



Impact of globalization on the culture of Muslim families of Anantnag district of Jammu and Kashmir

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ABSTRACT: Modern technology allows an increasing amount of people to travel easily and quickly more often. Though man has always been mobile and has throughout history interacted with other tribes, nations and people, but with the introduction of information revolution, it has become favorable as compared to before. Traveling and living abroad is more the standard than an exception among young people nowadays. With the flow of people also flow new ideas, concepts, ideologies and views. Through school and educational institutions, the media and arts, new views are continuously being introduced to the public. Cultural globalization is thus stimulating. It is a process encompassing humanity as a whole but at an individual level. What accurately is this process that touches the lives of people around the world? The objective of the present study is to evaluate the impact of globalization on the culture of Muslim families of Anantnag district of Jammu and Kashmir. The research studies how globalization has influenced the culture of Muslims of Jammu and Kashmir. This research hopes to expand on the concept of globalization from exclusively cultural definitions to more of a humanistic approach to globalization.

Keywords: technology, Cultural globalization, Muslims, Anantnag

I. INTRODUCTION

Many research studies have been conducted to observe the impact of Globalization on the culture of Muslim families of Anantnag district of Jammu and Kashmir. Findings of previous research had made the researcher to conclude that globalization does have some direct or indirect impact on Muslim culture but practically no quality study has been carried out in Jammu and Kashmir regarding impact of globalization on culture prior to this study [1-5]. With the popularity of foreign television channels and internet facilities, fears have been expressed that lifestyles of people may be affected [6-8]. With regards to influence of media on society, Schiller confirms 'importing programmes is importing lifestyles and exposure to foreign television programmes may transform the values of people'. Concerns over the impact/effects of globalization always reinforce whenever a new communication technology is introduced in the society because technology always has positive or negative impact on the lives of people. Cable television/internet as a communication technology, is quite affordable, available to majority for 24 hours, enhances the choice and provides variety of channels and programmes and sites that are foreign and local may have effects [9-10]. Therefore, this research probed the impact of globalization on the culture of Muslim families of Anantnag district of Jammu and Kashmir resulting from television and internet usages.

Objectives of the study. General aim of this study was to ascertain impact of globalization on the Muslim culture of Jammu and Kashmir. This study tried to record the demographic characteristics of respondents and to analyze the impact of globalization on the culture of Muslim families of Anantnag District of Jammu and Kashmir state. Following were the specific objectives of the study to:

- (i) To find the impact of globalization on the culture of Muslim families.
- (ii) Role of media in the process of acculturation.
- (iii) To compare the present and traditional culture of Muslim families.

Hypothesis. Hypothesis is an assumption about the possible outcome of the study and provides guidelines for the research. Since it provides direction for research, hypothesis is considered as an important aspect of research. In order to address the issue, the following hypothesis has been taken as guideline:

- (i) The culture of Muslim families has undergone many changes as a result of globalization.
- (ii) Media plays an important role in the process of globalization.
- (iii) There is the visible impact of globalization on the culture of Muslim families.

II. METHODOLOGY

A. Sampling Method

Even a modest sized survey typically requires considerable time, material, money and assistance. Thus the researcher has applied sampling technique to collect the data considering the definition of Wimmer and Dominick "a sample is the subset of the population that is taken to be the representative of the entire population". The researcher selected Anantnag as the field of study because it is the traditional cap city of Kashmir and an urban center. It is the second largest district of Kashmir. Anantnag is considered as the hub of business. So people are familiar with the language and thus take interest in Hindi /English language channels and programmes. On the other hand the main cause of popularity of foreign channels among the public in Kashmir is the similarities of Urdu and Hindi languages. These two languages are closer to each other and people understand them without putting any extra effort and thus feel comfortable watching foreign and National channels.

The researcher was interested in collecting the data from large population, but due to time and financial constraint, only total 300 cable television viewers and internet users belonging to Anantnag District of Jammu and Kashmir were selected.

