Globalization, Fashion and Values: A Sociological Study on the Students of Dhaka University

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Abstract

In recent time, all the modern, developed and developing countries are more or less within the realm of globalization. Day by day globalization is becoming more or more popular, most of the countries of the world see their better fortune in this arrangement. Actually globalization covers a wide range of issues including economic, political, cultural etc. Technology has been the main driver of globalization. Advances in information technology have brought massive changes in all spheres of life. In the process of globalization, culture of developing countries is being influenced by the culture of developed countries.

Under cultural globalization, the experience of everyday life is influenced by the diffusion of commodities and ideas, reflects a standardization of cultural expressions around the world. Being propelled by the efficiency of wireless communications, electronic commerce, popular culture, and international travel, globalization has been seen as a trend toward homogeneity that will eventually make human experience everywhere essentially the same. Globalization has great impact on culture. It also helps to break down prejudices and broaden outlook and then develops international brotherhood. The process of globalization is pouching the western unformatted culture into our society and disturbing the balance of our mentality and social psychology. Some people are leaping forward to keep up with the western culture while some others are defending their own cultures against the western ones. 'Globalization' influences sports too. Many national and international sporting events are organized from time to time. Many games organized like cricket, football, international computer programming competition are held in occasionally. We can see these games on BTV, BTV world channels easily. And due to the success of this process in cricket Bangladesh now is well known to almost all.

The culture of Bangladesh is blend of various tenets of religion, tradition and regional tendencies. The process of globalization has put the countries of the world are like families in a village. The people of developing countries like Bangladesh are being influenced by the cultures of foreign countries specially the culture of India. As a result, our Bengali culture is changing and our native culture is on threat.

List of Tables

List of **Figures**

List of Abbreviations

FDI- Foreign Direct Investment

HDI-Human Development Index

HDR- Human Development Report

LDC- Least Developed Country

UNDP- United Nations Development Programme

TNCs- Transnational Corporations

MNCs- Multinational Corporations

IMF- International Monetary Fund

Contents

Page No.

Chapter One

Introduction

Globalization is one of the most popular and controversial issues in recent times. Sometimes this term is used to encompass increases in trade and liberalization policies including the reductions in transportation costs and technology transfer. According to Marshall McLuhan (1964), the electronic media are creating a "Global Village" where people throughout the world can see major events unfold and hence participate in them together. Most often, the impact of globalization is concerned with the discussion of globalization and such discussion tends to consider simultaneously its impact on economic growth, employment and income distribution. There are also social impacts of globalization such as opportunities for poverty alleviation, human and labour rights, and environmental consequences and so on. Not only that, globalization has huge impact on the culture of a societies. Sometimes the debate on globalization is sometimes confused from a methodological point of view by the interactions between history, economics, political science and other social sciences.

In a broad sense, the process of globalization includes two important aspects. In one hand, several factors such as technology, investment, trade and liberalization, cross-border production system, flows of information and communication contribute a lot to bring people and societies together. On the other hand, the process of globalization includes policies and institutions namely trade and capital market liberalization, international standards for labor, the corporate behavior and other policies, agreements on intellectual property rights and the environment which are being pursued at both national and international levels and it accelerates the integration of countries and economies.

The ongoing process of globalization is being contributed a lot by media. With development of technology, instant communication has become very easy which was very difficult at earlier times. Thus the development of technology has widened the globalization process and also the policy choices available. Globalization has also the impact on the life and work of people, on their families, and their societies. Here the role of media is so much important. Without media people would be bound in time (Jeffres, 1977).

The impact of globalization on employment, working conditions, income and social protection has also become a concerning issues in debates. Moreover, the social dimension of globalization encompasses culture and identity, security, inclusion or exclusion and the cohesiveness of families and communities. Globalization is, in fact affecting the whole world. But, the intensity of the impact of globalization varies from country to country. Various kinds of changes brought about in the economy, culture, rules, regulations, laws and in the operations of important institutions provide an indication of the impact of globalization. The process of globalization has also led to a metamorphosis of the culture of the population. Developing countries of the world depend on the foreign direct investment for development and modernization purposes for such kind of dependence developing countries lie at the mercy of the big global corporations. At the same time, the culture of developing countries is also affected by foreign culture. The process of globalization encompasses many other things such as the international flow of ideas and knowledge, the sharing of cultures, global civil society, and the environmental movement.

Through the process of globalization, the world economy has become increasingly integrated and interconnected which decreases the costs of transportation. The development of communication and information technology has implied a fast downgrading of the concept "distance" and Foreign Direct Investment (FDI), capital flows, and gross trade and technology transfers are being significantly accelerated. In most countries, the current wave of "globalization" has been accompanied by increasing concern about its impact in terms of employment and income distribution. Both fashion and globalization are multidimensional as well as complex phenomena, and the analysis of their connection can be discussed by a wide variety of disciplines.

Bangladesh is a developing country of South Asia where mixed culture is existed. The main heritage of Bangladesh is reflected in her architecture, literature, dance, drama, music and painting and also in people's lifestyle. On the other hand, in regarding Western culture we can say that, it is a wide range of culture that performed by the whole world. In recent times, western culture is increasingly spreading in our country and people are paying their interest mostly into western culture and this occurring with the help of globalization.

2

Specially, young generations and highly aristocratic families are greatly influenced by the western culture which creates negative impact on our native culture. In this regard, Indian culture has a strong effect on the culture of Bangladesh. The young generation of our country is becoming so much attracted by the Indian serials, movies and very other programs. They are following the fashion of the characters of the Hindi serials as well as movies. Their life styles are becoming greatly affected by the Indian culture. Through the process of globalization, the fashion and culture of our country is also being changing. However, unlike any other industry, fashion produces ephemeral cultural goods, and so the production of clothes has also been affected by the new model of transmission of trends with cultural globalization. Although, through globalization we are becoming connected with the whole world, but at the same time our traditional Bengali culture is on threat.

It is necessary for citizens of all nations especially Bangladesh to understand how globalization works influences native culture. Societies and policy choices facing them have to find out the balance between costs and benefits associated with globalization. In this regard, everyone should be clear conscious to the community for making strong cultural bond and better society. So, it is necessary to take a research about the various kinds of impact of western culture in our country because this impact is increasing day by day through globalization process. This paper aims to find out the impact of Indian as well as western culture on Bangladeshi culture, fashion and values with particular attention to changes through the process of globalization.

Objectives of the Study

Generally this study aims to explain and analyze the impact of globalization on society and culture including fashion and values. There are some specific objectives of this study which are stated below:

- ➢ To find out the cultural impact of globalization on Bangladeshi society
- ➢ To analyze transformation of moral values and attitudes and behavioral pattern in athe age of globalization
- ➢ To explore the western especially Indian influences on the lifestyles in the developing societies like Bangladesh
- ➢ To explain the role of media in such transformation.

Scope and Significance of the Study

Globalization is vast concept and there are a lot of articles on globalization and on its impact especially economic impact. Media has become an integral part of our everyday life and our society, culture, politics as well as economy. New kinds of technological advancement has emerged which has accelerated the process of globalization. Few years ago, people could not think of webcam, facefook, and internet chatting and 3G service. But at present, everyone has access to these services. It has changed the whole communication system and made the globalised world. This advanced technology not only increases our access to modern world but also it affects our everyday life and changes our cultural habits. And youth is the main agent who welcomes such changes at first.

There have been many researches on the economic impact of globalization. There are not so many research on the social impact of globalization, more particularly, the impact of globalization on culture and values of the population. Therefore, this research is an attempt to fill in the gap. This study emphasizes into deeper changes brought about in the culture of Bangladeshi young generation by the process of globalization. Youth are the future leader of a country, so it is important to understand their thoughts and behavior in the age globalization.

Several books and articles published in Bangladesh have been reviewed which are mainly focused on arts and music culture, folk culture, cultural background and heritage, archaeological matters and Islamic ideology and so on. But the transformational aspects of moral values and lifestyles have hardly been discussed. This study will find out the transformational aspects which are mainly occurring because of globalization. This study will deeply analyze the impact of Indian culture on Bangladeshi young generation which has become a threat to Bengali culture.

Chapter Two

Review of the Relevant Literature

Parahoo (1997) states that a literature review deals with the scanning and critical reading of relevant and appropriate literature on the topic of research to find out how it can be useful to it. Globalization can be seen as a series of powerful processes that includes both opportunities as well as treats. Bauman (2000) argues that, globalization has become a common word among people and some people sees globalization as a driver for happiness while others sees it as the main cause of unhappiness and underdevelopment. At present times, TNCs and MNCs are considered to be the more powerful ones who decide the main policies which are undertaken by different countries. And other countries of the world which are less developed have no other choice to adopt and adapt the culture of the big corporations.

Culture can be defined as the beliefs, behavior, values and material objects that constitutes a person's way of life (Macionis, 2002). In regarding particular ethnic differences, there are different kinds of cultural groups in every society. In spite of different kinds of cultures, the common components like symbols, language, values and norms make social life possible. In every society, shared cultural values play an important role. The process of globalization includes many cultural ideologies which are spread throughout the world by media and also owned by the capitalists. Consumption is the main concern for the capitalists and what is good and appropriate are mainly decided by the international corporations.

In a broader sense, culture can be defined as the totality of values, belief, lifestyle, cuisine, behavior, etiquette of the people of a society. And as a result of the ongoing process of globalization in the developing countries, culture is being changed rapidly. There are mainly three major paradigms of culture change under globalization (Choudhary, 2007a). Cultural homogenization, reflects the neo-liberal hyper globalist view of homogenize cultural changes. But cultural homogenization is regarded as cultural imperialism in the context of neo-Marxist view. Cultural heterogeneity is viewed to provide more cultural choices to individuals. But hybridization paradigm is said to be embedded in the transformation list perspective. The paradigm of cultural clash provides a cultural in perpetration of current cultural changes. Three clashing notions of cultural

change in the era of globalization which includes cultural homogenization clash and heterogeneity or hybridization paradigms (Choudhary, 2007b) .The homogenization paradigm emphasize on global interdependence and inter connectedness for cultural standardization uniformization and compassion in to a single global culture. Its actual aim is to increase the homogeneity of world values like rationalization, commoditization democracy and human rights. Western cultures are reflected on the people of the rest of the world changing the lifestyle and consumption patterns in the symbolic norms of Coca-Cola, rock music, blue jeans, sleeveless kameez and so on.

According to Trouillot (2002) (Cited in Beyond Dichotomies, 2002), the cultural globalization explains the unprecedented flow of capital, good, ideas, and people across countries caused by the economic and technological transformations since the 1970s. Globalization affects all spheres of social life by commodities marketed and promoted by international corporations. Haralambos & Holborn (2000) argue that family activities like eating have been invaded by the marketing of products. Gone are those days when families were sitting together and eating the same food. In most of the families, children have their own television sets, and they might sit in different rooms to their parents, watching different programmes, and even eating different foods (Haralambos & Holborn, 2000). Traditional family culture is in threat because of such a way of life which leads to tensions and family conflicts.

New symbols and models have been generated and spread over the world giving rise to some form of a global culture through the information revolution. At present times, people can find the same products and also can hear the same well-known pop music or eat the same food like Kentucky Fried Chicken (KFC), whether they are in Europe, Asia or Africa. The Global entertainment companies are taking advantage of the improvement in information technology and communication to shape the perceptions and dreams of ordinary citizens, wherever they live. Many scholars are of the view that such spread of values, norms, and culture tends to promote western ideals of capitalism (Understanding Society, 2000).

Tandon (2004) argues that in many societies the widespread process of globalization is considered as a threat to the native culture which include traditional values, beliefs, language, moral and social norms, eating and dressing habits and these traditional beliefs

and values are being weak or impacted by the dominant culture of the Western and American capitalists. The American and Western cultural penetration which spreads a global consumer culture is difficult to accept in many societies because it leads people to live beyond their means through the purchase of branded products. In many societies it makes people dependent on various kinds of unnecessary as well as luxurious foreign products. The strong influence of American multinationals and Corporations like Coca-Cola and MacDonald's on culture and lifestyles around the world has become one of the much concerning issues (Tandon, 2004).

Several debates have arisen about the impact of globalization especially cultural globalization. John Tomlinson (1999) is one of the scholars who have contributed a lot on the case of the impact of cultural globalization. John Tomlinson (1999) notes the importance of considering cultural practices as central to the phenomenon of globalization. Anthony Giddens (1990) defines globalization as "the intensification of worldwide social relations, which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa" (p. 64). Giddens explains globalization as the spread of modernity and discusses time-space distanciation, referring to the way in which instantaneous electronic communication erodes the constraints of distance and time on social organization and interaction. Some other scholars such as Robertson (1996) talk of a global culture and 'global consciousnesses.

Martin Albrow (1996) moves further, arguing that globalization results in a 'world society'. He defines globalization as *"all those processes by which the peoples of the world are incorporated into a single world society, global society"*. This notion of a single global society implies homogenisation, which has led to the debate about whether globalization results in homogenisation or heterogenisation (Martin, 1996).

Malcolm Waters (2001,p.5) defined globalization as a process in a *"social process in which the constraints of geography on economic, political, social and cultural arrangements recede, in which people become increasingly aware that they are receding and in which people act accordingly."* Arnett (2002) defined globalization as a process of cultural interchange has not been a novelty to people around the world. The process of globalization has expanded to an unprecedented extent in recent times with the

8

development of new information technology and global economy. While some scholars continue to discuss about the effects of increasing globalization in the world, some psychologists have started to question its effects on people's sense of identity (Jack & Lorbiecki, 2007; Kjeldgaard & Askegaard, 2006; Nett & Hayden, 2007).

Along with other influences, Arnett (2002) argued that the process of globalization also influences the sense of identity of a person. So it is also essential to make research on the the psychological consequences of globalization on a person. In this regard, globalization has become a double-edged sword for many people in the world for their deep rooted sense of selves.

In recent decades, the young generation and adolescents around the world face both grater risks and opportunities simultaneously in their journey to develop a coherent cultural identity due to the intensification of the multiple processes of globalization (Arnett, 2003).

In other words, young people today are faced with a much more complicated world when they attempt to make choices about their values, beliefs, and ideologies. The young generation and adolescents face many difficulties in relating to the global culture because it differs drastically from and sometimes contradicts their local culture (Arnett, 2002). For example, global culture has as its characteristics individualism and consumerism, which is in contrast to the cultural tradition of collectivism and frugality in Asian countries. As a result, adolescents in these countries are faced with a cultural dilemma that puts added stress to their identity formation process. Arnett (2002) attributes the rise of social problems among adolescents in non-Western countries, such as substance use, prostitution, homicide, and suicide to the prevalence of identity confusion as a result of globalization.

Hermans and Dimaggio (2007) argued that the process of globalization extends the vision of people through economical, educational, ecological, informational and military connections. But at the same time, it encapsulates and hampers other's horizon as a reaction to new information and experiences that pose potential threats to their values and beliefs. As globalization gathers its momentum, few people are immune to the force of becoming multicultural individuals. "Cultural Shock" is one of the results of globalization and in many societies so called cultural shock is being experienced by people on their

own lands. An uncertainty which encourages groups and individuals to construct a counterforce of "localization" is being created through the impact of globalization on self and identity (Hermans and Dimaggio, 2007).

Young generation is first one who welcomes the new culture. Youth culture is highly globalized in many parts of the world. Adolescents as well as young generation are not only the major consumers of global culture, but also they are sometimes advocates and creators of the global culture. Young generation or adolescents welcome various kinds of avenues and opportunities to express their newly hybrid identities, such as the Quebec Hip-hop described by Sarkar and Allen (2007) in their studies of rappers of Haitian, Dominican, and African origin. However, Kjeldgaard and Askegaard (2006) challenge the myths of a homogenized "global youth culture." They point out that global youth culture usually becomes localized as adolescents in different parts of the world try to incorporate the global culture along with its symbols and meanings into their locality and everyday life (Bennet, 1999). Either "globalized" or "localized," youth culture seems to have become an integral part of the discussion on globalization and global economy.

In various parts of the world in those of less developed or developing countries, there can be seen a change in the character of various kinds of languages which occurs with the process of globalization. For example, one can think about Hindi or the kind of English spoken or written in India; a perceptible change can be seen. There is an intrusion of various kinds of new words in the vocabulary of daily usage (Tuhus, 2002a).

English is a dominating language which is used in business, diplomacy, computer and internet and many more. English of American variety gets fair popularity all over the world especially in South-east Asia. About eighteen per cent of the total people of the world currently speak English. There are many studies attesting to the difficulty of acquiring morphological case in second language acquisition, this result supports the idea that languages adapt to the cognitive constraints of their speakers, as well as to the sociolinguistic niches of their speaking communities (Bentz, 2013).

The new global culture signifies deterioration and the emergence of a borderless world. Globalization has greatly increased the means through which nationals of one country actively take part in another country's cultural, economic and political life. Some hold that

this leads to consumer culture which is not plain consumption (Naim, 2002). One society is influenced by consumption habits of other societies. These influences are being more and more powerful. Consumer culture can be seen as the bundle of goods and services consumed, and the composition of this are not determined mainly on the basis of real needs and the capacity of payment.

According to John Tomlinson (1997):

"The relationship between globalization and culture has been approached from a different angle. The relationship between the two is not unilinear. Both of them influence each other. Globalization lies at the heart of modern culture; culture practices lie in the heart of globalization. This is the reciprocal relationship."

(John Tomlinson, 1997)

Globalization alone cannot form a cultural mixture or new element of cultural dimension because of absence of its active and direct performance. Yet, it breaks down the national boundaries to expedite the flow of goods and services that are the running sources of cultural transformation. Legal and illegal flows of goods and services have been common feature of the world and here is observed that irrational flows increase crimes, corruption and socio-political unrest in the developing countries.

Culture, globalization and international relations have increasingly interdependent which enables a country or people to be influential and powerful. At the one hand, rare cultures are becoming increasingly diminished through the process of globalization; on other hand certain cultures and traditions are becoming preserved. The popular cultures are used to benefit the majority and create solutions to various issues. The process of globalization has been accelerated with the favor of many, but it favors only a few. The resources of a country play an important role to the future and survival of its culture. A country has to offer and continue constant struggle for harmony and prosperity on which international relations depends. The study of foreign affairs and relations is closely related with the international relations. International relations include different complexes such as economic, social, and cultural relations and all are crucial in diplomacy. Globalization emphasizes capitalism and corporations, rather than small businesses and socialistic (or according to western cultures, communism) ideals. Globalization favors the rich,

powerful, and influential and ignores the needs and demands of whom the successful depend. It is a balance between the developed and the poor, and does not create equality or harmony for all.

Culturally, globalization may connect some cultures or people, but at the same time, it often pressures or ignores culture boundaries. For example, English or Western cultural beliefs and lifestyles are being imposed on to many different parts of the world and show little or no acknowledgement of less common, sometimes rare cultures. Smaller cultures share "differential knowledge" than the Western world in many areas (culture relations). Cultural violence is one of the daily terrible phenomena in both national and international levels which is occurring mainly because of globalization. Such violence can be seen in Egypt, Bangladesh, Pakistan, Palestine, India, Myanmar, Afghanistan, Iraq, and Yemen. The negatives are reflected in the rising trend of cultural violence, armed reactions to cultural imperialism and increasing dominance of a consumer and self-oriented society leading to erosion of spiritual and community–oriented values worldwide. There are deferent types of violent responses to cultural clash such as terrorism, vigilantism and extremism (Parker 2005b:218).

