Digital Media and Global Culture: A Critical Review In Special context to Youth Perspective

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Abstract:

Digital media have become increasingly popular components of our everyday lives in today's globalising society. They provide a context where people across the world can communicate, exchange messages, share knowledge, and interact with each other regardless of the distance that separates them. This research is mainly based on the perspective of youth in the current scenario. This research talks about the perspective of youth regarding digital media and culture globally. It states that youth are much more and more affected by digital media and are exploring themselves easily. In this study, the researcher was focused on the impact of global culture on youth, and the new generations are getting modernised with new ways of thinking and attitudes. The methodology used in the study was primary in nature, but secondary data was also considered. In this respect, to analyse the real situation of youth, a survey was done. This survey included 58 samples through random sampling to understand the views on the present scenario.

Keywords: Digital media, Youth, Social shift, Global culture, Globalization

Introduction:

"Civilization is what we have, culture is what we are"— Dr. Sarvepalli Radhakrishnan.

In the present age of global associations and inter-culturism, everything has become fashionable, including people with fashionable hairstyles, looks, dresses, and even our attitude towards life. People prefer to speak in English to make public impressions and make fun of our native language. Our mentality has completely changed, which leads to a kind of degradation of our own socialization. It is very obvious that modernization is growing, which is enhancing the associated crimes like skyrocketing and corruption to a different level, and people simply cannot imagine what will happen in the future if we continue in the same spirit. Even basic moral values seem to have disappeared with our so-called swag. We are ashamed to touch the feet of our elders or go to the temple. Instead, we will like to go to bars and nightclubs. Modern society prefers to wear modern clothes and follows current trends and fashion to look more western. According to modern concepts, the more you look western, the more modern you are. Certainly, this is a very alarming situation for a growing teenager. People can want to do what they want, just to gain power, name, and fame, without even thinking about realising it. There is no doubt that by adapting to western culture, young people are learning some good things, like becoming more independent and self-confident, which is good for society and its development. On the one hand, it's very clear that adapting Western culture is not bad until it affects our cultural roots, and the present social orientation of generation X clearly indicates western acceptance at the expense of our own traditions and culture.

On the one hand, we call India "Incredible India," and on the other hand, we are so influenced by Western culture that moral and ethical values are also weakening. Secondly, because of the great negative aspects of Western culture, society is getting different orientations and cultural ideologies, and the new generations are suffering badly as the present global thinking is unable to match the original mind-set of social elements. Therefore, present and traditional cultural clashes are very common, which is really creating a big challenge in the present socio-cultural development of our society. In the present research paper, the author is intended to understand and analyse the impact of global culture on youth, as now that society is changing drastically, social values are also declining effectively.

Literature overview:

There are many scholars who studied the impact of global culture and western culture on the youth of India. The literature related to the concepts of identity, protest, middle class (and new middle class), that is, the conceptual framework. Here we will briefly discuss the rapidly growing amount of social media literature

The media's role in globalisation is crucial, as the media is the main agent that influences people's psychology and social approaches. The information being used in the present digital media through social media channels certainly has a deep association with the present youth. Therefore, digital media has influenced and shaped people's mindset and attitude to change social norms and attitudes (Bian & Ji, 2021).

Digital media is shaping the cultural identity of the youth, as human integration in the present scenario is really based on digital media and internet-based communication. The digital media has become a human need and is controlling the socio-cultural change of the genres, i.e., present youth. The media messages are not only controlling but also giving directions to control the world (Lesch, 2020).

Lim (2012) came to the conclusion that social media are providing an access to all kind of information and government have almost zero control on such associations and global interactions. This is actually done by maintaining both long-standing networks of the global agencies which are facilitating new connections between divergent groups, spreading common grievances beyond the small community of activist leaders, and globalizing the reach and appeal of the national movement for democratic Change. To achieve these goals, events need to overcome the limitations of certain technologies, identify the right problems and develop a common repertoire of disagreements.

Mark LyNch (2011) writes that while social media has been used effectively by protesters in their struggle, this does not prove that these new media have directly led to any of the outcomes they have been associated with. And although forms of political organisation based on social networks can be effective in mobilising and directing challenges against leaderless authoritarian states since they do not have the usual party elites at their disposal for oppression or co-optation, at the same time these political instruments have serious disadvantages when it comes to negotiations, conditions for a democratic transition... and most importantly, to solve the huge management problems after the regime change.

Objective:

In order to find out the value of culture in the present era of globalisation and global cultural assimilation, the researcher has identified various parameters like individual traditions, beliefs, and norms behavioural change and most important the digital media. Considering all these factors as unique criteria of measurement the following objectives have been taken into consideration:-

1. To understand the level of cultural assimilation and impact of global culture on Indian youth.
2. To analyze the level of impact of global culture on behavioral change of present youth.

Research Methodology:

The research was carried out using the critical approach to research, and the data used was mainly primary data, which was collected through an online survey, but secondary data was also taken from the literature and previous research done by the scholars. The central idea of the research is to understand the value of digital media in influencing global culture and its impact on present-day generations. With the critical approach and collected data, it is expected to have a deep understanding of the digital media's role and impact on the next generation so that the challenges can be overcome in this context.

Samples: The samples taken for the survey were mainly college students in the age group of 20–30 years of age, and the total number of samples taken was 58 (30 male and 28 female).
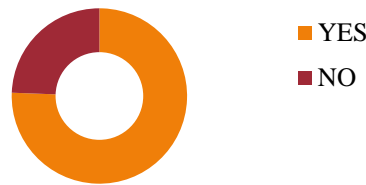
Discussion and analysis:

In keeping with the research objectives, the researcher conducted a survey in order to get the most views from viewers. Therefore, a random survey was conducted by us to know what people actually think about it. This survey covered almost 58 people who have different and many thoughts about this topic. Following were the questions asked to   the   people.
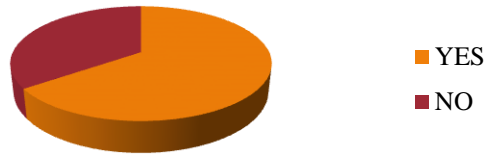
Q1. Is digital media is setting a scenario of social isolation and cultural assimilation.