Anantnag was selected as a sample of the study. For administrative purposes Anantnag is divided into six municipal councils by the government. This includes: Bijbehara, Anantnag, Achabal, Kokernag, Doru

The government administrative "Division" was used because each division consists of demographically diverse population. The researcher was able to target different groups of women and men of the society based on income, education, marital status, and working etc. Since no authentic and systematic list of viewers was available to the researcher, it was decided to select respondents by applying grid method. Anantnag has witnessed rapid growth of cable television network and internet in recent years. The researcher was also interested to find out the duration for which people of Anantnag have been watching cable television and using internet. People viewing cable television and using internet for less than 1 year were excluded from the sample because the researcher believes that time period less than 1 year is insufficient to cause effects on viewers and users. Based on this criterion four categories were made:

- Watching cable television or using Internet for the last 2 years.
- Watching cable television or using Internet for the last 3 years.
- Watching cable television or using Internet for the last 4 years.
- Watching cable television or using Internet for more than 4 years.

The selected people for interview fulfilled the criterion of sample i.e. people aged between 25-60 years, residing in Anantnag and viewing cable television and using internet for minimum of two years. The researcher tried to create a balance among respondents from all categories i.e. heavy, moderate and light viewers for better results.

B. Data Collection: Tool of data collection

In this research, interviews' schedule (verbal interview based on questionnaire) was selected as a tool for data collection because some of the respondents were illiterate and would not be able to read and answer the questionnaire and questions in the survey sheet were translated into their language, so that they can answer without any difficulty.

C. Sources of Data collection

Two different sets of data were used for the study, are namely primary and secondary. Secondary data were collected from Books, Journals, Newspapers, Government and Non-Government Agencies, Press and Publications. For the collection of primary data schedule were used to get information, regarding "Impact of globalization on the culture of Muslim Families".

D. Collection of Data and Field Experiences

After a thorough review of the questionnaire, the interviewer started data collection. Efforts were made to get the head of family interviewees of different socio-economic background. Total sample consisted of 300 people of age i.e. 25-60 years residing in Anantnag district.

Data collection was completed in six months (August 2011 to January 2012). The instrument was formulated in English which was translated into standard Kashmiri language for the convenience of the interviewees. The interviewer had to face some difficulties in finding the target audience and in conducting interviews because of non-cooperative attitude of some of the respondents. Some of the respondents hesitated to respond to some of

the questions. Some of the respondents had difficulty due to personal reasons to answer at the time interviewer approached them.

E. Data Processing

The researcher has used the Statistical Package for the Social Science (SPSS Version 13.0) for analyzing the data. Besides, Excel and MS Word were used for designing charts, tables, graphs and composing the thesis script. For data entry and analysis, the researcher had taken a very rigorous training course, particularly to learn SPSS. The researcher by experience felt that without the knowledge of computer in general and understanding the SPSS in particular, this research study might have not been successfully accomplished.

III. RESULTS AND DISCUSSION

A. Cable Television Viewing Patterns of People

This study measured the Impact of globalization on the culture of Muslim families of Anantnag district of Jammu and Kashmir. Besides, the researcher was also interested in understanding the changes in the life style and patterns of living. The descriptive analysis section recorded demography of respondents and focused on age, education, income, marital status etc. and tried to gauge their effects on the viewing of cable television and surfing internet. Research finding indicates, for instance, that general viewership is higher among superior, younger and higher families. Cable television viewing and surfing internet is no more restricted to upper and upper-middle class of India, as it used to be. Because of it is being inexpensive and easy access, cable television and internet is being used by all classes of the country. It has become one of the common household commodities. Therefore, this study attempted to understand whether demography influences the viewing pattern of respondents or not. Moreover, this part of the study presented the data, according to duration of having access to cable television and internet connections, respondents preferred channels and kinds of programmes, reasons for watching cable television and surfing internet, preferred time of watching, and surfing net, control over remote, rights and restrictions on viewing cable television and surfing internet. It also analyses the relationship between above factors and level of viewing and surfing.

Fig 4-1 shows the age of the respondents have been divided into two categories namely those falling below 40 years of age and those falling above 40 years. Majority of the respondents, that is 86.67 % were male. Females constituted only 13.33%. More than one third of the respondents (36.66 percent) were graduate. The 83.33 percent of respondent were married, while 16.66 percent were unmarried. In terms of income the groups with largest number of member falls within the bracket of 10,000 to 15,000. Majority of the respondents (65.00 percent) were working people who used to work either in government or in private offices. It shows that they had relatively less economic pressures and therefore could spare enough time to watch cable television. They also apparently have economic means to translate impact of media in terms of their own lives. The results justify suitability of respondents with this research as majority of them were educated and had capacity to understand a variety of messages even in foreign languages like, English and Urdu and having purchasing power of varying extent and could directly or indirectly influence media-motivated change in their lifestyle in their families.