The countries of South are not only affected by the international conventions. Moreover, Globalization can put a developed country such as Canada in a dilemma as well. Tom Ford (1997) described it in such a way, "…freer trade could bring us benefit. But each international accord, agreement treaty and understanding limits our freedom of action and may harm our culture (emphasis added)". In this case, national sovereignty is in threat because of globalization. Countries of south are more vulnerable to the enormous power of multinational corporations and multilateral development agencies. The multilateral agreement on investment (MAI) that is being hammered out currently by OECD world override a country's in the service of transnational corporations (McMurtry, 1997). John McMurtry (1997) notes:

"what unifies the diverse prescriptions of this extra parliamentary formation of a transnational framework of is the single, final goal of realizing corporate investment from any interference or Social condition set by national or local authority."

(McMurtry, 1997).

Globalization and communication are closely related. Depending on this connection, fashion and culture of a country is being changed. Indeed, many scholars have studied the connection between globalization and media and "most theorists agree that there is practically no globalization without media and communications" (Rantanen, 2005, p. 4). Terhi Rantanen (2005) highlights the role of media and communications in globalization, by defining globalization as a *"process in which worldwide economic, political, cultural and social relations have become increasingly mediated across time and space"* (p. 8).

Terry Flew (2007) argues that media have a central place in globalization due to three reasons: firstly, those media corporations have increasingly globalised their operations; secondly that the global communication infrastructure facilitates global information flows; and finally that global media play a key role in how we view events across the world in developing shared systems of meaning. This aspect of global media culture has been the main focus of media theorists.

Leah Lievrouw and Sonia Livingstone (2005) explained that new media expands the traditional concerns of media and communications studies by changing the focus from media production and audience *to "the artifacts and devices used to communicate…the activities and practices in which people engage in communication or share information; and the social arrangements or organizational forms that develop around those devices and practices"* (p. 2).

The possibility of a new dimension of globalization and new forms of global as well as local media flows is raised with the expansion of information technology, communication flows and global online networks. In broad sense, the development of new media technology allows media contents to flow across borders and enables users to become producers. And this leads to hybrid media forms in turn. The development of new technology and global communication system of the internet allows people to create as well as contribute to the news and provide new sources and forms of news. For example, alongside the convergence of previously distinct media technologies, there has also been a convergence in journalism of the roles of journalists and audiences, resulting in participatory journalism (Gillmor, 2006; Wahl-Jorgensen & Hanitzsch, 2008).

Another important example is the case of online communication. Social relations and social organization have been increased rapidly through internet (Di Maggio, Hargittai, Neuman, & Robinson, 2001; Wellman, 2002). The new communication system in the digital age has become possible with the emergence of new forms of online social networks. Online communities and social networks have led to debates about the emergence of new patterns of social interaction.

Individuals are reforming the patterns of social communication to create a new type of society with the development of new technology. This type of society is considered as the network society. Online communities lead to the emergence of new forms of sociability enabled by technology, a departure from previously spatially bounded social interaction.

An online network presents new formation as well as systems of global/local communication through which transnational activism is organized. A classic example of internet activism, where the internet is used as a mobilising resource for campaigns, is the case of the Zapatistas, which Manuel Castells (1997) has called the "first informational guerrilla movement" (p. 79). While the Zapatistas' struggle was a local one, the use of the internet as a transnational communication channel used to directly transmit messages and gain international support, led to 'global reverberations' for social movements (Atton, 2003).

New forms of media activism are being possible with the internet and the communications revolutions. Robert Hackett and William Carroll (2006) argue-

"the digitization and convergence of media technology which fuelled the accelerating process of globalization has…generated new opportunities for democratization through the media…and new incentives for democratization of the media, as computers and the internet bring new policy issues to the fore" (p. 96).

Without extensive observation, the global retailers cannot find success within cross-cultural consumption. In many cases, a product is produced in one country and consumed in another which is called cross-cultural consumption (Cvetkovich, 1997). Global retailers must adopt the cultures branding strategies of their target market to achieve

success across the globe (Daye et al., 2008). To achieve success in international market/ foreign market, understanding others cultures and adopting their ideas is important (Daye et al., 2008). It is also necessary for global retailers to study consumption patterns of different areas around the globe (Daye et al., 2008).

In Asia, many luxurious brands have been discovered for leading target market. In 2011, journalist Bretta Wassener stated, "With much of the West struggling to revive weak economies, Paris, Milan, and New York are no longer the dominant centers of global luxury spending" these brands have taken notes on several countries economical situations. As the west's economical situation declines, luxury retailers have migrated east to Asia where the economy is growing at a rapid pace (Wassener, 2011). While the United States struggles with high unemployment rates, the luxury industry which thrived there before is experiencing some change (Wassener, 2011). The taste of Asian shoppers and their desire to flaunt expensive goods are influenced by the luxury brands produced in dominant countries. Those who achieve success yearn to show it off and what better what to display success than to purchase luxury goods.

Thus the process of globalization affects our fashion industry. And for this, global retailers have to understand the cultural impact and consumption patterns of different countries in order to be successful. Global consumers become active and retailers make money when these aspects are taken into consideration.

The Media as Amplifier of 'Global Culture'

The Mass Media (such as Television, music), and in particular the New Media (such as the Internet) are important tools in the process of spreading the global culture to young people around the world. Consequently, it can be used as a platform for the networking of resistance. Researchers from Denmark, France and Israel found that media plays an important role to the ongoing process of globalization and the generations in those countries comparatively have more preference for transnational fiction and movie materials (particularly American 'soapies'). Besides these, a new sense of transnational social space is created with the help of internet. (Lemish, Drotner et al. 1998)

The western cultural influence of the media includes the tension between the homogenizing effect of a dominant culture on diverse cultures, and the inherent individualism at the center of the western cultural model. Through this, a "push and pull effect" of 'look alike' teenage role models are created which accelerates the ongoing struggle for individuality and identity which is at the heart of adolescence. When the individualism is blended with the aggressive market driven consumerism with the help of global media images of western lifestyles, it can be a rather toxic brew for youth living in poverty unable to attain the image. Sonia Livingstone describes this process whereby the popular culture is directed by modern marketing and it transforms the global citizen or viewer into the consumer. She also explained that "whether conceived optimistically or pessimistically, the processes of globalization of media and culture are seen by many as the means par excellence by which such social changes are effected". (Livingstone 1998)

Chapter Three

Globalization, its Characteristics and Dimensions

3.1: Definition of Globalization

It is difficult to give a universal meaning to the term 'globalization'. Different scholars have conceptualized as well as defined it differently to suit their research purposes. For Khoo (2003), globalization is understood as

"*the trans-boundary movements of capital, people, goods, information and culture, burst into intellectual awareness in the late 1980s and the 1990s.*" Khoo (2003),

The proponents of globalization, mainly the multi-billion businesses, international financial organizations and the core capitalist states, marketed it as a new and inevitable process that would benefit all societies, particularly the developing countries. Nevertheless, the financial crises in the 1990s, both in Europe and in the Asian countries, undermined globalization as a process that is beneficial. It became clear to the world that globalization was simply the furtherance of the imperialist project in a disguised way (Khoo, 2003).

On the other hand, George (1997) (Cited in Seeds Of Fire, 2000) argued that economic globalization contributed to accelerate the process of global inequalities as "*increased world trade had little to offer to the poor.*"

For Anthony Giddens(2006)-
"*Globalization refers to the fact that we all increasingly live in one world, so that individuals, groups and nations become interdependent.*"

*(*Giddens, 2006)

Even the United Nations Development Programme (UNDP), in its 1997 Human Development Report (Cited in Seeds of Fire, 2000) clearly mentioned that "*the greatest benefits of globalization have been garnered by a fortunate few.*"

The UNDP report (1997) suggested a better management of globalization in order to avoid world financial crises. It also offer opportunities for poor countries to have access to private capital, strengthening domestic institutions and inducing transnational and multi-nationals corporations to promote growth for poverty reduction. A quick glance at the world situation demonstrates clearly that none of the recommendations were realized given that world poverty has increased considerably, financial and economic crises have become common, and the disparities between the rich and poor countries have increased.

3.2: Factors Contributing to Globalization

There are several factors that that has contributed a lot in process of Globalization. According to Giddens(2006), these are:

➢ The rise of information and communication technology
➢ The information flows
➢ Economic factors
➢ Transnational Corporations
➢ The electronic economy
➢ Political changes

3.3: Characteristics of Globalization

- Globalization creates homogenization process of society and culture throughout the world by eliminating the barriers of time and space.
- Instant communication
- Interdependent Economy
- Economic collapse of different countries
- Diversification
- Free trade
- Privatization
- Creation of international market
- Diverse division of labor
- Free flow of goods and services
- Cultural infirmity in terms of a common pattern in dress, music, fast food, popular film, TV programs etc. throughout the world
- Structural changes through increases in the flows of people, money etc.

3.4: Dimensions of Globalization

There are mainly three types of globalization namely-

> **Economic Globalization**
> **Cultural globalization**
> **Political Globalization**

Economic Globalization:

Normally economic globalization means the intercontinental exchange of products, services, and labor where consumers worldwide use similar products made by the same corporation. Economies around the world develop greater capability to produce and export goods as they obtain capital, technology and access to distribution networks.

"Economic globalization refers to the increasing interdependce of world economies as a result of the growing scale of cross-border trade of commodities and services, flow of international capital and wide and rapid spread of thechnologies."

Shangquan (2000): 1

No national economy is an island now. To varying degrees, national economies influence one another. One country which is capital-rich invests in another country which is poor. One who has better technologies sells these to others who lack such technologies. The products of an advanced country enter the markets of those countries that have demands for these products. Similarly, the natural resources of developing countries are sold to developed countries that need them. Thus, globalization is predominantly an economic process involving the transfer of economic resources from one country to another.

Cultural Globalization:

It means the spread of one culture across national borders. In other words, Cultural globalization refers to the expansion and intensification of cultural flows around the world. Culture is a very broad concept and has many facets, but in the discussion on globalization, Steger means it to refer to "the symbolic construction, articulation, and dissemination of meaning." It also includes the development of a global culture, or lack thereof, the role of the media in shaping our identities and desires, and the globalization of languages.

19

"Cultural globalization refers to the transmission of ideas, meanings and values accross national borders". Inda & Rosaldo (2002): 3

Culture has increasingly become a commodity. Popular books and films have international markets. Harry Potter has readers almost all over the world. English movies are seen almost in all countries. Western pop music has become popular in developing countries. The reverse flow of culture is insignificant. The flow of culture is mainly from the North to the South. In the last few years the media owners of the West have shown interest in entering developing countries.

For example, Murdoch has opened TV channels (STAR News, STAR Movies and STAR Plus) in India. Cultural globalization has been facilitated by the information revolution, the spread of satellite communication, telecommunication networks, information technology and the Internet etc. This global flow of ideas, knowledge and values is likely to flatten out cultural differences between nations, regions and individuals.

As this flow of culture is mainly from the centre to the periphery, from the North to the South, and from the towns and cities to villages, it is the cultures of villages of poor countries which will be the first to suffer erosion.

Political Globalization:

Political globalization is the intensification and expansion of political interrelations around the globe. Aspects of political globalization include the modern-nation state system and its changing place in today's world, the role of global governance and the direction of our global political systems. In political globalization, national policies of one country are intertwined with those of other countries and many national problems can be solved through global cooperation.

Since long, efforts have been on to bring the whole world under one government. The League of Nations and the UN have been the efforts in that direction. It is believed that the world under one government will be safer and freer from conflicts: The UN has belied expectations, but a number of regional organisations like European Union, ASEAN, APEC and SAARC, and multicultural economic organisations such as WTO have come up.

The member-states remain sovereign, but through their obligations and commitments, they have, to some extent, integrated themselves to the concerned international organisations and groupings. The nation states are losing their power and TNCs have become most powerful. As a result, conflict between nation state and TNC is increasing.

Ecological Globalization

Topics of ecological globalization include population growth, access to food, worldwide reduction in biodiversity, the gap between rich and poor as well as between the global North and global South, human-induced climate change, and global environmental degradation. It also means the interdependence of countries to work together to solve environmental problems. For example-Going green, working together to make a better living environment.

Social Dimension of Globalization

The social dimension of globalization refers to the impact of globalization on the life and work of people, on their families, and their societies. There have been many concerns and issues about the impact of globalization on employment, working conditions, income and social protection. The process of globalization not only influences economy, trade and investment but also every aspects of society. Along with the world of work, the social dimension of globalization encompasses culture and identity, security, exclusion or inclusion and cohesiveness of families and communities. The impact of globalization varies from society to society. The ongoing process of globalization has brought about new potentials for development and creation of wealth. There are diverse perceptions and views among people about the social and economic impact of globalization. Specially in developing countries, the process of globalization influences the interests and opportunities of different sectors as well as economic and social actors.

Although unprecedented wealth and resources have been created through globalization process, but at the same time, it widens the income gap inside and between countries and enduring unacceptable levels of absolute poverty in societies. In many countries, core labour markets are under attack with globalization which tends to undermine national protections of basic workers' rights or render them irrelevant. It has become one of the concerning issues that people and governments are losing their power and control over the process of globalization. There is a lack of legitimacy of the intergovernmental

institutions that can only worsen until peoples' social, developmental and environmental concerns are properly addressed by the multilateral system.

Globalization operates on a cross-cutting "ideological dimension" filled with a range of norms, claims, beliefs, and narratives about the phenomenon itself. Some argue that the present model of globalization has exacerbated problems of unemployment, inequality and poverty, while others contend that globalization helps to reduce them. (MacEwan, 1990; Martin, 2000)

3.5 Threats of Globalization

World Bank has presented the new world development report [1900/2000] under the title "Entering the 21st century" and governments escape responsibility if they change every few years and blame their predecessors. The World Bank lists six major issues of the 21st century:

1. Poverty
2. Population growth
3. Food security
4. Water scarcity
5. Climate change
6. Cultural preservation.

Five forces can be emphasized among many powerful forces which are reshaping the development of landscape:

1. Innovations in technology
2. The spread of information and knowledge
3. The ageing of populations
4. The financial interconnectedness of the world
5. The rising demand for political and human rights.

Besides this, it is very challenging for developing countries like Bangladesh to cope with the following ingredients-

- Globalization
- Trade in goods and services
- International flows of capital
- Global environmental issues (climate, biodiversity)
- Localization
- Decentralisation of political power to sub national levels of government
- Movement of population and economic energy towards urban areas
- Provision of essential public services in these growing cities

(Source: http://www.sai.uni heidelberg.de/abt/intwep/zingel/golden99.htm)

Chapter Four

Globalization and Bangladesh

The word 'Globalization' is a new one, which is being used, is the 21st Century. It includes the expanded trade and commerce relationship all over the world by creating a borderless market, interchange of manpower, the amalgamation or interchange of rituals, concepts and ideas among cultures. Also it may be seen as a multicultural village and sometimes it may refer to a huge global family where more than six billion people are living together. Globalization has far-reaching impact on every aspects of life. With the help of modern communication technology, media and rapid transformation facilities, the world has become a village where one can see anything and go anywhere within the shortest possible time. That type of facilities also helps commercial corresponding between each other country. We also can learn how a country developed their selves. It is also helpful for educational system. We can learn about the lacking of that part. Different types of books are available in media.

Bangladesh is not beyond the touch of globalization. The ongoing process of globalization also touches our country. We can see the far-reaching impact of globalization on Bangladesh. In many underdeveloped and developing countries including Bangladesh, investors from industrially developed countries are coming to invest their money and it is occurring through globalization process. And such investors are capturing the local market of Bangladesh. They are getting cheap labours and earning a lot of benefits. As a result the poor become poorer and the rich become richer. This is happening through globalization process. It has a great effect on capitalism.

Globalization invited itself into Bangladesh roughly 2 decades ago, in the 1990's. With this, the process of globalization brought much opportunities and facilities for the economy of Bangladesh. It opened the door of foreign investment. Yet the results of globalization are less promising. Through this process of globalization, foreign companies started to enter into our country.

After the emergence of globalization in Bangladesh, the country has experienced the following transformations:

- ➢ **Radical social transformations**
- ➢ **Economic transformations**
- ➢ **Tension between tradition and technology**
- ➢ **Dependence on other countries**

Bangladesh is one of the poorest countries in the world and still now we struggling with poverty and hunger. In many cases, globalization gives us more freedom to fight poverty and hunger. However, Bangladesh has become a modern country after opening its borders to free trade and investment through globalization process. In the age of information technology and communication, the ideas of globalization and modernization have been accelerated out of the capitalist market mentality. Holton (1998) argued that-

."*Globalization occurs when an organization extends its activities to other parts of the world, actively participates in other markets, and competes against organizations located in other countries*" (Holton, 1998; p.36).

Many foreign companies have entered into the market of Bangladesh. Our companies are also allowed to enter foreign markets. Globalization crosses the international borders and increases the competition in the global market place. In the age of information technology, our culture and social life are influenced by the ongoing process of globalization. In the modern world, globalization also has an impact on our culture and social life. For example, MacDonalds introduced American fast food to other parts of the world including underdeveloped and developing countries. Different cultures of different countries have been introduced in our country by foreign media.

Our history says that we have been behind from the modern world during the colonial rule, for our anti-globalization movement. Both Britain and Pakistan ruled Bangladesh for 200 years and 23 years respectively. They used their power to exploit the Bangladeshi people and there was no democracy or freedom. This kept us separate from the rest of the world and made it impossible for us to become a modern country. Jahan (2001) argued that, "The birth of Bangladesh in 1971 was the first instance of an ethnic linguistic nationalist movement succeeding in creating a new state in the post-colonial period"

(Jahan, 2001; p12). Our independence gave us the opportunity to share knowledge with other nations and led us towards modernity.

The process of globalization brings some benefits for our country. The living standards of poor people in Bangladesh have been increased with the process of globalization. New employment opportunities have been created as foreign investments and industries are increased with the process of globalization. Even women are becoming more conscious about their condition and large number of women is participating in job sector. Thus women started to enter the male dominated public place. Because of the traditional cultural norms of behavior for young women, they were not allowed to show their faces in pre-modernized Bangladesh. But the situation is changing day by day. Jahan(2001) argued that- "Foreign investment creates 10,000 new jobs every year in Bangladesh" (Jahan, 2001; p.64).

Increasing globalization is motivating the Bangladeshi people and increasing the modernity in our society. "Motivation refers to the forces within a person that effect his direction, intensity, and persistence of voluntary behavior." (McShane, p-62). Foreign investments create high paying jobs, which require more knowledge and skill, therefore motivating people to work for a higher education. Bangladeshi students are performing better than before. Advertisements for foreign products also motivate people. Globalization allows foreign companies to advertise their products in our country. When people watch advertisements for expensive foreign products, they want to buy them even if they don't have the ability. This motivates people to strive for a higher education to increase their skill level thereby increasing their income. Motivated Bangladesh people are making our country modern.

