	33	38	18	24	58	31	33	36	34	39	27
Urban	34	39	27	28	33	39	41	37	22	37	41	22

Table 2: Representation of Gimmick Civilization

Locality	No. of Persons %								
	Dress Sensitivity			Language Sensitivity			Attitude Sensitivity		
	High	Medium	Low	High	Medium	Low	High	Medium	Low
Rural	23	26	51	32	29	39	34	42	24
Urban	31	23	46	36	33	31	43	34	23

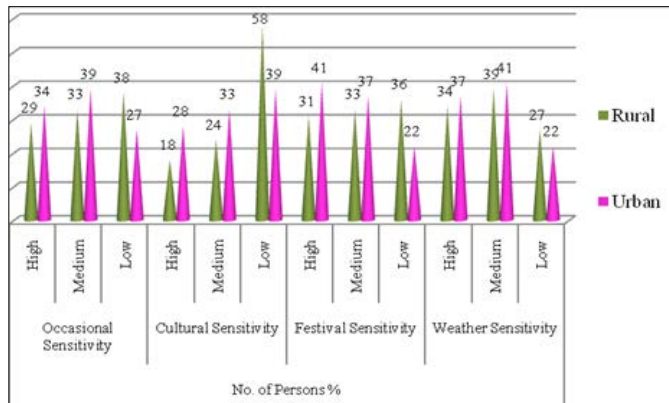


Fig 1: Status of Gimmick Civilization

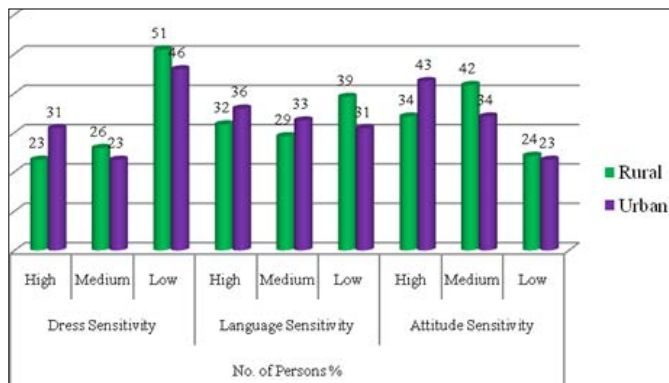


Fig 2: Representation of Gimmick Civilization

Data table 1 show that among rural persons, occasional sensitivity is found 29% high, 33% medium and 38% low. Cultural sensitivity is measured in 18%, festival sensitivity in 31% and weather sensitivity in 34% as high. Data regarding representation of gimmick civilization among rural people shows dress sensitivity 23%, language sensitivity 32% and attitude sensitivity 34% as high. Thus hypothesis 1, there is no significant change toward gimmick civilization among rural Indians is rejected.

Data table 1 for urban indicate 34%, 28%, 41% and 37% measured as high for occasional, cultural, festival and weather sensitivity. Data table 2 exhibits 31% dress, 36% language and 43% attitude sensitivity as high. Hence hypothesis 2, there is no significant change toward gimmick civilization among rural Indians is rejected.

Conclusion

At present Indian societies are changing due to education, awareness and women empowerment. People have changed their ways of expressions. They share their feelings, experiences and thoughts through social media. They are concerned about their looks, their words and attitude. People

are more concerned regarding dress up, hair style, foot wear, and accessories according to occasion. They celebrate festivals with specific costume, in specific way, engaging in specific activities. They adapt themselves according to occasion, weather, festival, culture, region etc. being more concerned about other’s reaction.

References

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