Analysis of cable television viewers is analyzed first and then the internet user and after that it is shown that how much impact has been brought by the media upon the lives of people of Jammu and Kashmir.

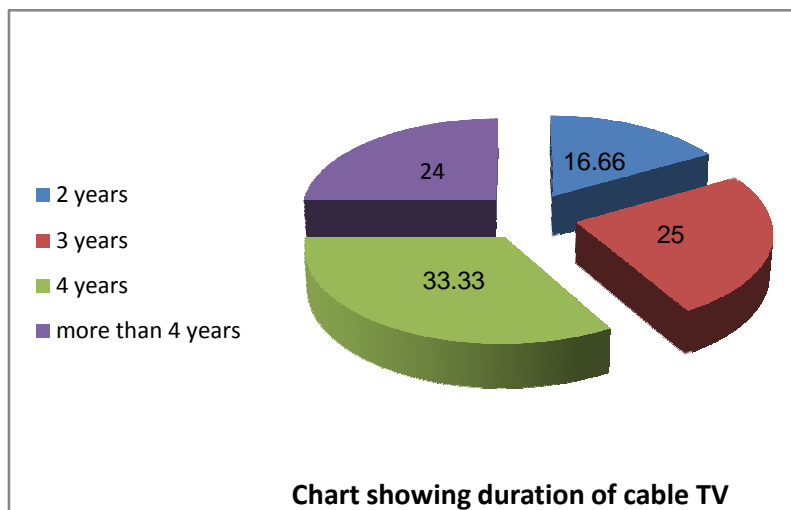


Fig. 1. Duration of having Cable Television Connection.

The longer the duration of viewing of cable television, the greater may be its impact in their life. Hence, the study intends to know the respondents' history of association with cable television in general. As illustrated in the Fig 4.2 respondents enjoying cable facility for the last four years were more in number (33.33 per cent) than those having cable has television connections for the past two years or three. This establishes that cable television became more popular in Jammu and Kashmir during the past years and is gaining general acceptability.

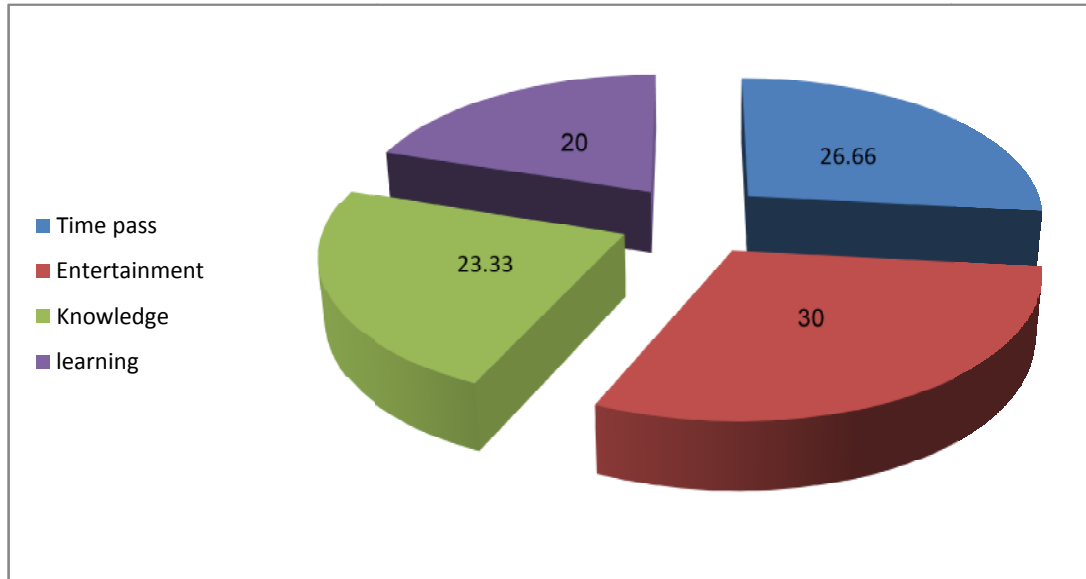


Fig. 2. Purpose of watching cable television.