Bangladesh has largely benefited from the transfer of technology. One nation cannot produce everything, because it has limited resources. Globalization gave us the opportunity to use modern technology. We got world-class telecommunication technology, which was not possible without foreign investment. For example, a telephone company that had been monopolizing mobile telecommunication services since 1992 was diminished by the global movement. At that time only a few people were able to use it, for it was incredibly expensive and their services were below average. They also provided very few jobs in that sector. When some other foreign companies entered our market, the monopolist company lost its power. Now the competitive activity of many telephone

companies has increased competition, people's income levels, and employment opportunities, which in turn has substantially reduced poverty.

Modern telecommunication technology connected us to the rest of the world. In comparison with the modern world, our country is also getting technological advantages like computers and the Internet, transportation and online banking. We are earning foreign currency and creating many new jobs by exporting computer software. Globalization has made a big social and economic change in Bangladesh.

Face book in Bangladesh

With the development of information technology, facebook has become a popular source of communication around the world. In Bangladesh the users of facebook are increasing day by day. The following table shows us the situation of Bangladesh:

Table: Number of facebook users in Bangladesh

Year	Number of facebook users
2009	96 thousands
2010	13 lakh
2011	23 lakh
2012	33.52 lakh
2013	68 lakh
2014	1.08 crore

(Source: "Prothom Alo", 01/12/2014, p-9)

The process of globalization also influences sports. Many international sporting events are organized from time to time. Many game like cricket, football, international computer programming competition is held in occasionally. We can see these on BTV, BTV world channels. And due to the success in cricket Bangladesh now is well known to almost all. We can see all the sporting events sitting in our room without going the sports spot. Although globalization has put the countries of the world are like families in a village. But this process has also some disadvantages. We have to keep our eyes open and act wisely if we want to welcome the benefits of globalization and avoid disadvantages to save us from its troubles.

Globalization has strong impact on the culture of our country. And global media is playing an important role in such impact. This process also helps to break down prejudice and broaden outlook and then develops international brotherhood. The culture of Bangladesh is a blend of various kinds of tenets such as regional tendencies, religion and tradition. Through globalization process, the traits of western culture has entered into our society and disturbed the balance of our mentality and social psychology.

In our country, some people are highly attracted by the foreign culture. On other hand some others are defending their own cultures against the western ones. As a result, cultural conflict has been created in Bangladesh. More specifically, western culture has profound impact on the young generation of our country. The influence of Indian culture on our society can be observed at present times. All young boys and girls like to watch Indian programs. More specifically, women and girls enjoy much to watch *"Hindi Serials"*. In spite of so many Bengali channels, the young people of our country prefer Indian channels. This is occurring because of cable TV networks. As a result, Bangladeshi TV channels are losing their popularity and Indian culture is capturing the market of Bangladesh. The young generation of our country is becoming more interested to go to foreign countries. They are not conscious about the fact that ours have a friendly culture. Thus our native culture is becoming week.

Chapter Five

Theoretical Framework

Globalization has become a buzzword in recent years. It accelerates social changes. Social change due to globalization remains key themes for contemporary social theory. Sociology is an objective science and major social theorists are mainly concerned with social as well as structural change. Due to globalization economic, social and cultural changes have been occurring around the world. Local culture has been influenced by foreign culture through globalization process in Bangladesh. There has been a lot of research on the effect of globalization. For several decades, scholars have debated whether globalization has positive effects or negative effects. Several theories have been discussed below which are relevant to my study.

Time Space Distanciation:

"Anthony Giddens" is one of the most influential scholars who mainly emphasized on globalization. In his book "The Consequences of Modernity" (1990) Anthony Giddens argued that, due to development of communication technology, the older concept of time and space has been changed in modern time. Unit of measurement has been changed. For example, at earlier time going to America from Bangladesh for education was considered more difficult or impossible. But now because of communication technology, it has become easy. Mobile phone is another example of this. Through this we can talk with anyone from any corner of the world. Giddens argued, what happens because of time space compression. The breaking up of space and time, brought about by electronic media, has led to individuals being able to interact with one another and within frameworks of mediated interaction, regardless of special disparities. (Giddens, 1990).

Disembedding

Because of time space distanciation, another important process is occurring in modern society. That is disembedding. Time space distanciation is the prime condition of the process of disembedding. Disembedding means the lifting out of social relations from local contexts of interaction and their restructuring across indefinite spans of time space. (Giddens,1990). Globalization is closely related to this. Global culture is destroying the local culture. For example, Bangladeshi men wear shirt, pant and they think this has

become our own culture. But actually, it is foreign culture. This is called disembedding. Because of globalization, we are becoming disembedded.

Reflexivity

Due to globalization, society has become a reflexive society. Access is determined on the basis of knowledge and on the basis of this action is taken. Information is coming continuously in society and based on this information change is occurring in the society. Individual is knowledgeable agent and structure is changed through individual's action. Knowledge contributes to change the older structural determinism. When agent is changed, then structure is also changed. Thus cultural change is occurring. It changes the traditional culture (Giddens, 1990).

The Rise of Network Society (Manuel Castells)

Manuel Castells described in his book 'The Rise of Network Society' in 1996, a major project "The Information Age: Economy, Society and Culture". In his book he tried to describe and identify the causes and consequences of the rise of network society or information society elaborately. Castells argued that, emergence of information technology has formed a new type of society that dramatically changed and affected our self differently. As a result, different types of changes occurred in the field of society, economy and culture. Information technology has changed the society dramatically. New information technologies are integrating the world in global networks of instrumentality. Computer- mediated communication begets a vast array of virtual communication. Information technology has created the space of flow in network society (Castells, 1996).

The creation and development of internet has changed the communication system. It has accelerated the globalization process. Digital technology allowed the packaging of all kind of messages. Social changes are dramatic because of globalization, the technological and economic processes of transformation. For all the difficulties in the process of transformation of women's condition, patriarchalism has come under attack. Power structure has been changed. Homo sexuality is a major threat to value system in our country. We are now living in global network. We can communicate with any person of any country at any time (Castells, 1996).

And it has become possible because of globalization and information technology. "Facebook" is another important example of this. Through facebook people around the world may become connected. We can send any message to anywhere of the country within a second. Thus a global world has been created and it is influencing all the countries developed or developing.

Medium is the Massage (Marshall McLuhan)

In the discussion of cultural and technological globalization, the argument of Marshall McLuhan (1964) is very important. Globalization and communication are deeply intertwined. Marshall McLuhan is an early theorist who made the connection between media and globalization by combining two concepts: 'the medium is the message' and the 'global village'. The history of communication tells us the history of civilization. We find tremendous changes in various aspects including economic, social and cultural because of globalization. In this regard, media plays an important role (McLuhan (1964).

And for this, McLuhan (1964) strongly claimed that- **"medium is the message".** Everything is open today. Today we can communicate any person in any part of the world by email, facebook etc. The effect of globalization is becoming more intensified through media. For example, the people of Bangladesh are becoming influenced by bollywood culture as well as Hollywood culture by watching television. Satellite TV has brought many channels. Bangladeshi young girls and boys follow foreign culture in their dress pattern by watching such cannels. With his claim, Marshall McLuhan (1964) stressed how channels differ, not only in terms of their contents, but also in terms of how they awaken and alter thoughts and senses.

McLuhan (1964) popularized the idea that satellite channels are one of the most important forces that must be understood to know how the media affects society and culture. In medium theory, a medium is not simply a newspaper, a television, the internet, a digital camera and so forth. Rather, it is the symbolic environment of any communicative act. Media, apart from whatever content is transmitted, influences individuals and society and thus accelerates the globalization process.

Ferdinand Tonnies is another important scholar whose theory is also relevant in this regard. Ferdinand Tonnies is mostly known for his distinction between two types of social groups, Gemeinschaft and Gesellschaft. In his book "Community and Society" (1887), Tonnies used the term Gemeinschaft or community to refer to a type of social organization by which people are closely tied up by kinship and tradition. On the other hand, Gesellschaft or association refers to a type of social organization by which people come together only on the basis of individual self interest. Here individuals are motivated by their own needs rather than a drive to enhance the well being of everyone. Natural will is important in Gemeinschaft. Natural will springs from our common shared experience as well as traditional relations. On the other hand, rational will is oriented towards the future and the effective achievements of specific goals. Tonnies emphasized on the fact the process- how emotional people become calculative. Love is a charismatic of rural area. But in urban areas, it is transformed into relationship and there is no love in this relationship. Through this process, emotional people become calculative. In Gesellschaft, relationships are instrumental. Here, every person strives for his own advantage. On the other hand, in Gesellschaft, emotion and sentiments are important (Tonnies,1887).

This theory is related to my study. We can discuss the impact of globalization through this theory. Through globalization process, local culture is destroying. Our Bengali culture is influenced by foreign culture. At earlier time, the people of our country were very emotional, sentimental about our tradition. But gradually, this sentiment is decreasing through the influence of media as well as foreign culture. In our country people are becoming calculative. Family bondage, kinship is weakening. At earlier times, everyone used to live in joint family and they have no objection. But at present, everyone prefers nuclear family and wants privacy. Now in Eid day, children like to eat in KFC or fast food restaurant rather than in home in our country. So they are moving from gemeinschaft to gesellschaft.

Another important theoretical framework of this study is built on "dependency theory" (1950s) that suggests that tremendous changes within social and political structures of developing countries which are associated with globalization negatively impact socio-economic development. Dependency thinkers consider cultural globalization as a procedure of cultural dominance and regulation. They used the term cultural imperialism instead of using cultural globalization. By using the term cultural imperialism, they try to

show the systematic penetration and domination of cultural life of the west. Dependency thinkers argued that, media creates dependency and contributes in establishing of hegemony of authority. Economic imperialism and cultural imperialism are closely related. Cultural penetration, manipulation and persuasion are created by cultural globalization. Proponents of dependency theory argued that-

- Cultural anesthesia is created by cultural globalization.
- Media helps to capture the market through globalization process.
- Westernization is occurring.
- Hindigenization is occurring.

Proponents of Dependency theory urged that, the process of globalization is not going on equally. Through this process, west is more developing while the east is becoming more dependent. Cultural imperialism is creating dependency weakening native culture. Through this process developing countries are becoming economically, financially and culturally dependent. Cultural imperialism undermines local culture. As a result, hybrid culture has been created. There are also two things which are related to cultural imperialism. Such as-

1. Cultural invasion
2. Cultural outvasion

Cultural invasion means the process how foreign culture is entering into and capturing the local culture. It is making the local culture poor. For example, in our country cultural invasion is occurring. Indian culture as well as American culture is weakening our own culture. Now Bangladeshi young girls, boys and women are adopting foreign culture in their lifestyles rather than *bangalee* culture. In this process, our local culture is becoming weak.

One of the most important scholars named Arjun Appadurai (1996) focused on the debate between cultural homogenization and cultural heteronization. He argued that, through globalization process, media breaks the older concept of national identity by in association with commerce and consumer fantasy. The main philosophy of Appadurai is- one man's imagined community is another man's political prison. When the culture of neighboring country is comparatively similar, then it becomes a major threat. This

condition is occurring in our country. Most of the people of our country follow the culture of our neighboring country India. Indian culture is also capturing the market of our country (Appadurai, 1996).

For example, in most of the occasions, Bangladeshi young girls prefer the dress pattern of the actors of Hindi serials such *khushi jama, pakhi jama, jhilik jama* etc. Indian movies, music etc. are becoming more popular in our country and Bangladeshi movies are losing their popularity. Even Bangladeshi people use Indian or English songs as their mobile ringtones rather than Bengali songs. And thus we are becoming more dependent. Another important dependency thinker is Andre Gunder Frank (1966) who argued that developed countries are becoming more developed and developing countries are becoming more poor and dependent through globalization process. Through globalization process, western world imposes their own ideologies and cultures on the developing countries. A.G. Frank used the term center/periphery, satellite/metropolis to explain this condition. (Frank, 1966).

In this regard, media plays an important role. As main technological development belongs to western world, third world countries become more dependent on them. Through this process, foreign culture invades local culture as well as replaces local culture.

The Globalization Debate

Globalization is one of the key research fields in social sciences and also continues to be a hotly debated topic. It is very difficult to give a single definition of globalization; as with all core concepts in the social sciences, its precise meaning remains contested. David Held and Anthony McGrew defined globalization as process which "denotes the expanding scale, growing magnitude, speeding up and deepening impact of transcontinental flows and patterns of social interaction" (McGrew, 2002).

Ronald Robertson (1992) is one of the most important sociologists and considered a key founder of the concept of globalization. He defines globalization as "the compression of the world and the intensification of consciousness of the world as a whole" (p. 8). An excellent overview of the historical development of globalization has been provided by Robertson. He argues that an interest in globalisation arose from a division between sociology, which dealt with societies comparatively, and international relations and

political science, which dealt with societies interactively. However, as this division became destabilized, an interest in globalization developed as a result of new academic fields such as communication and cultural studies.

A useful framework for analyzing globalization is provided by Held and McGrew (1999). They emphasized on three main schools of thought in globalization research. Such as:

- The hyperglobalists
- The skeptics
- The transformationalists

Hyperglobalists argue that we live in an increasingly global world. Globalization is a direct threat to the nation state, which diminishes in power as the global marketplace comes to rule. Their focus is on economic globalization, which is argued to denationalize economies, creating global markets that transcend state control, resulting in a loss of autonomy and sovereignty for the state.

The second school, the skeptics, argues that globalization is a myth (Hirst & Thompson, 1996). They argue that what the hyperglobalists describe as economic globalization is just a heightened level of economic interdependences. Therefore, they do not think the current global situation is unprecedented. Skeptics also question what exactly is 'global' about globalization – if it is not a universal phenomenon, and then the concept is not valid and lacks specificity. For example, skeptics point to the fact that much of the economic interdependence is limited to OECD countries, and are therefore not really global.

The third school, transformationalists represent a synthesis between these two competing approaches. They argue that globalization has structural consequences and is a driving force in society which influences political, social and economic change (Giddens, 1990; Held & McGrew, 1999).

Globalization is not just a shift in the intensity of exchange, but leads to a re-articulation of political, cultural and economic power. There is a structural transformation and a global shift in how power and authority is organized (Held & McGrew, 2007). The best example of this is the change in state sovereignty and autonomy. There has been a

'reconfiguration of political power' (Held & McGrew, 2007) which is understood as neither globalist nor skeptic but transformationalist. Globalization is not a debate about either convergence or divergence, but represents a dialectical process, which can both integrate and fragment, creating both winners and losers.

Anthony Giddens (1990) defines globalization as "the intensification of worldwide social relations, which link distant localities in such a way that local happenings are shaped by events occurring many miles away and vice versa" (p. 64). Giddens views globalization as the spread of modernity and discusses time-space distanciation, referring to the way in which instantaneous electronic communication erodes the constraints of distance and time on social organisation and interaction.

Some scholars, such as Robertson (1992), talk of a global culture and 'global consciousnesses. Martin Albrow (1996) moves further, arguing that globalization results in a 'world society'. He defines globalization as "all those processes by which the peoples of the world are incorporated into a single world society, global society". This notion of a single global society implies homogenization, which has led to the debate about whether globalization results in homogenisation or heterogenisation.

In contrast to Albrow, Arjun Appadurai (1996) has more cautiously argued that the globalising cultural forces of media and communications produce complex interactions and disjunctures between different cultures. Appadurai (1990, 1996) discusses five 'scapes' which influence culture, and argues that these factors ensure cultural diversity, and not cultural homogeneity or domination. The five 'scapes', include ethnoscapes, mediascapes, technoscapes, financescapes, and ideoscapes. Ethnoscapes refer to flows of people, such as tourists and immigrants. Technoscapes include technology that crosses boundaries. Financescapes refer to flows of currency markets. Mediascapes refer to mass media technology and images. Ideoscapes also refer to images, but specifically to the political and ideological aspects. These 'scapes' influence culture not by a uniform effect, but through their 'disjunctures'. Thus, mass media plays a larger role in cultural diversity than in cultural standardisation.

Cultural Imperialism

The cultural imperialism debate gained momentum after decolonization led to new states in Africa, Asia and the Pacific. Scholars replaced colonialism with a new form of capitalist subjugation of the Third World: neo-colonialism, which was more economic than political, more ideologically than militarily supported. Scholars argued that neo-colonialist powers turned to symbolic means of control, which was facilitated by the integration of global telecommunications systems and the proliferation of television. Armand Matterlart (1979), Herbert Schiller (1991) and Oliver Boyd Barrett (1977) have proposed cultural and media imperialist theories. The mass media, fitting in with the spread of global capitalism, push mainly American culture that promotes ideologies of consumption, instant gratification, and individualism. The cultural imperialism thesis argues that media globalization will lead to a homogenisation of culture, identity and locale. Boyd-Barrett, one of the original proponents of media imperialism (1977), has revised his thesis to take into account different types of audiences, but argues that media imperialism remains a useful analytical concept.

Chapter Six

Methodology

For any scientific study, methodology is the most significant part to guide the whole process of conducting an empirical study. Generally, methodology incorporates the following central issues: research questions, hypotheses formulations, research design (including selecting areas and households, drawing sample size, interviewing respondents, developing questionnaire), techniques of data collection and analysis.

To conduct this study, I have followed a mixed methodological strategy in which both qualitative and quantitative methods are used. Sample survey has been taken as main technique. Moreover to ensure the quality of research, I have used case study as supportive technique.

6.1: Rationale of choosing Mixed Methodology

If I follow any one method, qualitative or quantitative, then it is not possible to find out the actual picture. So I have chosen triangulation or mixed method to conduct my study because-

- It includes both qualitative and quantitative methods in design, data collection and design.
- It is designed as complementary to provide information related to several research questions.
- It enables a researcher to explore various aspects of the same topic from different sides or angles.
- Mixed method gives holistic picture.
- It is easier to draw conclusion about the problem under the study.
- By using a mixed method, the researcher is able to broaden the dimension of the research.
- The findings of one type of study can be checked against the findings deriving from the other type of study.
- Quantitative data facilitates qualitative data and qualitative data facilitates quantitative data. As a result the researcher can obtain a more complete picture of human behavior and experience.

6.2: Selecting the study area

This study has been conducted in the Dhaka University Campus. The respondents of this study are the students of Dhaka University. Young generation can give us the information of actual modern as well as up-to-date fashion. After getting such information, I can find out the changes and compare with the cultural values and fashion which existed at earlier times in Bangladesh. For this reason, I have selected this area as my study site.

6.3: Sources of Data

The study followed both quantitative and qualitative approaches and data have been collected from both primary and secondary sources.

6.4: Primary sources of Data

The students of Dhaka University are the main target group who can explain the impact of globalization in changing fashion and values of our country. Because young generation always welcomes new fashion.

6.5: Secondary sources of Data

Secondary sources are books, reports, published research studies, newspaper, articles, seminar papers, documents available in the internet.

6.6: Drawing Sample size:

I have selected a total of 120 respondents from the students of "University of Dhaka" by using 'purposive sampling procedure.'

6.7: Interviewing the respondents:

For this study I have conducted survey from 26th September to 5th November, 2014. A semi-structured questionnaire with some options of being open-ended is directly administered to the respondents. The average interview time was one hour. For case studies, I have talked to the respondents in an average one and half hours using a check list having with important variables regarding the underlying factors of globalization.