10% -Doesn't Know
20% – Considerably
70% - Agree with statement

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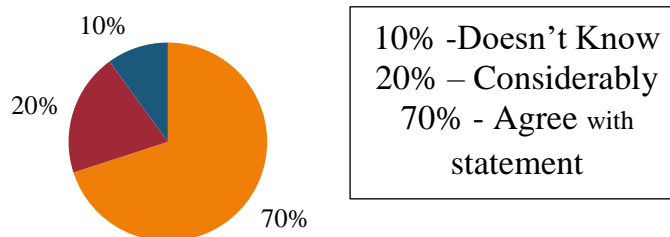
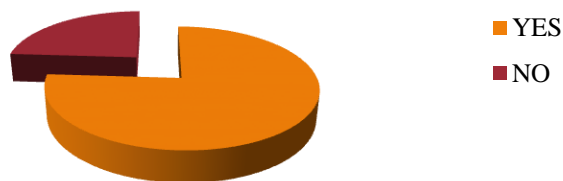Q2. Is modernisation affecting cultural values of India ?

■ YES

■ NO

Q3. Is digital media is responsible for **passivity**, **brainwashing** and **programmed** society?

■ YES

■ NO

Q4. Is digital media **influencing cultural imperialism** ?

■ YES

■ NO

Q5. Globally our culture is lacking behind due to development of digital media?

■ YES

■ NO

Digital media technologies such as computers have led to the creation of products and services that are provided through social media, blogs, video games, online video, and various other means of digital communication." These channels of communication have profound implications for society, including business and politics. The future is predictable, but we know that new media will continue to develop rapidly and furiously. The new media brought people from different cultures to the "global village." Communication and interaction are key factors that influence the impact of digital media on young people. New media play an important role in our lives as they contribute to the interconnectedness and interdependence of our culturally diverse world. Digital media allows people to interact with information that is quickly available on the internet.

In modern society, more and more young users are showing interest in new media such as social media networks, which are becoming increasingly popular in everyday life as the present generations are very much inclined towards the use of digital media and new media technologies. Communication through information and communication technologies (ICT) and other public spheres is encouraging an interactive dialogue that promotes global culturism AK Singh (2021) and is mainly responsible for the change of attitudes and cultural assimilation in Indian society. Global culture is certainly considered a reason for the eradication of regional culture and the change of socio-cultural opinions among the public, who participate in discussions and conversations through a shared virtual environment. Growing teenagers and youth in the present scenario are really unable to

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understand the value of media freedom. They are using social media and other digital media channels for social networking and social learning, but they are not able to understand the good and bad of civic sense.

Globalization and Youth culture: - Global youth culture is no doubt changing due to the information available on digital media. In this respect, the survey and the people's opinion clearly indicate that the youth culture has an intense influence of subcultures, diversity, westernisation, and western perceptions, which are shifting the new generation towards a new global picture. Collectively, the western side of globalisation is influencing individuals' opinions and sense of belonging to the local subculture. With the involvement of digital media, a gap is coming in between the socialisation of people, and the youth are a big victim of such a shift (Singh, Misra; 2023). Digital media is certain to have a role in cultural assimilation and new cultural development that can be called global culture. As per the result of the survey and social interactions, the global culture is very visible, and people have indicated a tangible shift, which is noted below:

- Change of language and speaking style.
- Behaviours shift of youth as independent personalities and increase of crime rate due to social media
- Require clothing, shoes, and other equipment of the same brand, such as portable music players, backpacks, and phones, to marketize their dude nature. This shows the rise of materialism in youth.
- Change the quality of your favourite products, i.e., more expensive products that look like your friends or cheaper products that look more like your colleagues. This shows the rise of the industrial approach to modernization.

Conclusion:

The results of this study highlight the importance of digital media and its impact on young people in India. The review expands our understanding of culture on a global scale from the point of view of youth. Of course, the new generation has a deep impact on digital media. The social media is providing new idealogical changes in the new society. The present young are having an intense impact on world culture; there are many ways the present generations are culturally and socially influenced by the global culture and diverse flow of information, and that is why the relationship of young people with globalisation is so intense. In these circumstances, it is not at all easy to understand and deal with the consequences of global culture through globalization. The experience of digital media among youth is rhetorical. It is tempting to assume that young people are at the forefront of technological and cultural changes that could be linked to globalisation.

The study pointed out that globalisation is a complex phenomenon and has a multidimensional impact on young people. The combination of both inevitably creates an explosive and intoxicating mixture. The transition period for young people is becoming somewhat more open, but this openness comes with a huge number of complications that make life more difficult for young people than ever. The research also pointed out that globalisation opens up opportunities but also the possibility of losing the cultural credibility and social identity of the community. The main question is whether it is worth paying such a price. In the present study, the objective that was taken into consideration was totally achieved, as the study clearly identifies the dominance of digital media and its impact on the global culture of youth. The attitude of youth is shifting as per the demands of global culture. However, there are various challenges identified by the research, such as the risk of distortion of local heritage and traditional values. Digital media is also raising questions about cultural integration, and it is strongly remarked in the study that many strong initiatives must be taken in the fields of cultural education, positive cultural exchanges, and open dialogue. Social networks have great potential to enrich our understanding of world culture and have a positive impact on local culture.

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