The study also analyzed the respondents' aim of watching cable television channels. Respondents gave multiple answers for the purpose of their watching the cable television. Their responses are mentioned in Fig. It indicates that the most frequently mentioned reason for watching television was entertainment and relaxation. They constituted around 30% of the respondents. Passing time was the second most common reason for watching television. The third common reason to watch television was to gain knowledge. Almost 23.33% prepared this opinion usually cable television broadcasts variety of programmes with majority of the content alien to the local culture, it can that the curiosity about foreign lands itself makes respondents vulnerable to outlandish influences including culture, and more for a change.

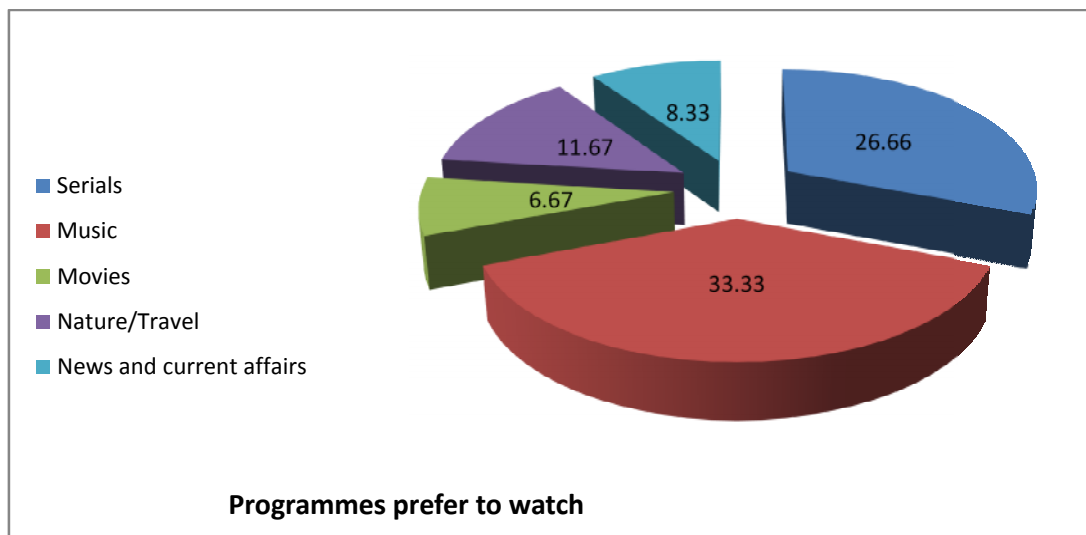


Fig. 3. Preference in terms of viewing Programmes.

Fig. 3 show respondents preferred programmes on cable television. The most favourite programme of the highest percentage 33.33% of respondents was music followed by programmes on news and current affairs 26.66%. The least interesting was movies. The kind of contents shown through Video Jockeys and that in the songs itself speaks about foreign influence. This shows that respondents are receiving foreign culture through entertainment programmes presented by the top favoured television channels. This also hints at the possibilities of accepting western culture and role or lifestyle of people in those societies through these programmes comprising drama (soap operas), music and movies.