6.8: Developing and Pre-testing the questionnaire:

Firstly, the questionnaire is consisted of some set of questions which have been divided into two major sections. The sections are as follows: (a) personal and demographic information, (b) Information about Globalization, Fashion and Values. Before starting the interview I have designed the questionnaire and completed pre-testing. I checked the translation, consistence, and integrity of the questionnaire. I finalized the questionnaire and showed it to my supervisor for final approval. During pre-testing the survey instruments, the following issues were considered:

- Use of easy words necessary for language issue
- The sequence of questions
- Providing appropriate skips in the questionnaire.

6.9: Techniques of data collection:

I have collected data by taking in-depth interview using a semi-structured questionnaire. In order to fulfill the gap of the survey method I have collected qualitative data through case study. Respondents were mutually exclusive for both qualitative and quantitative data collection methods and respondents were varying in the quest of age, gender and other specific purposes. A significant portion of my information came from in-depth interview.

6.10: Techniques of data analysis:

At first the collected data have been edited and classified according to its character. Then I have prepared frequency tables. After preparing the frequency table, I have calculated the percentage. Then the results have been analyzed critically following research objectives. Appropriate statistical methods have also been used. The answers to the open-ended questions have also been processed carefully. Processed data have been presented through appropriate graphs i.e., pie chart, bar diagram etc.

6.11: Reliability and Validity

Reliability and validity are so much important in all scientific research. But perfect reliability and validity is virtually impossible to achieve in a short time. In my study, the collected from the interview have been cross-checked to improve the reliability and

validity of the research findings. To ensure the reliability and validity, multiple indicators have been used and the concepts have conceptualized clearly.

6.12: Definition of the key terms used in the Study (Operational Definition)

- **Globalization:** Globalization refers to all of those processes by which people of the world incorporated into a single society or global society.

- **Culture:** Culture refers to the way of life of the members of a society or a group in a society.

- **Values:** Values means important and lasting beliefs o ideas shared by the members of a culture about what is good or bad and desirable and undesirable**.**

- **Fashion:** Fashion is defined as a distinctive and often habitual trend in the style in which a person dresses.

- **Identity:** Identity is not biologically defined rather it is historically and socially constructed. Identity can be seen as the feeling of continuity, identification and acceptance that individual experiences.

- **Social Change:** Social change is defined as transformations of the institutions and culture of a society.

- **Media:** Any device that carries massages between people is a medium (Jeffres, 1969). It includes both print and electronic media.

- **Cultural Imperialism:** It means the practice of promoting a more powerful culture over a least known or desirable culture.

41

6.13: Ethical Consideration:

Ethical consideration is an inevitable part of any research. Thus, to conduct any research, the researcher should be careful about the ethical issues (Baker, 1999). In this study, I have tried to maintain the ethical standards in every phase. I have welcomed the respondents with utmost warmth and cordially requested them to answer the questions. Then I tried to maintain confidentiality. All the respondents were ensured that the collected information will be kept confidential. Alongside, I have tried to ensure the privacy. The interview was conducted in such a situation where no external factors could influence. There were no involuntary pressures or coercion on the respondents to take part on this study.

6.14: Limitations of the Study:

Research is a complex, complicated and scrutinizing activity based on scientific knowledge and competence. During the study, I faced many non-sampling errors and problems, which is called limitations of a study.

➢ The major difficulty was the time constraint. Time for this study was not sufficient.

➢ For this, it was quite impossible for me to generalize the entire students of University of Dhaka.

➢ Some respondents were hesitant and some were reluctant to answer certain issues like, affair, family relationship etc. After persuasion of the discussion and explanation they personated me to carry out the conversation.

➢ The survey method has certain defects because it is highly individualistic. In some cases survey method failed to find out the actual picture of the situation.

➢ In those cases I have taken case study method for collecting data with long duration to understand the actual features.

➢ The lack of financial support was another difficulty for me. Lack of financial availability often hampered the continuous flow of work.

Chapter Seven

Presentation and Analysis of the Research Findings

This study is conducted in the University of Dhaka and the data have been collected from 120 respondents. The sample included respondents from undergraduate, graduate and post-graduate students. Their parents are from various occupations such as doctors, service holder, engineers, businessman, teacher as well as farmer. Here the data collected from the field study are given by table and graph with analysis.

Table 7.1: Age and Educational status of the respondents

Educational status		Age	Frequency
Undergraduate	First year	19-20	20
	Second year	20-21	20
	Third year	21-22	20
	Fourth year	22-23	20
Graduate		23-24	20
Post –graduate		24-25	20
Total			120

Religion of the respondents

The following figure illustrates that, as Bangladesh is a Muslim country, among the 120 respondents, I have interviewed, most of them (66.67%) are Muslims. Only a few numbers of them are Hindu (29.17%) and Christian (4.16%).
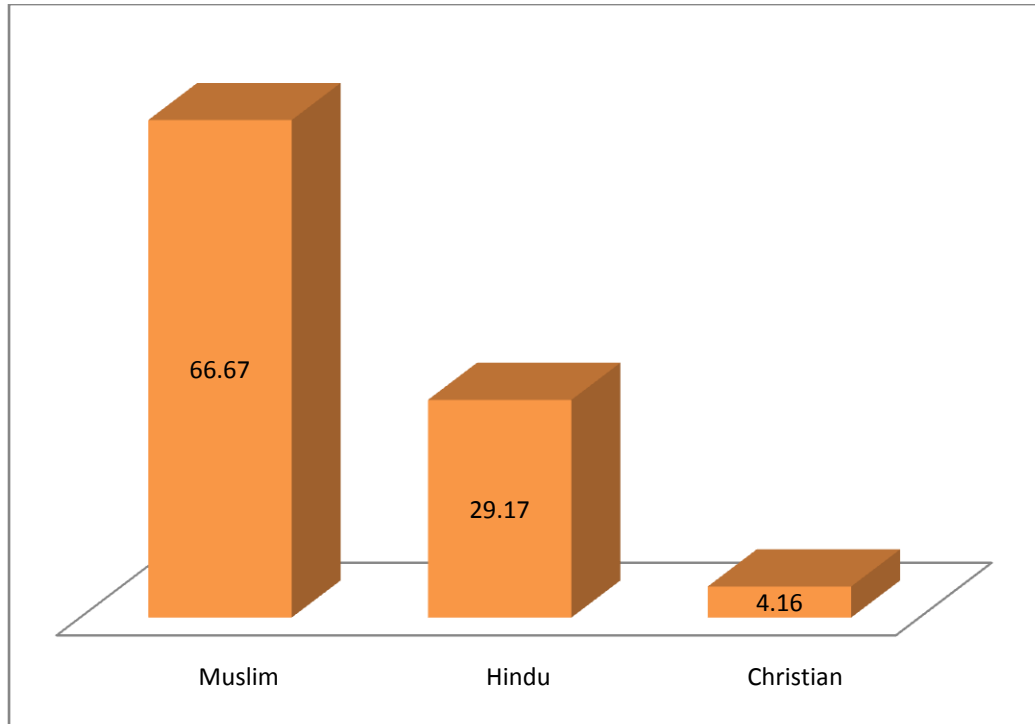
Figure 7.1: Religion of the respondents.

(The table of above figure 7.1 has been given in appendix- 3).

Place of Birth of the respondents

The respondents of this research are the students of Dhaka University. The figure shows that, 66.67% are from out of Dhaka. And only 33.33% are from Dhaka. Those who are from Dhaka are much conscious about the changing up to date fashion.
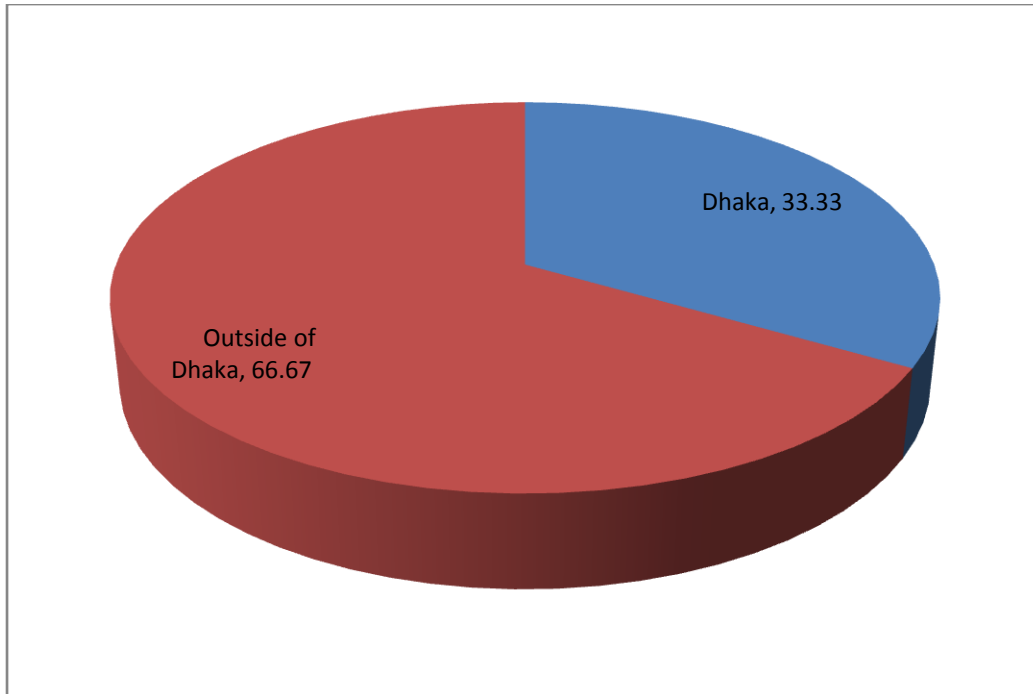
Figure 7.2: Place of Birth

(The table of above figure 7.2 has been given in appendix-3).

Type of family of the respondents

The family pattern has been changed in modern time. At earlier times, most of the families were extended families. All the family members used to live jointly. But this tradition has been changed present times. 50% of the respondents mentioned that they are from nuclear families and they prefer nuclear families. Even those (37.5%) who are from extended families prefer nuclear families in their future lives.
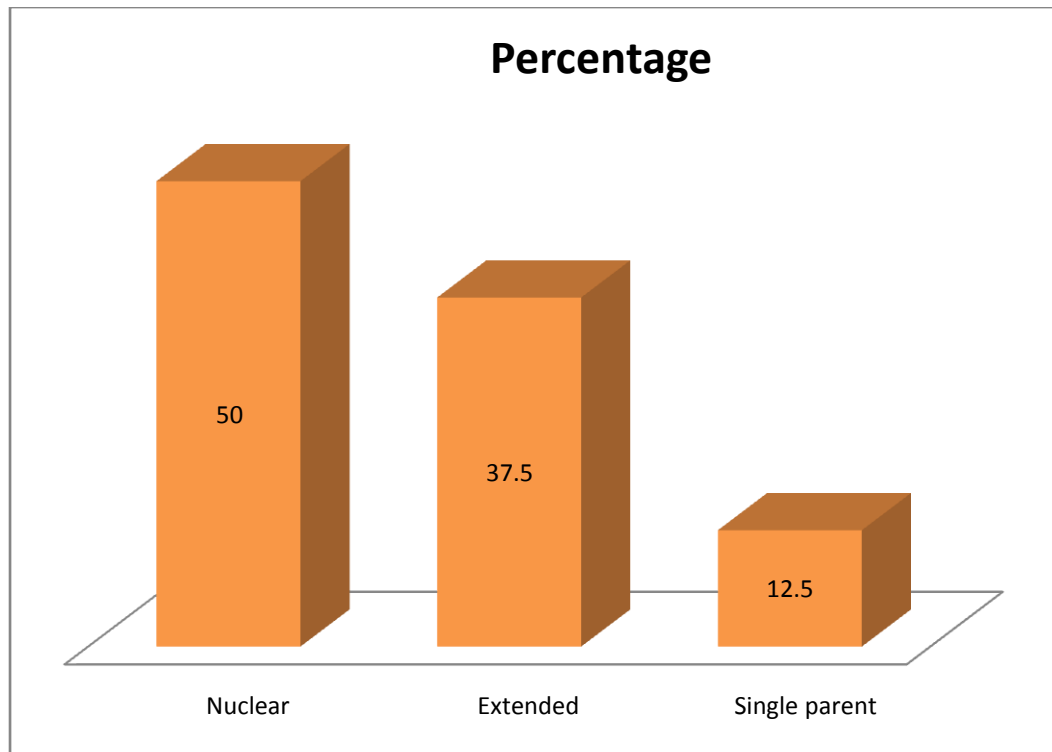
Figure 7.3: Type of Family

(The table of above figure 7.3 has been given in appendix-3).

Hearing the name of globalization

Globalization has become buzzword in recent years. All the respondents, I have interviewed, are university students. And globalization has become an important part of education especially in most of the departments of Dhaka University. Among the respondents, 91.67% have knowledge about Globalization. Only 8.33% have not clear concept about globalization. But they heard the term 'globalization'. So, it proves that, in a developing country like Bangladesh, globalization has become a familiar word.
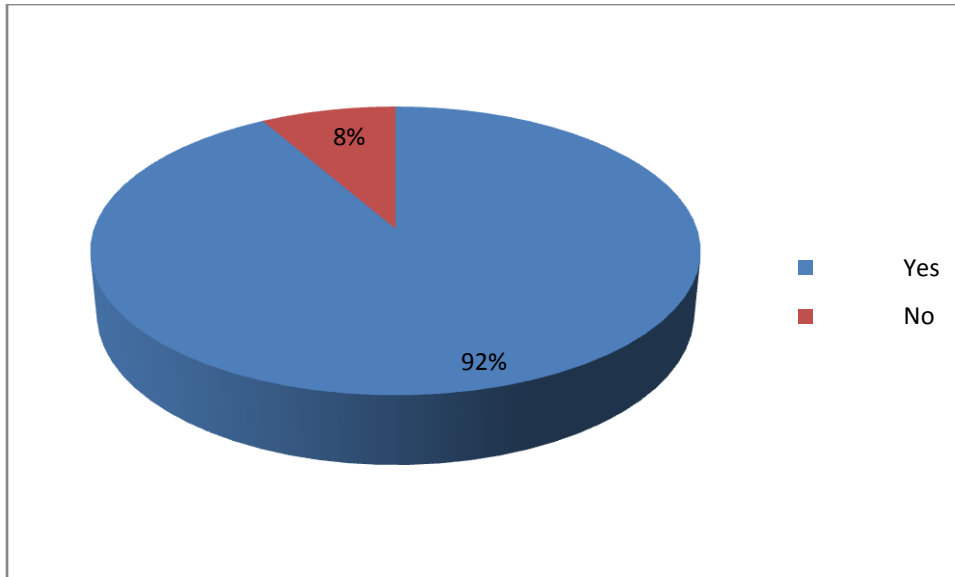
Figure 7.4: Hearing the name of globalization

(The table of above figure 7.4 has been given in appendix one).

Table 7.2: Type of media respondents like most

Type of media	Frequency	Percentage
Print media	40	33.3
Electronic media	80	66.67
Total	120	100

Media signifies that communication does take place directly through face to face interaction. Instead, technology plays an important role by intervening or mediating in transmitting messages from senders to receivers. Mass media includes print media (newspapers, books, journals) and electronic media (film, radio, television, broadcast, cable, satellite and internet). At earlier times, people depended only on print media. But at present time, most of the people especially young generation (66.67%) prefers electronic media most. And 33.3% prefers print media. Through electronic media people now can listen and see all the incidents what happen in each corner of the world. This accelerates the process of globalization.
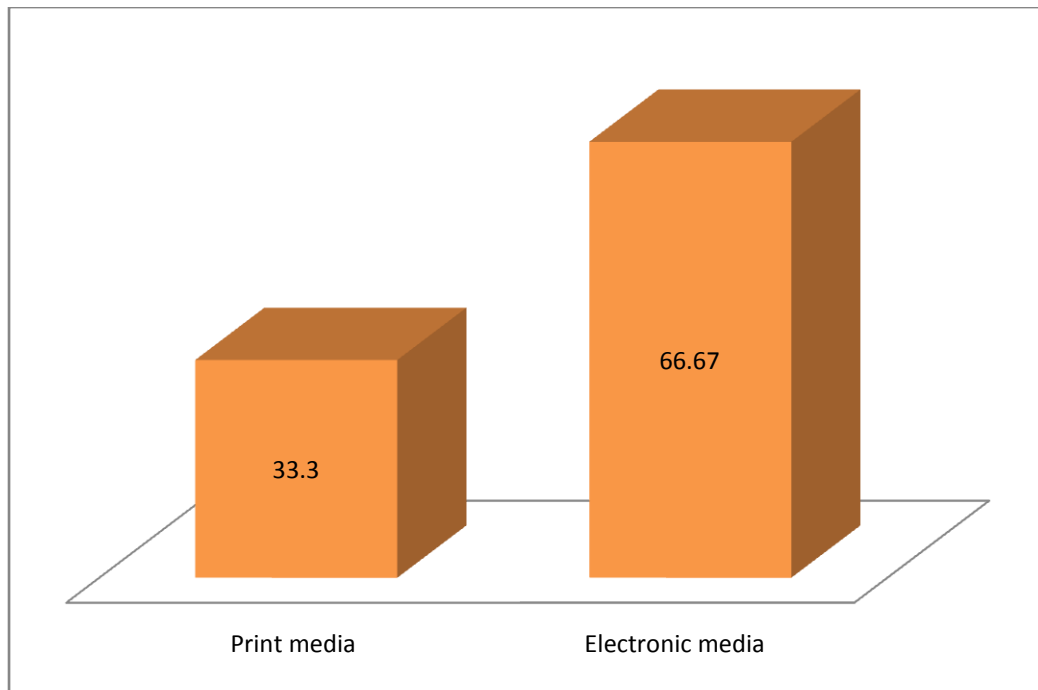
Figure 7.5: Type of media respondents like most

Source of entertainment

At earlier times, the sources of entertainment were playing games, visiting relatives or friends etc. but that situation has been changed at present time. The above table shows that, the sources of entertainment of young generation of present time include using facebook, watching TV and listening songs. 33.33% of the respondents use facebook, 25% watch TV, 20.83% listen songs and only 8.33% play games as their sources of entertainment. Not only that, a number respondent also said that they sometimes watch pornography as their source of entertainment. And such spread of pornography is a result of globalization and internet.