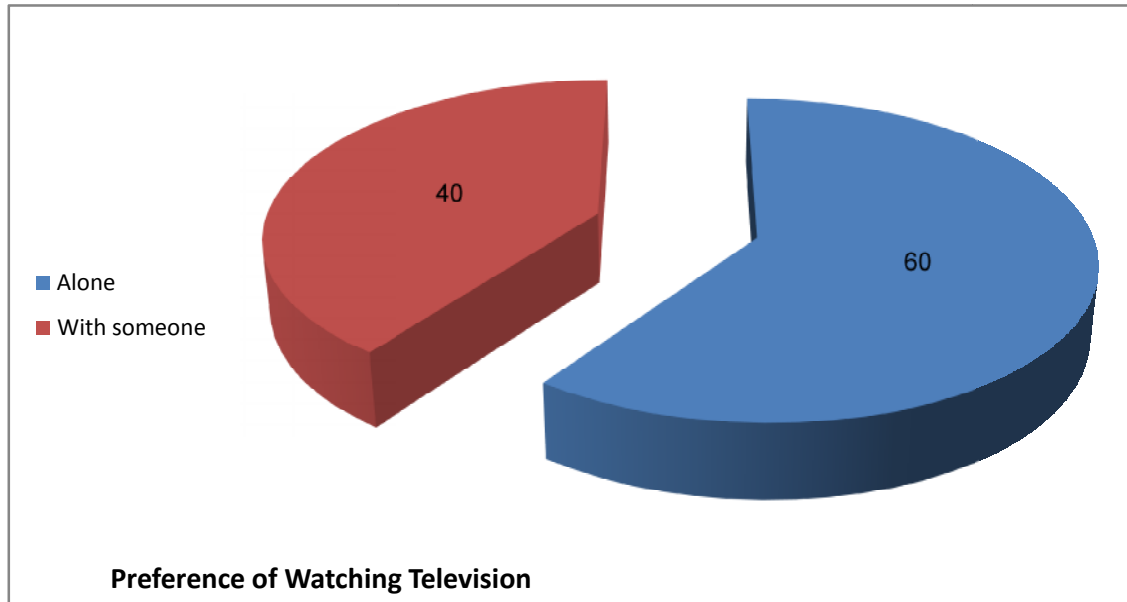


Fig. 4. Preference of watching.

Fig. 4 indicate that 60 per cent of respondents watch cable television with their families whereas the remaining 40 per cent alone. The difference is narrow but it indicates that a growing number of people can separately watch channels of their choice, thanks mainly to the availability of more television sets in a house and a variety of programmes or channels through cable television. This is a major shift from the initial practice wherein an entire family would watch the only available channel in Jammu and Kashmir; even if it had more than one television set. The collective viewing of television compounded as a mean to control the contents of viewing television. But separate television sets have destroyed this controlled measure.

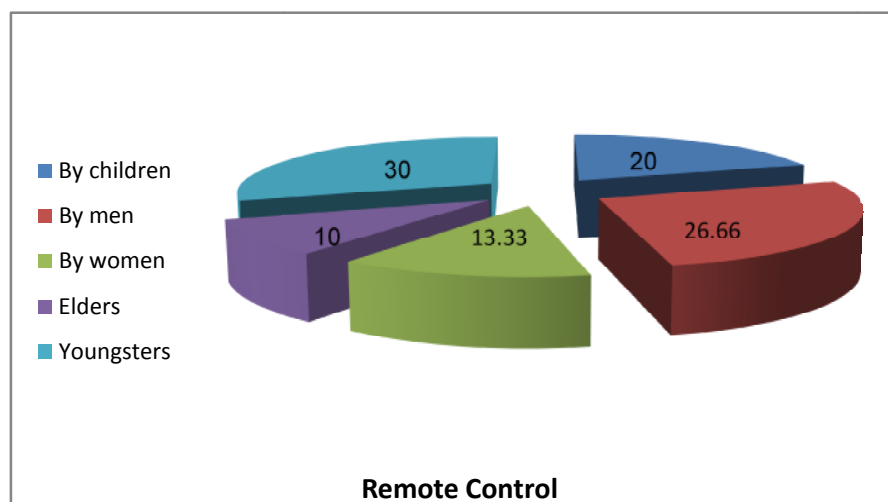


Fig. 5. Remote Control.

Fig 5 show that in most cases television's remote was controlled by men (26.66 percent). This indicates male dominance in Kashmiri society. Remote is less controlled by women because they need to attend the family when its members watch television jointly.

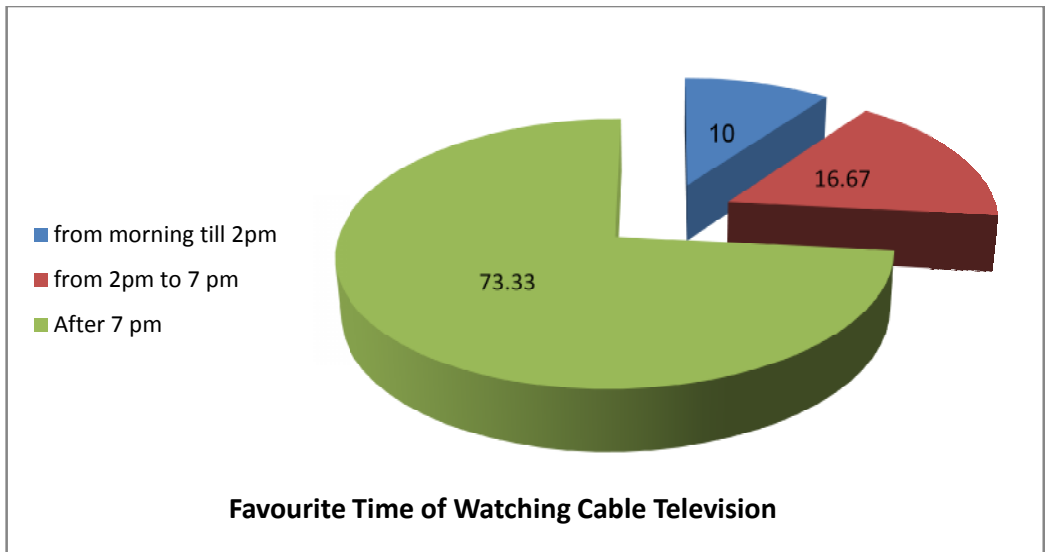


Fig. 6. Time of Watching Cable Television.

Fig. 6 reflect that a majority of the respondents 73.33% watch cable television after 7:00 pm which also justifies heavy viewing of Star Plus types beaming channels' beaming drama serials presented between 7:00 PM to 11:00 PM. The favorite time of watching cable television for both the working people as well as house managers was again after 7:00 PM. This also indicates that the free evening time, surfing for attending family and socializing, is being spent in front of television sets.

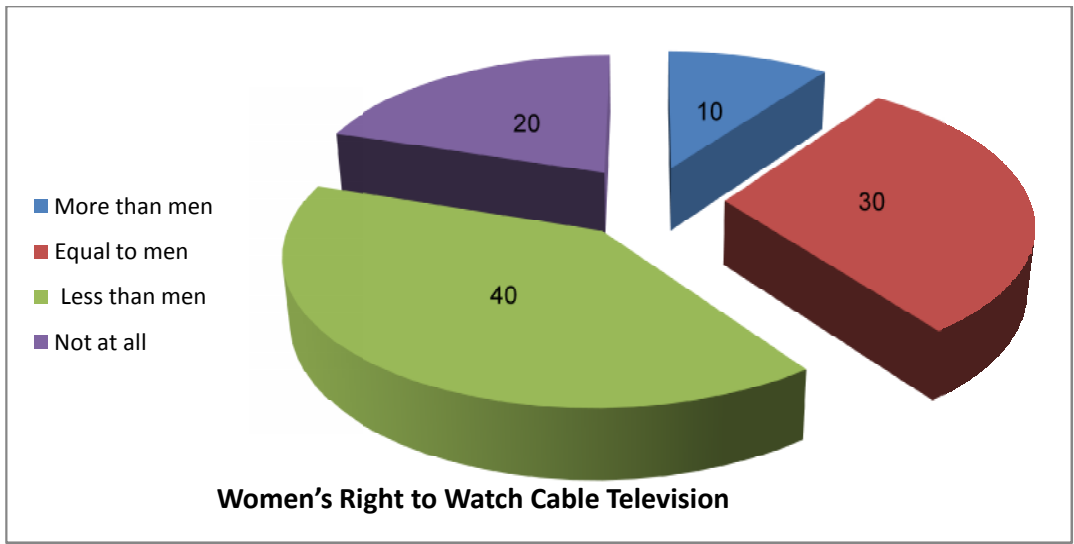


Fig. 7. Women's Right to Watch Cable television.

This question has been raised to find the women's right of viewing of cable television as compared to males. This has been indicated in Fig 7 shows the responses of women to their right to watch cable television. It is evident from the figure that majority of the respondents 40 percent have less right to watch cable television than men. This shows discrimination of human rights and gender bias to approach the communication and information technology. This again supports the concept of male dominance and authority at home and in the society.