Table 7.3: Source of entertainment

Type	Frequency	Percentage
Watching TV	30	25
Listening song	25	20.83
Reading books	15	12.5
Using facebook	40	33.33
Playing games	10	08.33
Total	120	100

Type of program respondents like most

Bangladesh is one of the developing countries in South Asia. Because of globalization and satellite channels, the people of Bangladesh can see all type of programs such as Indian or English. But the above table shows that most of the respondents like Indian programs. 25% also like English programs. Thus the appeal of Bengali programs is decreasing.
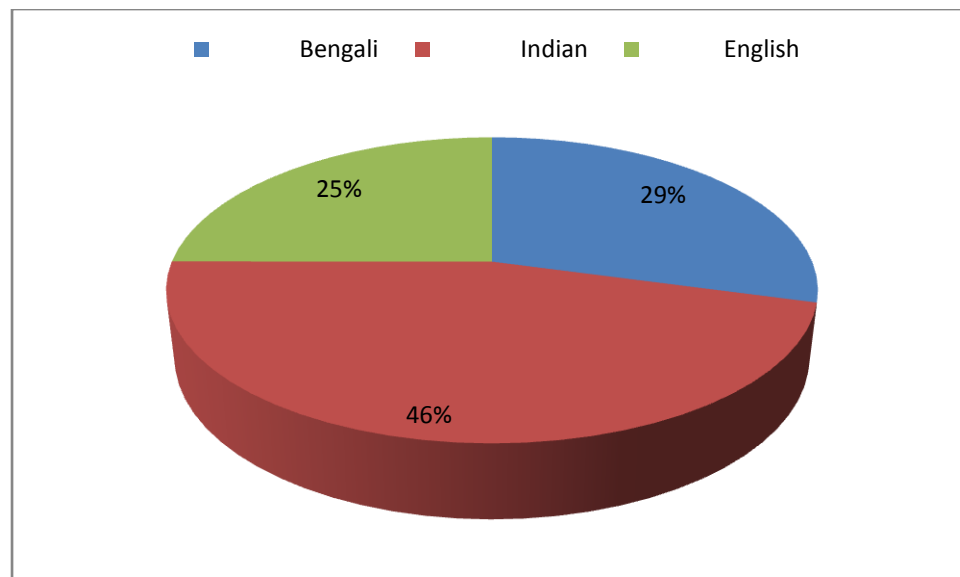
Figure 7.6: Type of program respondents like most

Favorite programs watching on TV

The above table illustrates that, being bangalee 33.33% watch Hindi serials and 29.17% watch Hindi movies. Only 16.67% watch news on TV. Another important fact is that, among the respondents, female students watch Hindi serials on TV much. They mentioned that, at the time of some popular serials (such as Ek hasina thi, Ess payer ko keya nam doo, Sath nivana sathia, dia or bate hum and Bojhena se bojhena) there is scarcity of sitting space in their halls namely shamsunnhar hall, rokeya hall, Bangladesh Quet maître hall. On other hand, most of the male respondents mentioned that they like Hindi movies.
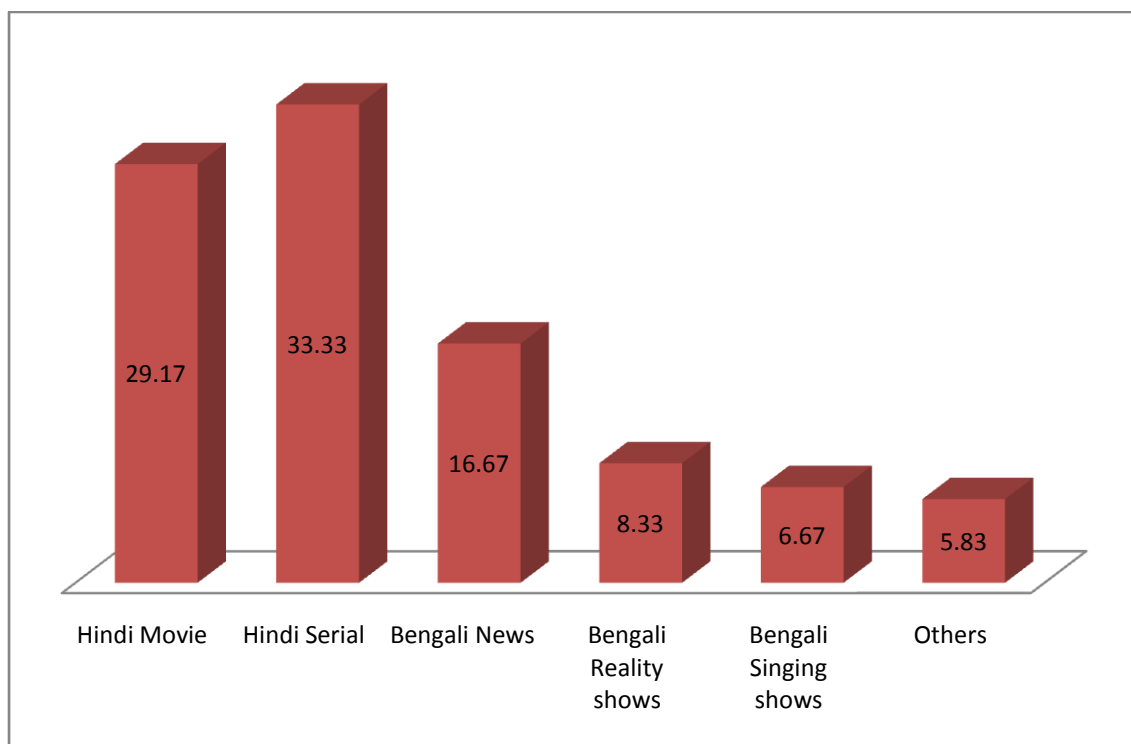
Figure 7.7: Favorite TV programs

(The table of above figure 7.7 has been given in appendix-3).

Table 7.4: Type of movies respondents like most

Type	Frequency	Percentage
Bengali movies	20	16.67
Bollywood movies	65	54.17
Hollywood movies	35	29.17
Total	120	100

The above table shows that, most of the young girls and boys like bollywood movies instead of Bengali movies. Only 16.67% watch Bengali movies. Among the respondents, Hollywood movies are mostly preferred by males. This situation is a threat to our Bengali culture. Because of the intrusion of bollywood and Hollywood movies, the popularity of our Bengali movies is decreasing. And we gradually we are becoming dependent on Indian as well as western culture.

Figure 7.8: Favorite channels watching on TV
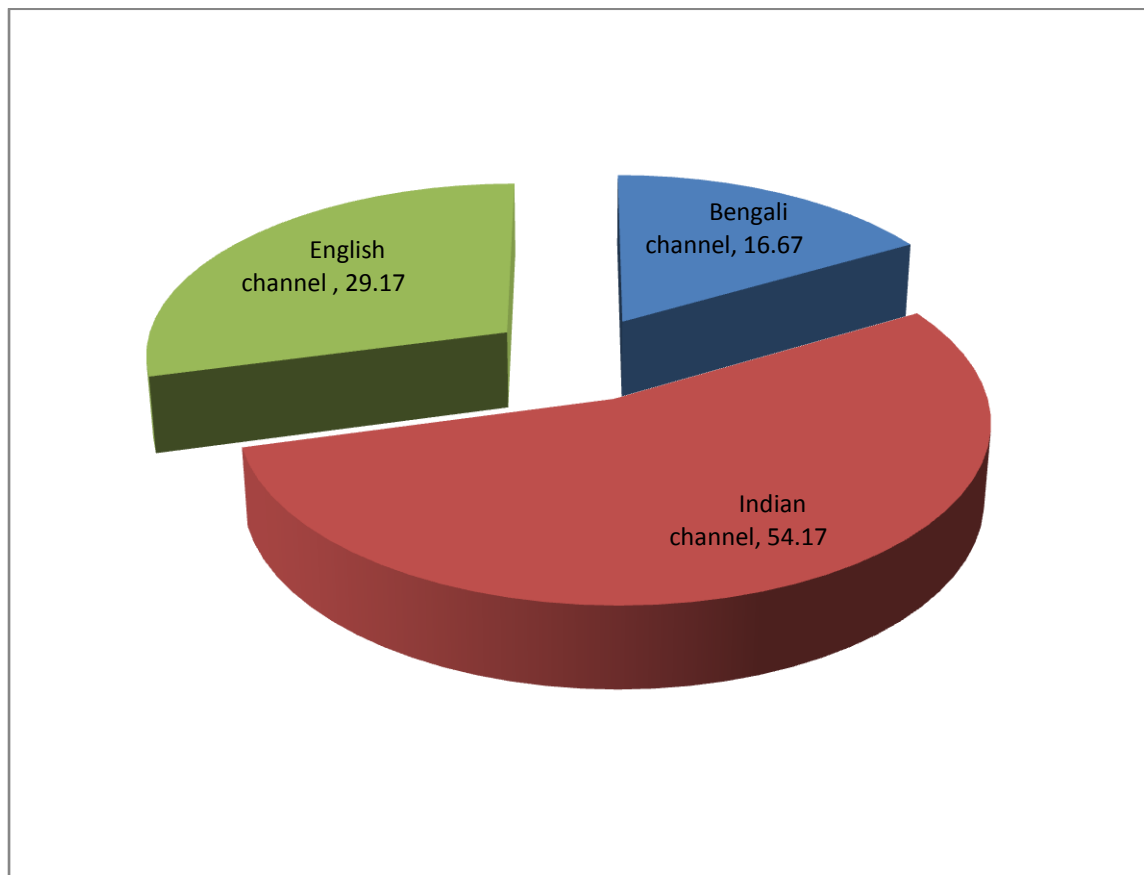
The above figure shows that, 54.17% of the respondents watch Indian channels such as star plus, star jalsa, star gold, Z cinema, Z Tv, sony, life ok, Z bangle etc. Only 16.67% watch Bengali channels. It means that, our Bengali channels are losing their popularity because of Indian channels. The young generation of our country also prefers English channels which is also a major threat to our Bengali culture.

Table 7.5: Dress Pattern of the respondents

Type	Frequency	Percentage
Traditional	40	33.33
Modern	60	50.00
Religious	20	16.67
Total	120	100

Because of globalization and electronic media, the traditional culture of Bangladesh is being changed. The dress pattern has been changed. At earlier times, *shari* was so much popular in our country. The women of our country used to wear *shari* at every times. At present, women wear *shari* at some occasion. 50% respondents like modern dress pattern. The young generation prefers *kamij, jins, tops, tea shirts* etc. only 16.67% wear religious dress such as *hizab, borka* etc.
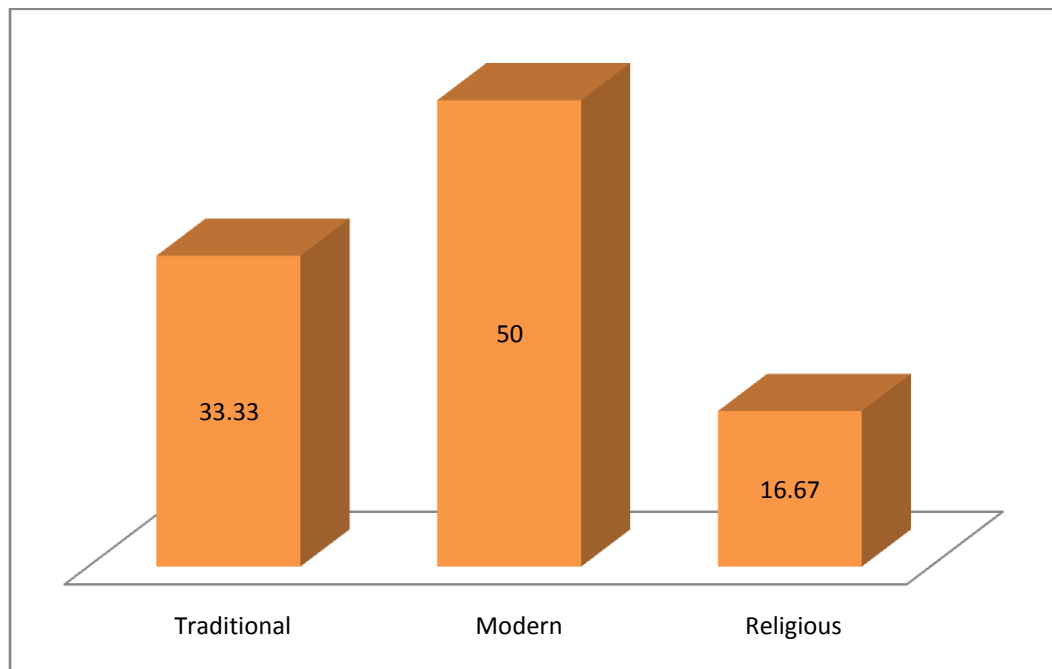
Figure 7.9: Dress Pattern

Type of fashion respondents prefer most

Fashion, both a business and a cultural good, has not been impervious to that: on the one hand, fashion is a multi-billion dollar industry that has to survive in a more and more competitive global market and produce for a trans-continental audience; and, on the other hand, it is also an immaterial good and the way it is transmitted, shared and created changes along with society. Both fashion and globalization are complex and multidimensional phenomena. Because of globalization, fashion is also changing in our

country. The people of our country especially women are more attracted by the Indian fashion. In many cases, they also follow western fashion. The following figure reveals that 48.33% follow Indian fashion and 36.37% follow Bengali fashion.
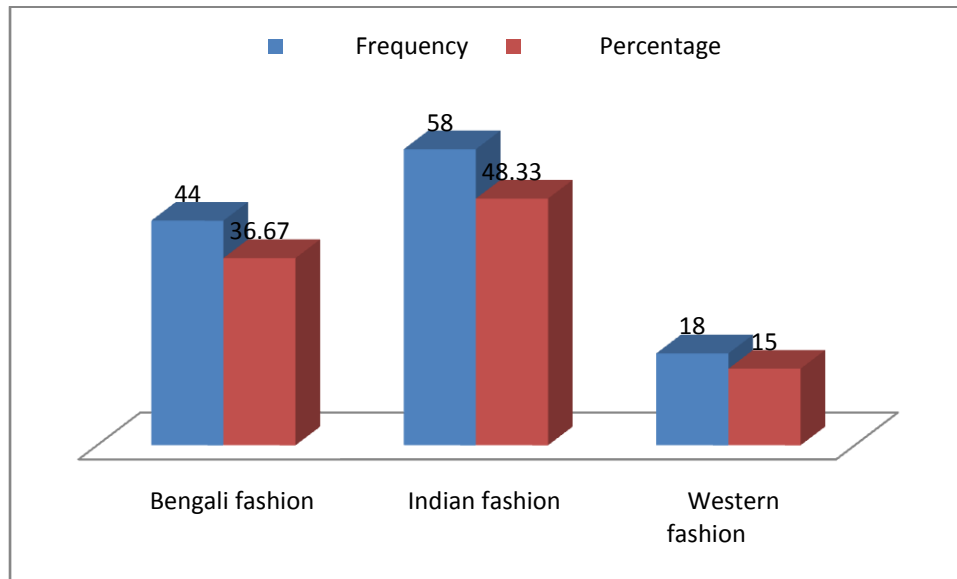
Figure 7.10: Type of fashion respondents prefer most

(The table of above figure 6.10 has been given in appendix-3).

Inspired by the advertisement

In recent times, advertisement has become very demanding business. Fashion industries are becoming so much benefitted through advertisement. For example, the advertisement of mobile phone companies attracts the audience all over the world. Priyanka Chopra is no more an individual; her body image is part of the culture of global business which further shapes the cultural practices of the young generation around South Asia. Among the respondents, 70.83% mentioned that they are influenced by advertisement.
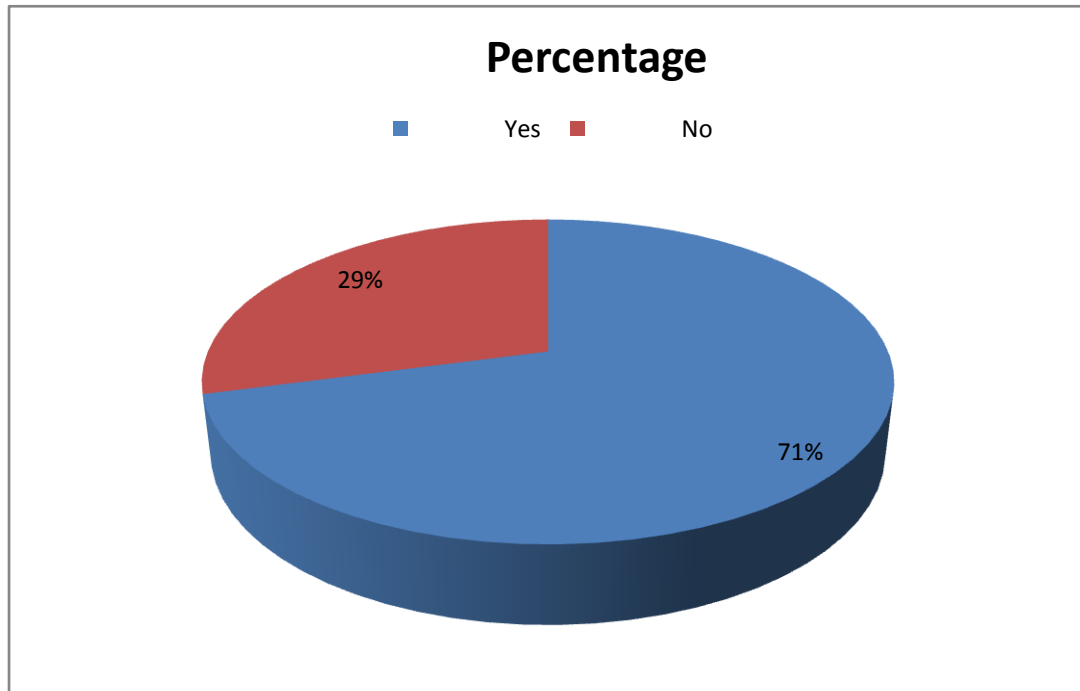
Figure 7.11: Inspired by advertisement

(The table of above figure 7.11 has been given in appendix one).

Table 7.6: Type of products respondents buy most

Type of products	Frequency	Percentage
Bangladeshi products	35	29.17
Indian products	50	41.67
American products	15	12.5
Others	20	16.67
Total	120	100

Being influenced by the advertisement, people buy those products which they like. At present time, the young generation of our country is tremendously influenced by Indian products. Even in internet they can choose the product and order the product. The table shows that, 41.67% of the respondents buy Indian products instead of Bengali products. On other hand, 29.17% prefer Bangladeshi products. It is also an effect of globalization.
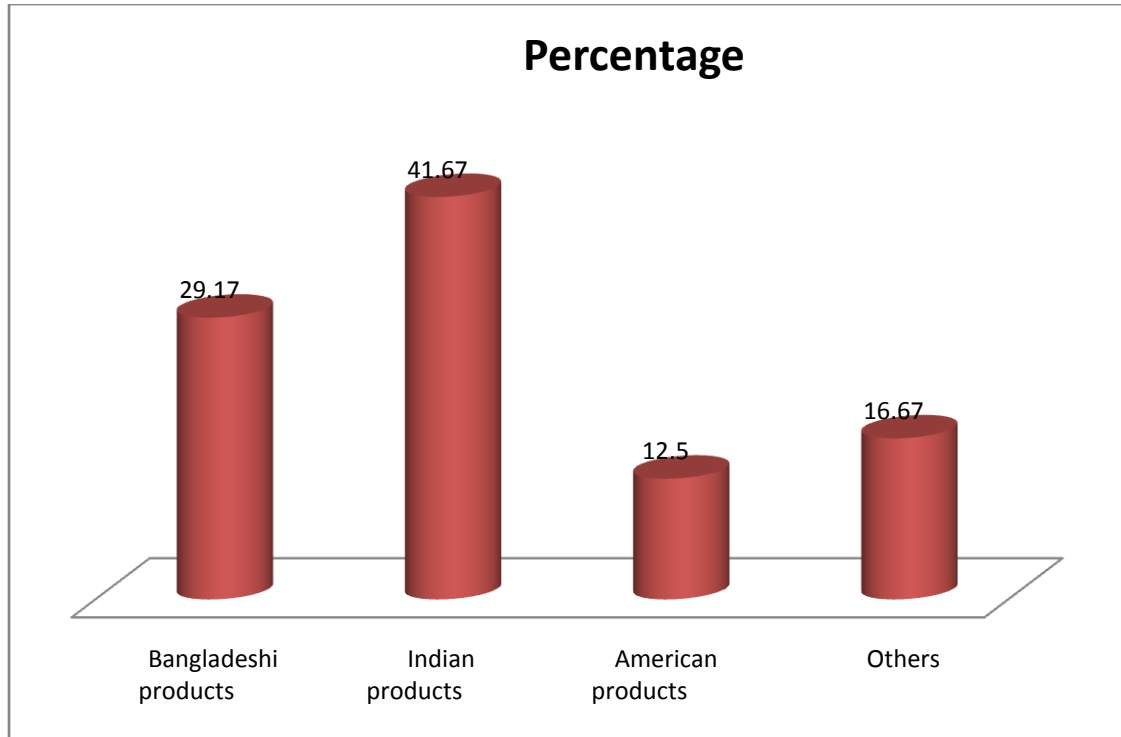
Figure 7.12: Type of products respondents buy most

Table 7.7: Type of dress-pattern that influences the respondents most

Type of dress-pattern	Frequency	Percentage
Bengali actress' dress-up	20	16.67
Bollywood actress's dress-up	55	45.83
Hollywood actress's dress-up	08	6.67
Others	37	30.83
Total	120	100

The above table shows the attractiveness of actress' dress up. It reveals that, 45.83% of the respondents like Bollywood actress' dress up and 16.67% like Bengali actress' dress-up. It is found that in some occasions (like *Eid-ul-Fitr, Eid-ul-azha, Durga puja* etc.) the young girls of our country follow Indian actress' dress-up and buy *pakhi jama, khushi jama, jhilik jama* etc. Through this, hybrid culture is emerging in our country.
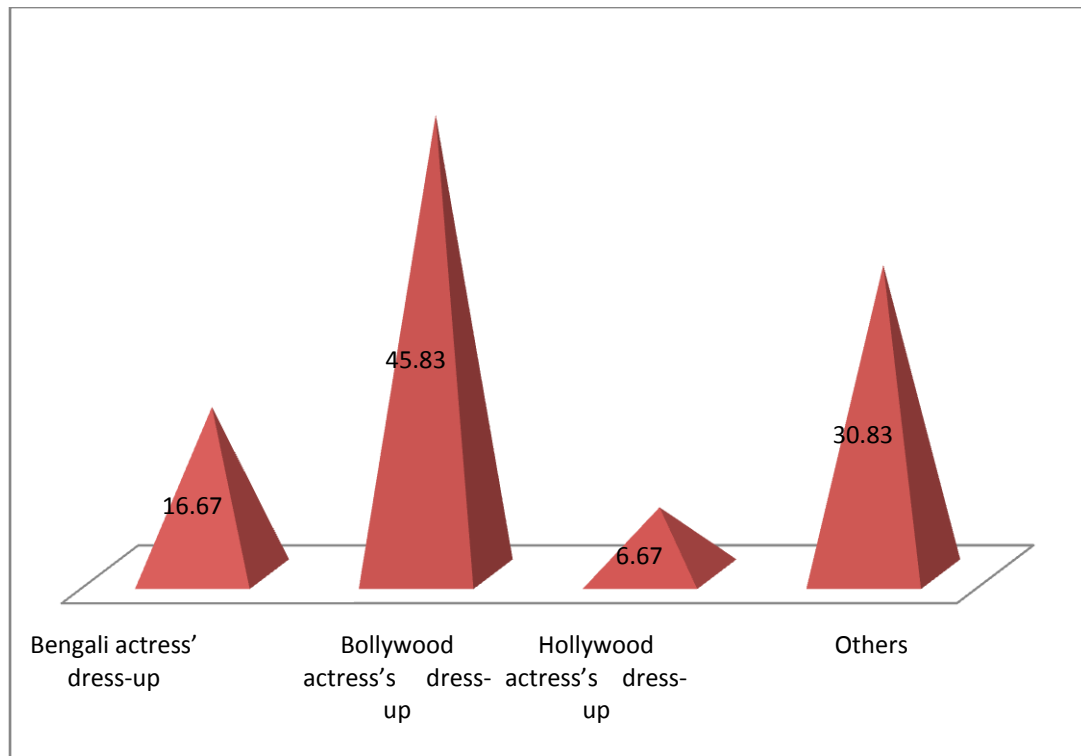
Figure 7.13: Type of dress-pattern that influences the respondents most

Table 7.8: Type of songs respondents like most

Favorite song	Frequency	Percentage
Traditional songs	11	9.67
Rabindra sangeet	23	19.17
Nazrul sangeet	13	10.83
Indian song	51	42.5
English song	22	18.33
Others	120	100

The above table shows the taste for songs. It reveals that 42.5% of the respondents like Indian songs and 18.33% like English songs. It also shows that only 19.17% like *Rabindra sangeet* and 10.83% like *Nazrul sangeet* which were so much popular at earlier times. The traditional songs as well as Folk song of our country are losing their appeal because of Indian song and Fusion song.

57
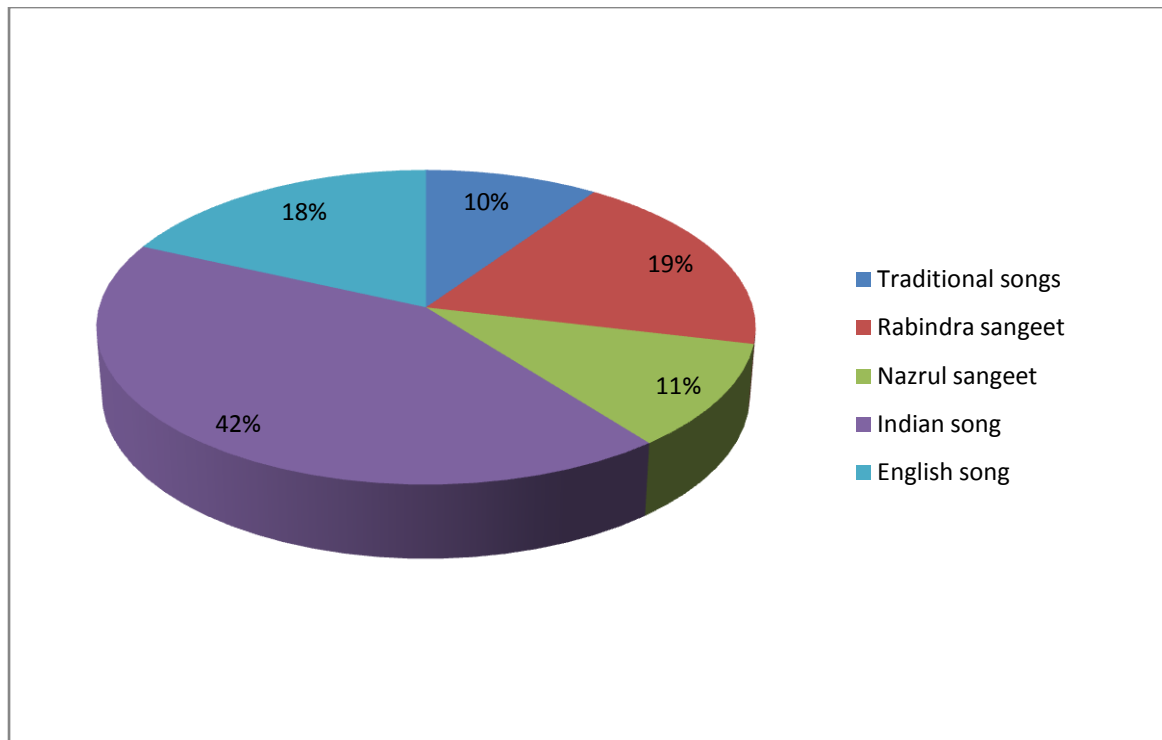
Figure 7.14: Type of songs respondents like most

Having a computer

At the age of information technology, having a computer has become very common not only for the people of First World Countries but also for the people of Third World Countries. Among the respondents, 54.17% mentioned that they have computer. Even many of them said that they have *Laptops.* (The table of the following figure 6.14 has been given in appendix one).
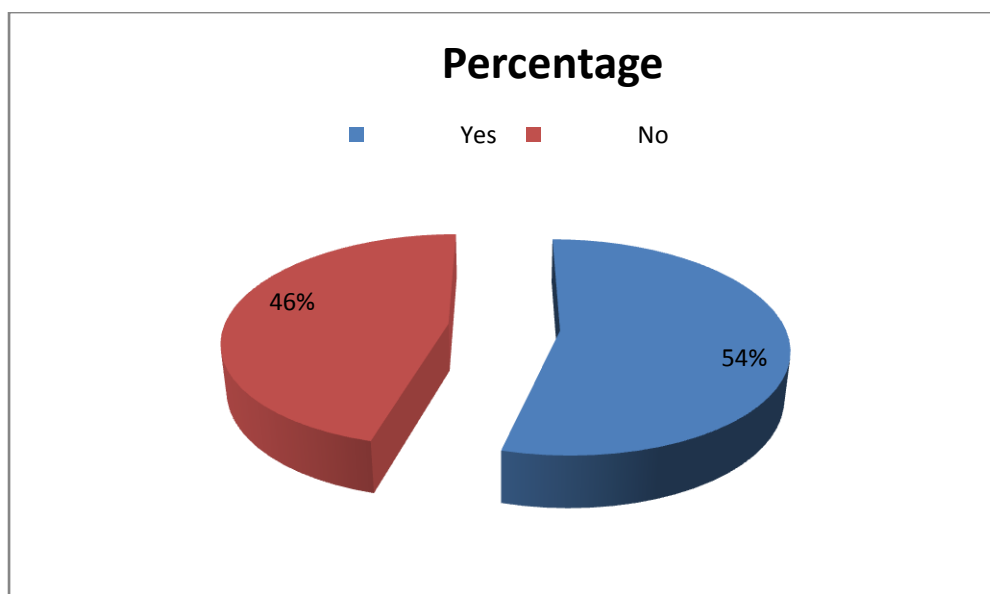
Figure 7.15: Having a computer

Using internet

The following table illustrates that 72.5 % of the respondents use internet. Broad Band internet connection is now available for many of the respondents. They also use WiFi in either in their computer or in their mobile phones. Through using internet they continue to be connected with the global world. (The table of the following figure 7.15 has been given in appendix one).
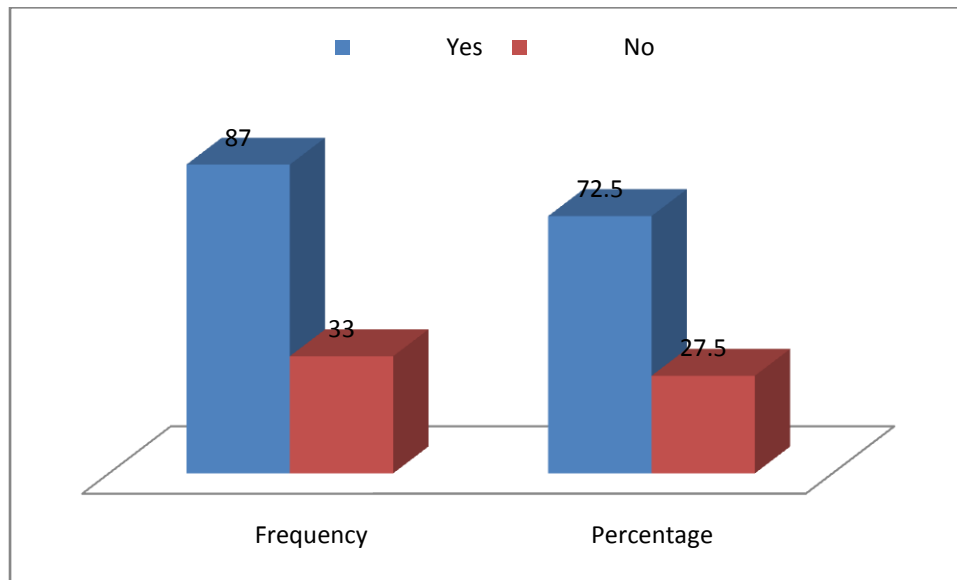
Figure 7.16: Using internet

Table 7.9: Having account in facebook

Having account an facebook	Frequency	Percentage
Yes	83	69.17
No	37	30.83
Total	120	100

Having a facebook account has become very common in recent times especially for young generation. The table reveals that, 69.17% of the respondents have accounts in facebook through which they communicate with the people around the world. It is also an effect of globalization.
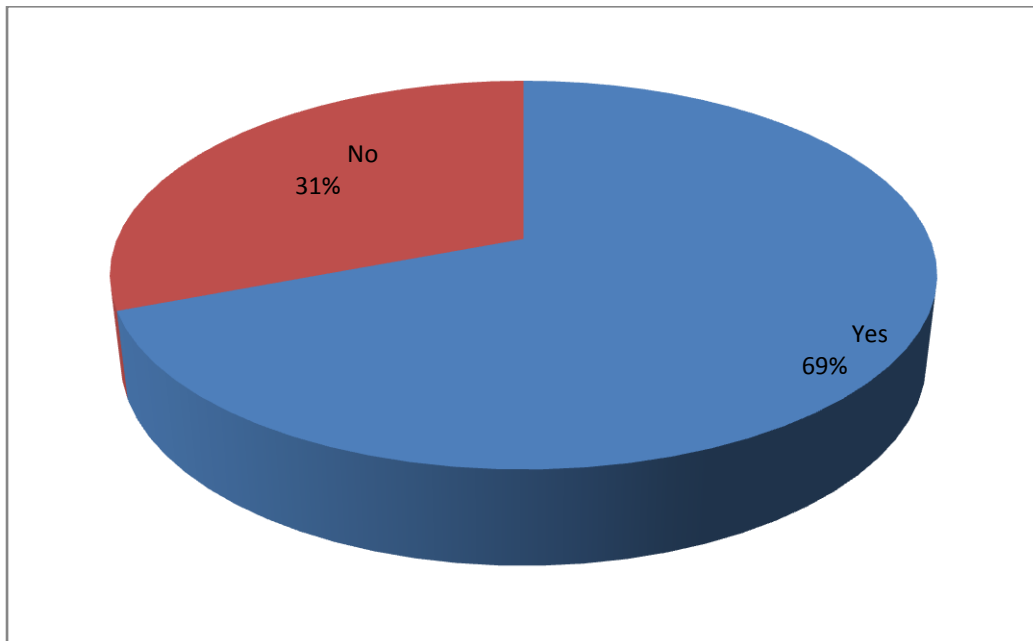
Figure 7.17: Having account in facebook

Table 7.10: Communication with friends

Medium of communication	Frequency	Percentage
Through facebook	50	41.67
Through e-mail	25	20.83
Through mobile	35	29.17
Others	10	08.33
Total	120	100

Facebook has become a very popular source of communication with friends. The above table shows that, 41.67% of the respondents communicate with their friends through facebook . 20.83% communicate through e-mail and 29.17% communicate with their friends through mobile phone. It proves that, the older concept of letter has been changed in the age of information technology. And it accelerates the process of globalization.
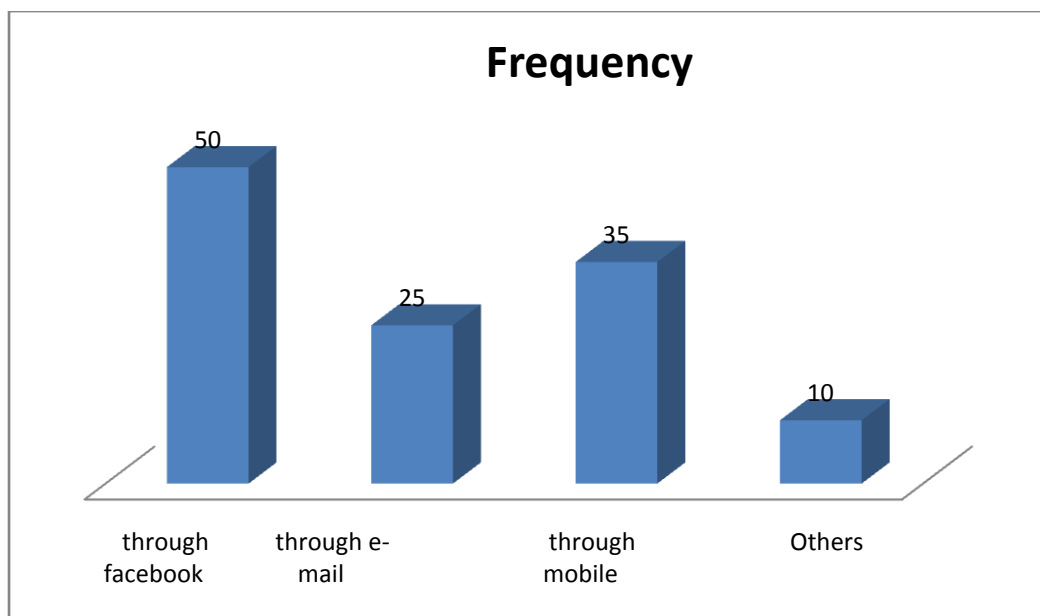
Figure 7.18: Source of Communication with friends

Table 7.11: Favorite food of the respondents

Item of food	Frequency	Percentage
Bangladeshi traditional food	45	37.5
Fast food	40	33.33
Chinese	25	20.83
Others	10	08.33
Total	120	100

The above table shows the taste of food of the respondents. The traditional slogan "*Mase-Vate Bangalee*" has been changed in our country. Although 37.5% of the respondents like Bangladeshi traditional food, the popularity of such is decreasing day by day. The table reveals that, 33.33% of the respondents like fast food, 20.83% like Chinese. This is an example of McDonaldization.
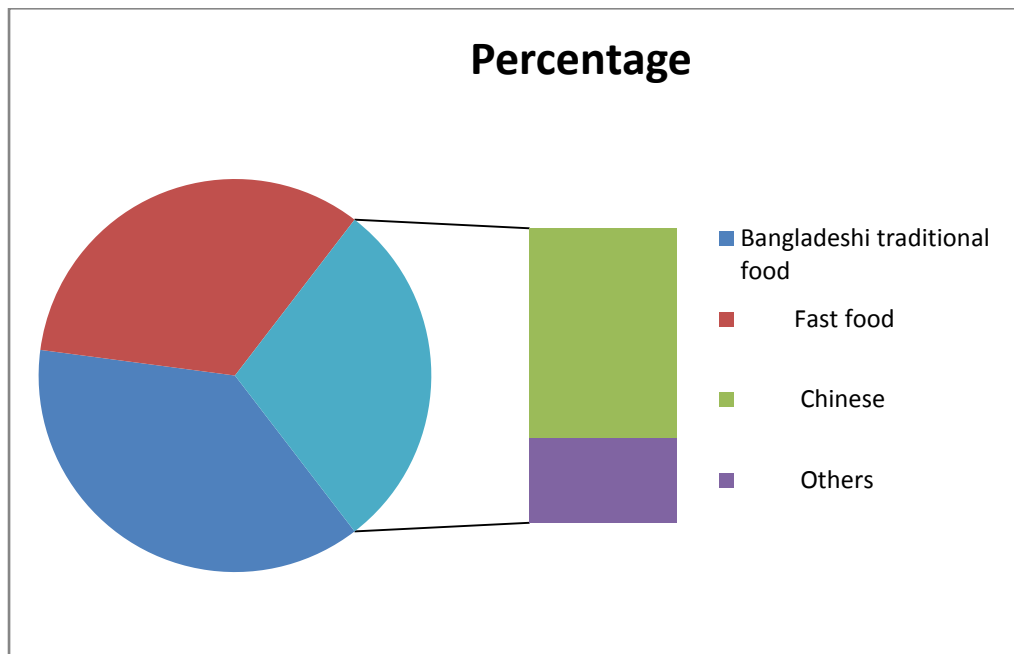
Figure 7.19: Favorite food of the respondents