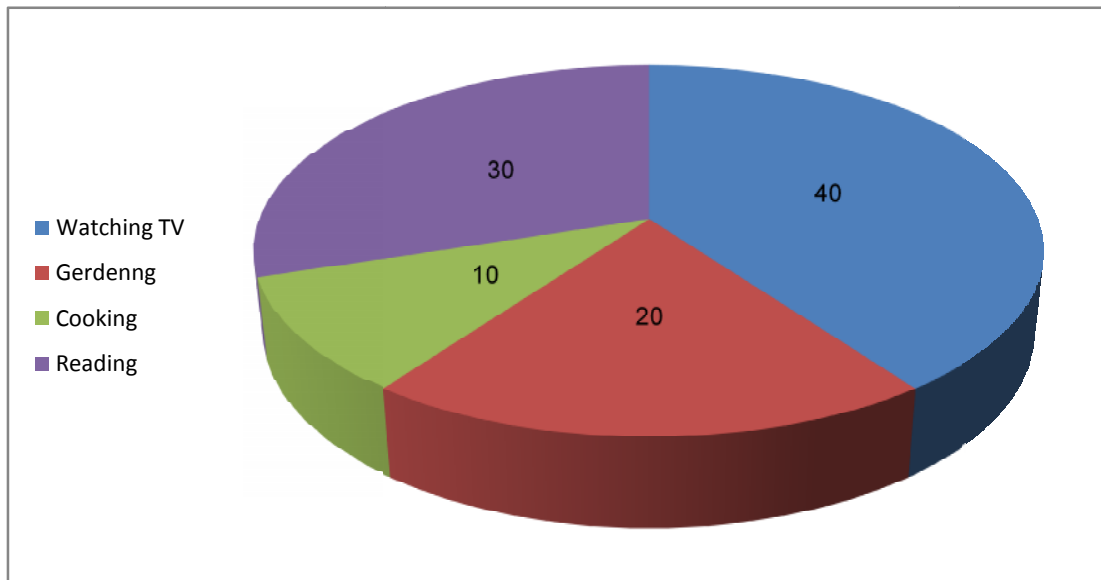


Fig. 8. Recreation Time.

Fig. 8 indicate that the first priority of majority of the respondents 40% was to enjoy cable television programmes during their free time, followed the 30% respondents are enjoying book-reading gardening and cooking are the third and forth choices. This shows that cable television has become an important part of people's lives residing in Anantnag, Jammu and Kashmir.

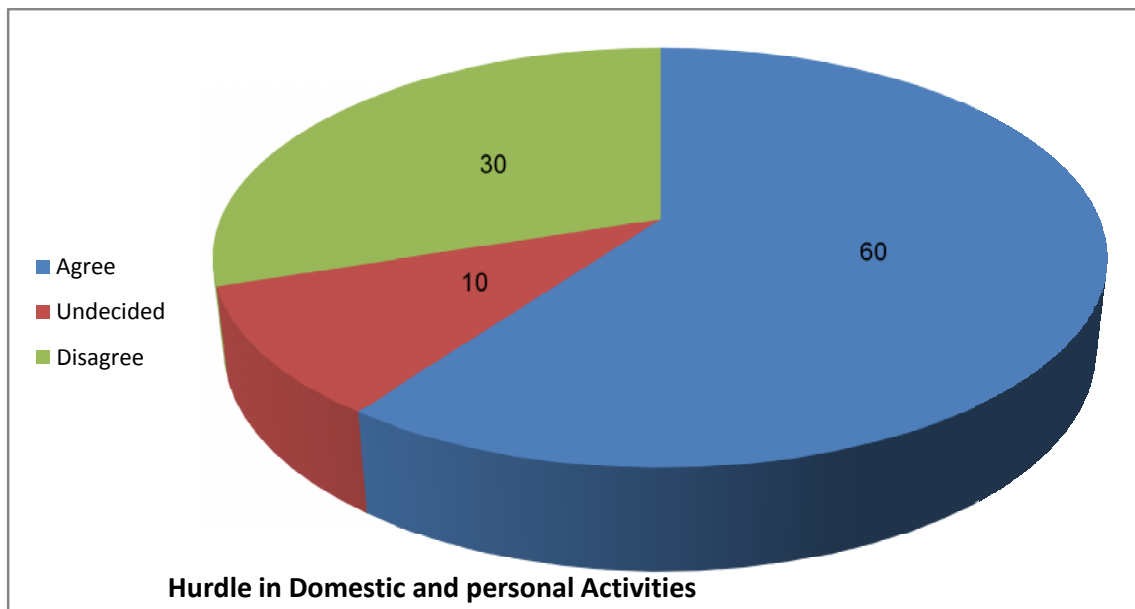


Fig. 9. Hurdle in domestic and personal activities.

Fig. 9 indicate that for majority of the respondents cable television is a hurdle in the way of their domestic and other activities whereas 10 percent were not clear whether their activities were being affected by it or not.

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