Type of restaurants respondents like most

As compared with the earlier times, the popularity of traditional Bengali food is decreasing. The young generation of our country now likes to eat fast food such as *burger, fried rice, fried chicken, pizza, sandwich* etc. and the figure shows that, 43.33% of the respondents like to go to Chinese restaurant. They also like cold drinks instead of fruit juice. And by this process, our Bengali culture is changing. Western culture is thus influencing the food taste of Bangladeshi people.
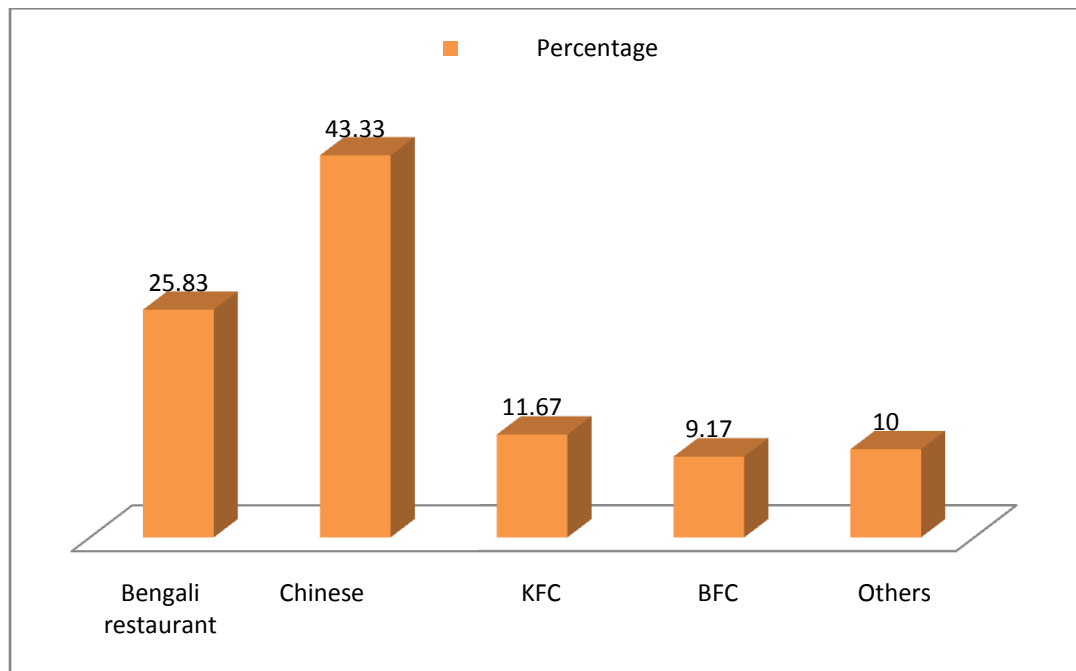
Figure 7.20: Type of restaurants respondents like most

(The table of the above figure has been given in appendix-3).

Table 7.12: Going beauty parlor (female)

Going beauty parlor	Frequency	Percentage
Yes	43	71.67
No	17	28.33
Total	60	100

Parlor business has become a popular business in our country. All type of women including young or middle aged like to go to beauty parlor. The above table shows that, 71.67% of female respondents go to beauty parlor regularly. They cut their hair; pluck their eye bro and many other things in beauty parlors. At present time, wedding ceremony cannot be imagined without beauty parlor. Even not only in towns or cities, there are also 2-3 beauty parlors in our country.

Table 7.13: Opinion on the Change of women's roles

Change of women's roles	Frequency	Percentage
Yes	82	68.33
No	38	31.67
Total	120	100

The traditional role of women has been changed in modern time. Women are not confined into the four walls. Women are participating in all sector of development. The table shows that, 68.33% mentioned that the role of women is being changed because of globalization. In many cases, women prove much betterment than men.
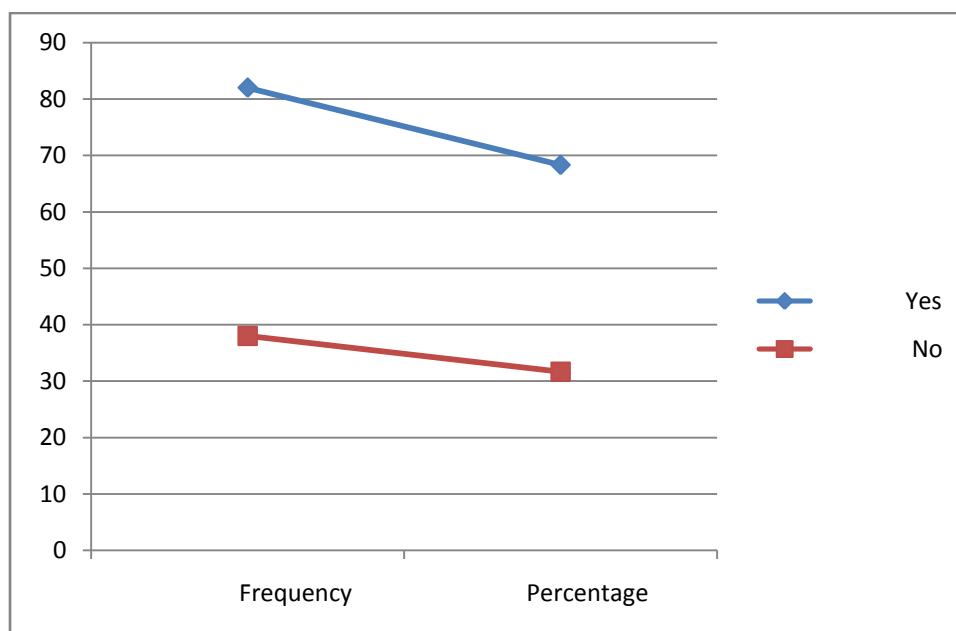
Figure 7.21: Change of women's roles

Increasing women's participation in job sector

The following figure shows that, 67.5% of the respondents mentioned that women's participation in job sector is increasing tremendously because of globalization. The traditional values about women have been changed. At the same time, such changes have increased the freedom and decision making power of women. Women now start to protest against the violence. This is a major change in our country.
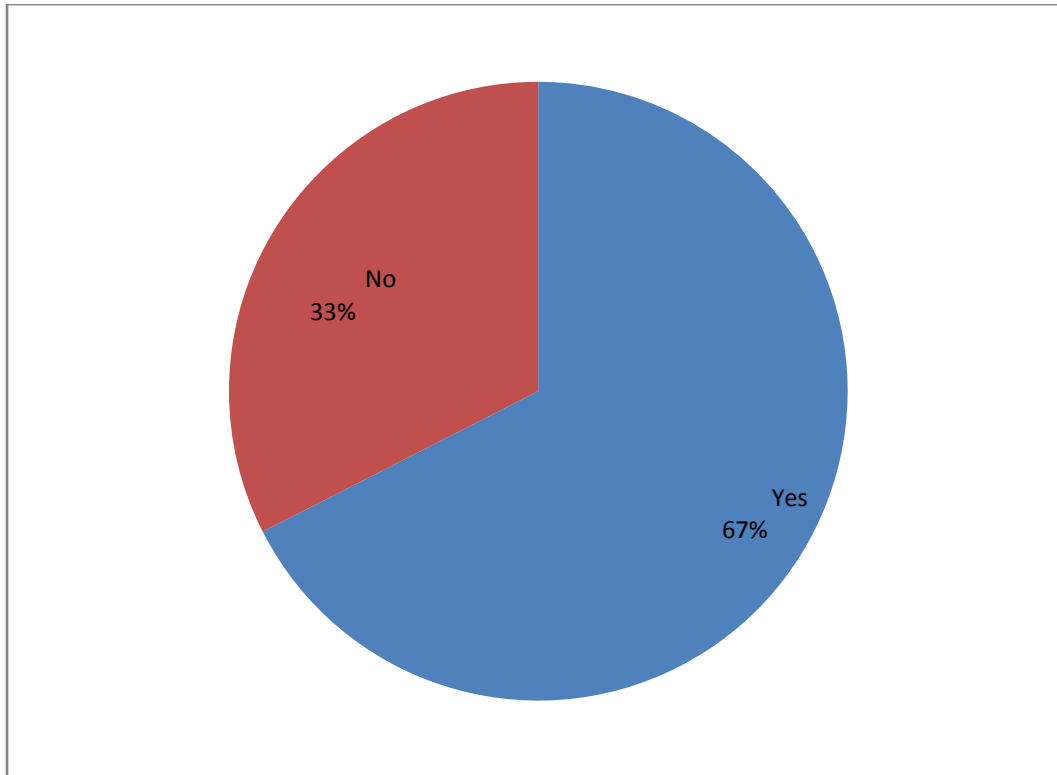
Figure 7.22: Increasing Women's participation in job sector

(The table of the above figure has been given in appendix-3).

Table 7.14: Celebrating Friendship Day

Celebration of friendship day	Frequency	Percentage
Yes	73	60.83
No	47	39.17
Total	120	100

Youth always welcome changes. That is why; they easily pick new style and fashion which are popular in foreign countries. Celebrating "friendship day" is a western culture. But the above table shows that, 60.83% of the respondents celebrate friendship day although this is not a part of our Bengali culture.
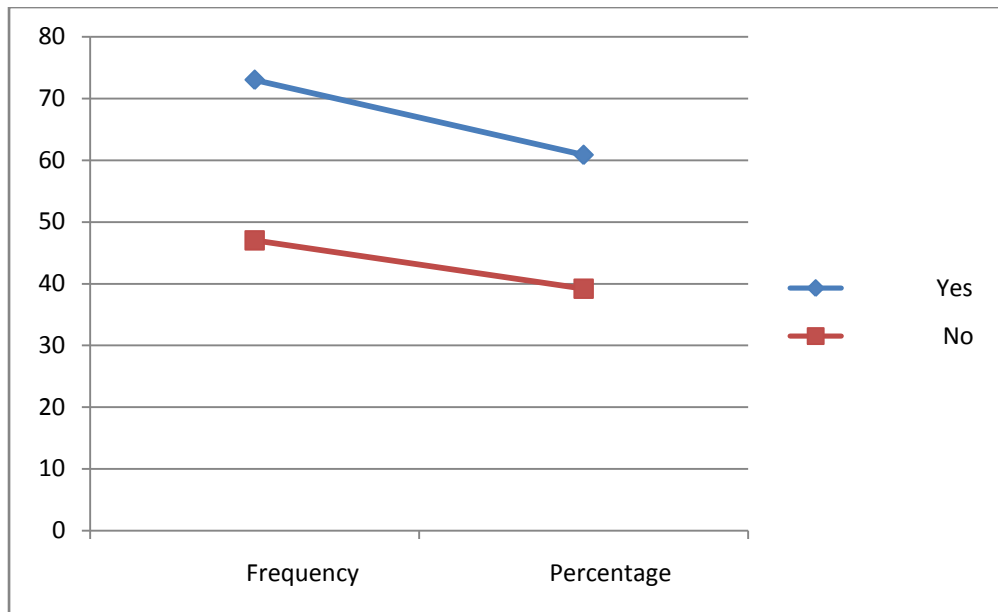
Figure 7.23: Celebrating Friendship Day

Celebrating Valentine Day

Celebrating valentine day is a part of Western culture. But 56.67% of the respondents mentioned that they have affairs and they celebrate this day with their boyfriends and girlfriends. This proves that social values of our country are also changing. And celebrating Valentines Day is not our Bengali culture. (The table of the following figure 6.23 has been given in appendix one).
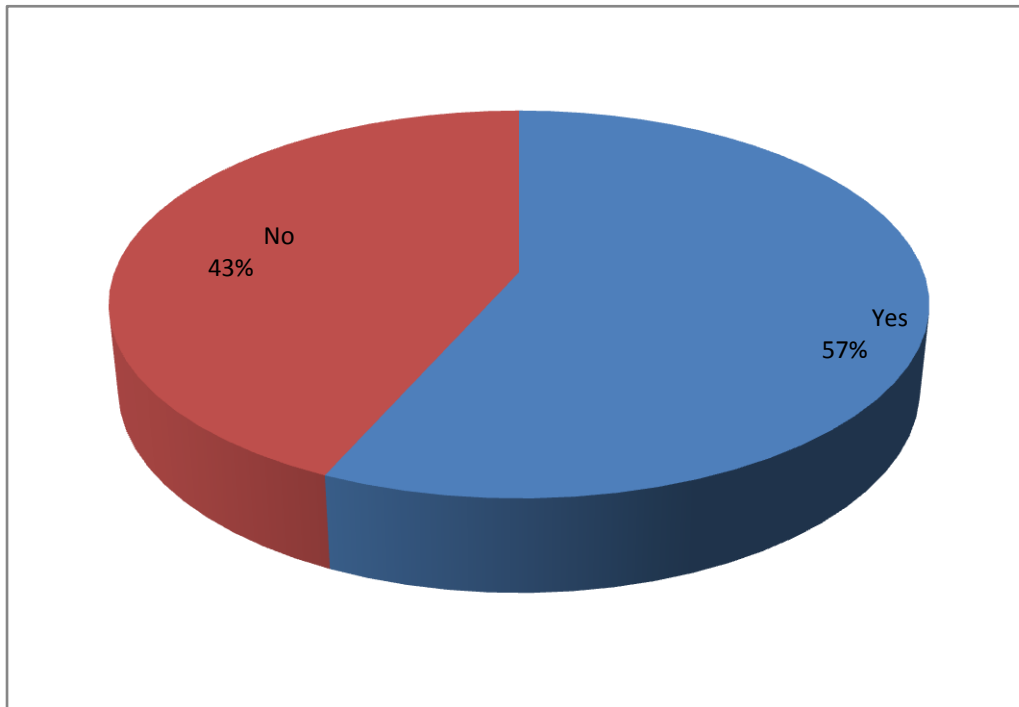
Figure 7.24: Celebrating Valentine Day

Table 7.15: Want to go out of country for higher education

Want to go out of country	Frequency	Percentage
Yes	84	70
No	36	30
Total	120	100

At earlier times, for higher education it was very difficult to go to foreign country because of distance. But now it has become very easy to go out of country with the development of information and communication technology. The table shows that, 70% of the respondents (either male or female) want to go to foreign country for higher education. So the traditional concept about women has been changed. The restrictions on women have been decreasing.
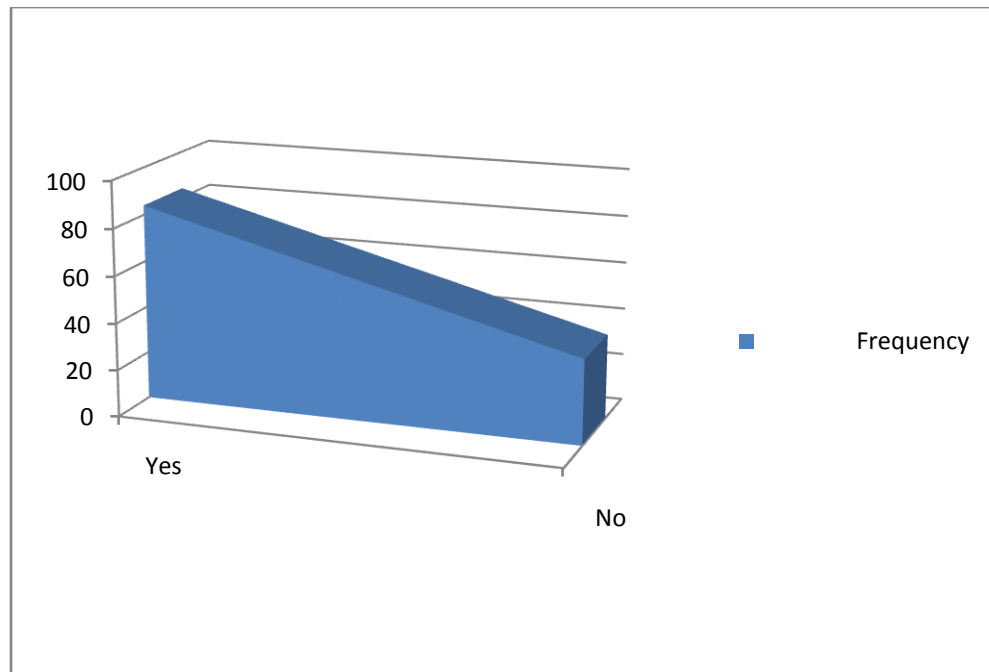
Figure 7.25: Want to go out of country

Table 7.16: Relation with family members

Relation with family members	Frequency	Percentage
Well	38	31.67
very close	32	26.67
not very close	43	35.83
bad	07	5.83
Total	120	100

(The figure of the above table is given in appendix-3)

At the age of globalization, the pattern of relationship with family members has been changed. Only 26.67% of the respondents mentioned that they have very close relation with the family members.31. 67% have well and 5.83% have bad relation with family members. And thus people are becoming so instrumental rather than emotional.

Sharing everything with your parents: The pattern of relationship with the family members has been changed
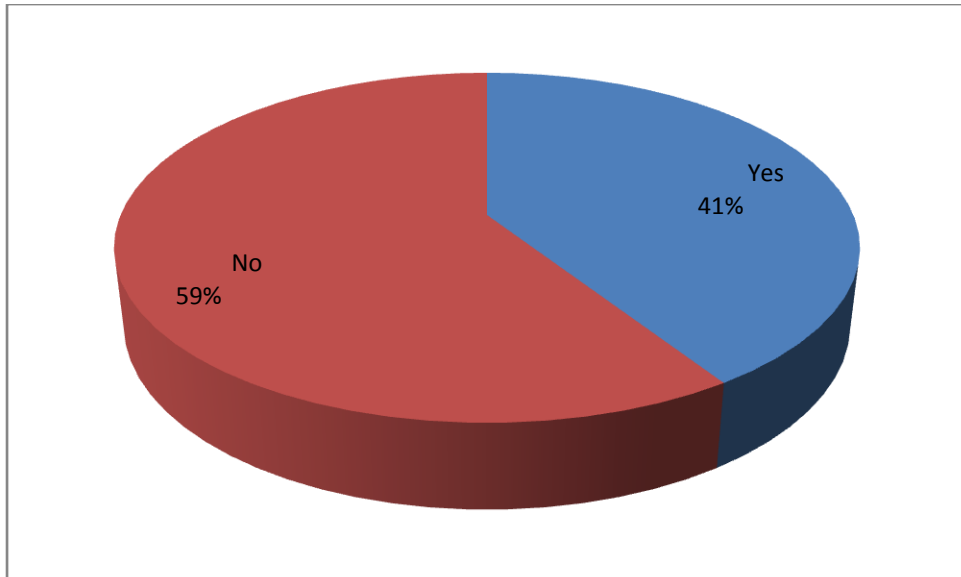
Figure 7.26: Sharing everything with your parents

The figure shows that 59.17% of the respondents said that they do not share everything with their parents. Instead they like privacy in some cases. *For example: the murder case of Oishi who murdered her parents by her own hands shows us the worsen relationship of children with their parents.*

Figure 7.27: Type of marriage respondents like most
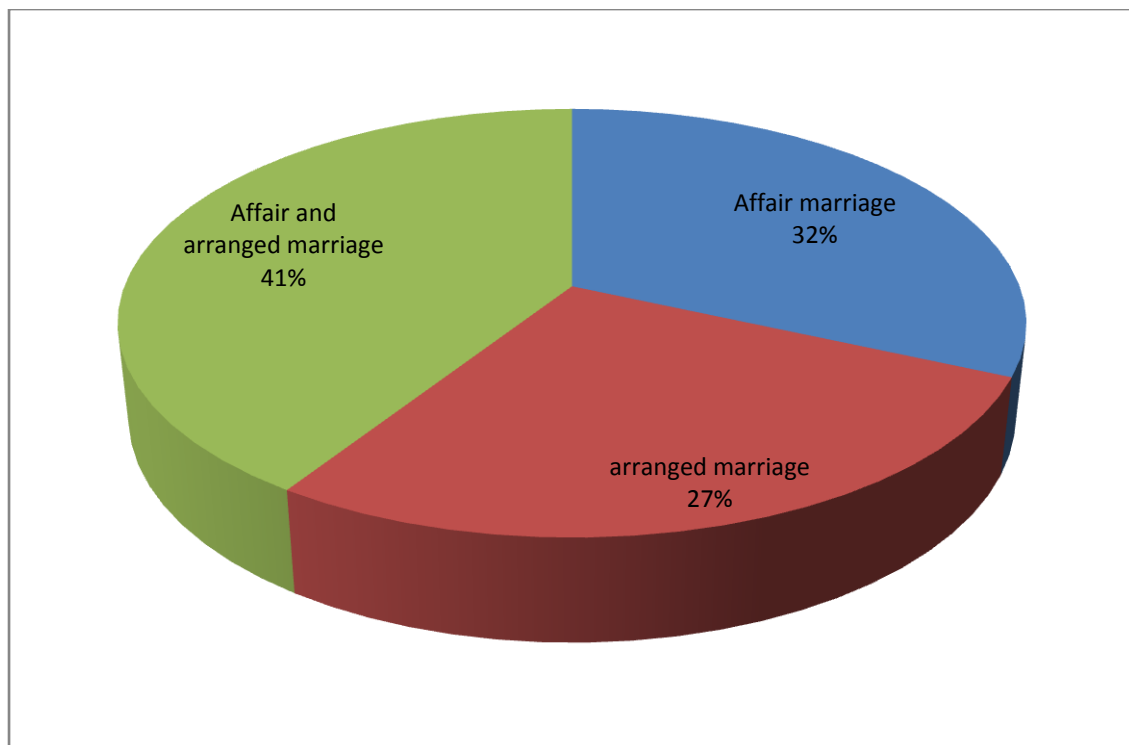
(The table of the above figure is given in appendix-3)

69

At earlier times, affair marriage cannot be imagined. As a Muslim country, it was not allowed in many families. But at present times affair marriage has become a common factor. 31.67% of the respondents mentioned that they prefer affair marriage and 40.83% prefer affair and arranged marriage. So our traditional culture and social values are changing.

Table 7.17: Increasing Cyber Crime

Increasing cyber crime	Frequency	Percentage
Yes	86	71.66
No	34	28.33
Total	120	100

Although the development of communication and information technology has positive impact, at the same time it has some negative impact. Increasing Cyber Crime is one of them. The above table reveals that, 71.66% of the respondents mentioned that cyber crime is increasing globalization and information technology.
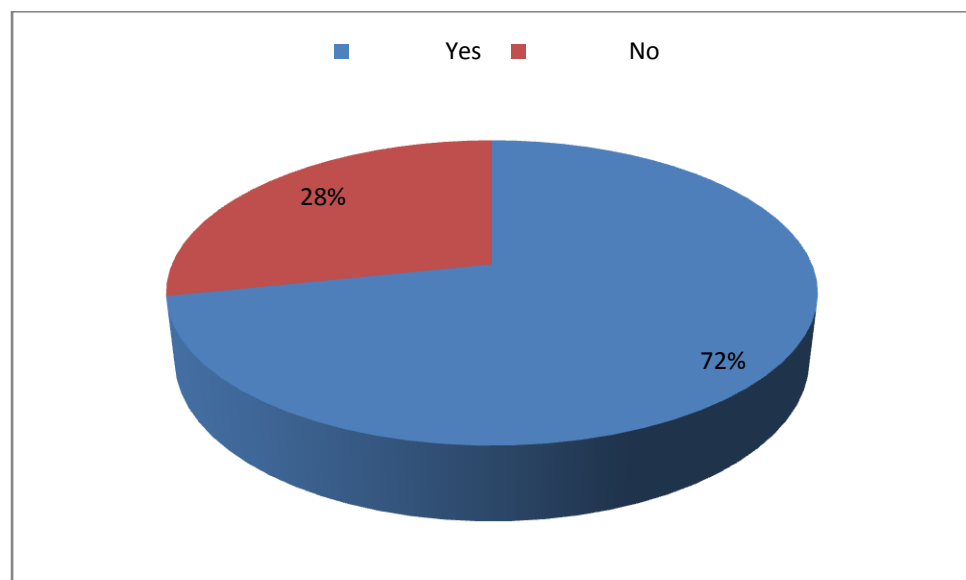
Figure 7.28: Increasing Cyber Crime

So, it can be seen that, although technology has brought many opportunities for us but at the same time, it creates many challenging situation.

Presentation of the Case Studies

Case study 1

Name: Afia Jannat

Age: 21

Sex: Female

Afia is a second year student of "University of Dhaka". She is the youngest one among her two sisters and one brother. Her father is a businessman. Now she is living in Rokeya hall. Her home district is in Tangail.

Afia reads daily newspaper "Prothom Alo" everyday. "Binodon" is her favorite part of the newspaper. Often she just goes through the headlines of the main news. Besides reading newspaper, she also listens radio, not for news but for songs and other programs such as ***love guru, jiboner golpo etc.*** When I asked Afia about her favorite TV channel, she answered that-

"Every day I spend 4-5 hours to watch TV. I like hidi movies and hindi seriels. I like the characters of hindi serials very much. I do not miss any episode of my favorite serials. Even in times of my exams I try to watch my most favorite serial. If I miss any episode of my favorite serials, I asked friends or roommates about it."

Afia mentioned that she likes Indian fashion most than Bengali fashion. She is highly influenced by the dress pattern of hindi serials. She bought "***Pakhi Jama***" in the occasion of "**Eid-ul-Fitr**." And this ***pakhi*** is a popular character of Indian serial ***Bojhena se Bojhena***.

Afia has a Laptop and she uses Wifi. Besides doing her educational works such as assignment, presentation, she also watches Indian movies in her laptop with friends or roommates. She has a facebook account and she likes communicating with friends

through facebook. She sometimes chats with her facebook friends and she enjoys it. When she becomes upset, she chats with unknown facebook friends.

Afia loves fast food and cold drinks. She often goes to fast food restaurant with her friends. She goes to beauty parlor and likes new hair styles. And just few days ago she colored her hair. She uses jewelry when she goes outside. She also exercises everyday to keep her body fit.

She has close relationships with her family members. She obeys her parents. But she does not share everything with her parents. She talks with her family members through mobile phone every day.

Afia had never gone to a DJ party arranged by her friends. Besides, she never smoked, drank or took drug. She prefers love marriage because she thinks that understanding is very important between two life partners. And for this it is essential to know about each other.

Case study 2

Name: Nilufa Yeasmin
Age: 23
Sex: Female

Nilufa Yeasmin is a 4th year student of "University of Dhaka". She is the eldest one among her three sisters and two brothers. Her father is a teacher. Now she is living in Shamsunnaher hall. Her home district is in Manikganj.

I am also live in Shamsunneher hall. And I arranged this meeting at her room. When I asked Nilufa about globalization, she said that she knows very well about globalization. As she is a student of the "Department of Social Welfare", she completed a course on "Globalization and Culture." When I asked her about Mass media use, she said that her every day is somewhat in contact with media. She reads daily newspaper "Prothom Alo" and she also reads "The Daily Star." She reads the headlines of the main news and she mostly likes the Entertain section. When she reads any exciting news about bollywood stars, she feels very excited. Besides this she reads the main current affairs occurring nationally or internationally. Nilufa used to watch TV regularly until she was a university student. But now she could not manage time for watching TV because she has to attend class regularly and at night she has to study. In spite of such business, she tries to watch Hindi serials namely ***Neesha, Jal Nupur*** regularly. And she enjoys these serials very much. When she goes to home in vacation she does not miss any episode of *Hindi* serials. Her younger sisters and her mother also watch these serials. And she mentioned that, when she goes to home her sisters gossip about the characters of *Hind*i serials and they make fun. Nilufa also listens radio. She usually prefers to listen *Radio today* at night.

About dress-pattern Nilufa is so much liberal. She prefers to wear *Jeans, tops and other fashionable* dresses. She always tries to follow modern fashion and in this regard she follows the dress pattern of Indian stars. She tries to buy new fashionable dress in every occasion. She also wears *Salowar kamij* and *Sari* sometimes. But she mentioned that she feels comfortable with jeans and tops. She uses mainly Indian cosmetics and she also orders cosmetics by internet.

Nilufa has a laptop. Besides using laptop for educational purposes, she also watches movies and listens songs. She uses Wifi and She has a facebook account and she likes communicating with friends through facebook. She uses facebook in her mobile most of the time because it is very easy. When I asked about facebook she answered that-

> *"I cannot pass at least one hour without visiting my facebook. I like very much to give status in facebook and I like to comment on other's statuses and pictures. I feel very excited when someone comments on my status and my pictures. And using facebook has become a very important part of my life."*

When she was asked about her food choice, she told me that she likes Chinese food. Therefore, she often goes to Chinese restaurants with her friends. She likes fruit juices than other types of drinks. Nilufa is very conscious about her body fitness and she goes to gymnasium regularly to keep her body fit.

She goes to beauty parlor and likes new styles. She uses jewelry when she goes outside. She takes her make up from a beauty parlor when she attends any party. She has multiple ornaments in her collection as she follows up to date fashion.

Besides celebrating *Pahela Baishakh* and *Pahela Falgun*, Nilufa also celebrates friendship day very excitedly with her friends. She cuts cake with her friends and also organizes party. She sends message to those friends who are not near to her through e-mail or facebook. She was offered several times to vijit DJ parties arranged by her friends, but she did not have the chance to go there because her parents do not like her to attend such type of parties.

Nilufa thinks that media plays an important role to provoke young generation to such type of culture through globalization process. And ultimately, our Bangalee culture is being mixed with foreign culture especially with Indian culture.

Case study 3

Name: Lubaba Hasan

Age: 21

Sex: Female

Lubaba Hasan is a 2nd year student of "University of Dhaka". She is elder between two sisters and lives with her parents at their won residence in Mirpur. Her father is a businessman and mother is teacher.

Lubaba loves listening songs. She mainly likes Indian and English songs. She listens songs at her both happy and sad moments. She also watches Hindi serials and Hindi movies in TV. Her favorite channel is "Star Plus". After coming from University she watches TV most of the time. She seldom watches Bengali channels. She has a computer in her room and she chats with her facebook friends by using internet. She uses Broad-Band internet connection in her computer. By using facebook, she has made lots of friends (boys and girls) and she often talks to them, thouth she did not meet anyone yet. She thinks that the best way of time passing is watching TV, listening songs and chatting with facebook friends.

Lubaba has not much intimacy with her younger sister because of age difference. She does not have also much intimacy with her parents as most of time in a day; both of them remain out of home. She, therefore shares her personal matters with her close friends. Even she does not share her personal matters with her mother. Her mother cannot spend much time with her. Sometimes she feels very lonely. When I asked her about her family members, she told me that-

"Sometime I feel very lonely and miss my mother. I have not close relationship with my family members and sometimes I become frustrated. Then faceebok is my only of passing time. I want to spend time with my family members but I do not get such scope because my parents remain most of the time out of home."

In regarding dress-pattern, Lubaba follows modern dress. She uses jewelry when she goes outside. She takes her make up from a beauty parlor when she attends any party. She has

multiple ornaments in her collection as she follows up to date fashion. According to her, according to a smart lady, one should go to beauty parlor in a regular basis.

When I asked about life and love, she told me that human beings have only one life, so it is unwise to live with the past. Lubaba does not think that, one person can love only once. Rather, she thinks if somebody has a breakup in a relationship or be divorced, he or she should look forward and think of starting over. However, she supports love marriage as well as marriage after divorce.

Sometimes Lubaba goes to Barbeque parties arranged by her friends. She informed that, most of these parties are allowed to soft drinks, rarely hard drinks. She also attends the get together parties and she likes it most.

Case study 4

Name: Imran Hasan

Age: 23

Sex: Male

Imran Hasan is a 4th year student of "University of Dhaka". He has a younger sister who reads in class ten. His father is a government service holder. Now he is living in A. F. Rahman hall. His home district is in Mymenshing.

I met him at Social Science Faculty as he is a student of the department of "Political Science". After hearing my research topic, he got interested and wanted to express his opinion. Imran reads daily newspaper "Prothom Alo" everyday. "Sports section" is his favorite part of the newspaper. He first reads the sports news at first, and then he reads other news. When he remains very busy, he only reads headlines of newspaper. Besides reading newspaper, he also listens radio. He mainly listens BBC News in radio.

When I asked Imran about his favorite TV channel, he told me that, he does not watch TV regularly. But he does not miss sport program on TV. His favorite TV channels are sports channels. Sometimes, he watches English movies in *Star movies, HBO* etc. Sometimes he watches *Discovery channel*. But he rarely watches *Bengali movies*. He also watches Hindi movies and his favorite TV stars are ***Salman Khan, Sharukh Khan***.

In regarding dress-pattern, Imran expressed that he wears jeans, shirts and tea-shirts etc. But he feels comfortable by wearing tea-shirts and Jeans. Sometimes, he wears "***Panjabi***" in special occasions. He does not take "prayer" regularly. But he takes his "prayer" at every Friday by wearing "***Panjabi"***.

Imran has a laptop of his own and he uses it mainly for educational purposes. He uses Internet and he has a facebook account. Besides using facebook in laptop, he also uses facebook I his mobile. He uses a "smart phone" in which using internet is very easy. When I asked him about facebook, he told me that-

> *"Facebook has become a part of my life and every day I check my e-mail. I communicate with my friends mainly through facebook. I like very much to give status in facebook. I cannot imagine a day without using facebook."*

When he was asked about his food choice, he told me that he likes Fast food and Chinese food. His favorite Bengali food items are "***Murog Polao***". He often goes to Chinese restaurants with his friends. She likes fruit juices than other types of drinks. Imran is very conscious about his body fitness and he goes to gymnasium regularly to keep his body fit. Imran normally attends the parties arranged by his friends and he sometimes goes to DJ parties. Sometimes hard drinks are allowed to those DJ parties. Sometimes he smokes in company with his friends. But he never took drug.

Imran has not very close relationship with his family members. He does not share everything with his parents. He sometimes shares his personal matter with his close friends. He every day talks with his family members through mobile. Imran mainly prefers love marriage and he frankly told me that he has an "affair". He is determined to marry her. Imran also supports marriage after divorce because he thinks that in order to lead whole life "a partner" is important.

Case study 5

Name: Sharif Ahmed

Age: 22

Sex: Male

Sharif Ahmed is a 3rd year student of "University of Dhaka. He is the eldest one among his two sisters and two brothers. His father is a teacher. Now he is living in S.M hall. His home district is in Kishorganj.

I arranged the meeting at Social Science Faculty. He is a student of the department of "Economics". When I asked about Globalization, he told me that, it is a very interesting topic. Sharif usually wears jeans, wears jeans, shirts and tea-shirts etc. Besides this, he likes Sheroani, Dhuti and Panjabi. He also uses ear ring and bracelet on his hand. He likes to keep hair slightly long and he likes to change hair style. Sharif mainly passes his leisure time by using facebook. He has a lot of facebook friend and he chats with his friends in his free times. He uses a cell phone namely "Samsung Galaxy Dous". Although he has internet connection in his laptop, most of the time he uses facebook in his cell phone.

Sharif likes to listen songs. He mainly listens English and Hindi songs. In regarding Bengali songs, he only listens the songs of James. He likes to watch English movies in his laptop with his friends. He also likes to watch Discovery channel in TV and other English channels. He reads the daily newspaper "Prothom Alo" everyday. Sometimes he also reads "The Daily Star". He likes "Sports section" of the newspaper most. After reading the sports news, he reads other news. When he travels in bus or train he listens songs with his headphone or chats with his facebook friends.

Sharif likes Chinese food besides Bengali food. He has a girlfriend and he goes to Chinese restaurants with his girlfriend. He likes to celebrate Friendship Day and Valentine's Day. In friendship day, he cuts cakes and arranges parties with his friends. Besides this, he also attends DJ parties with friends. He goes to gymnasium regularly to keep his body fit.

When I asked Sharif about his opinion about globalization, he answered that-

"We are now living in globalised world and we entered to an age of modern science and technology. Although we are becoming modernized through this globalization process, at the same time, it is influencing our own Bengali culture very much. We are becoming dependent on foreign culture especially Hindi culture."

Sharif also mentioned that, in his home, his mother and sisters always watch hindi serials and he could not watch any other program because of these Hindi serials. Sometimes he quarrels with his sisters but they do not listen to him. Sharif supports love marriage and pre marital relationships. He thinks very simply about life.

Case study 6

Name: Farhana Ferdous
Age: 24
Sex: Female

Farhana Ferdous is an M.S.S student of "University of Dhaka". She is the younger between two sisters and one brother. Her father is a government service holder. Now she is living in Rokeya Hall. Her home district is in Jamalpur.

Farhana is very conscious about her career and she is a very hard working student. She reads newspaper "Prothom Alo" daily and notes the important news. She is not very much interested about the "Binodon Section" of the newspaper. But she reads sports news regularly. Farhana like to watch TV, but recently she is very busy in her job preparation. Besides this, she tries to watch Hindi serial but not regularly. She mentioned that, she used to watch maximum serials of Star Plus. But, she cannot manage time. She likes to listen *Rabindra Sangeet* very much. At the same time, she likes to listen hindi songs. Farhana watches hindi movies with her roommates or friends when she gets time.

Farhana has no computer but she uses internet in cybercafé or in the lab of her department for educational purposes. She has an account in facebook but she does not use it regularly. She communicates with her friends through mobile. She wears *salwar kamij* and likes Bengali fashion. She likes *Shari* very much and she wears *Shari* in especial occasion. Sometimes she goes to beauty parlors but not regularly.

Farhana likes Bengali food like *khichuri, polao, fish* etc. Sometimes she goes to restaurants with her friends. She used to attend all the parties arranged by her friends. But now as she is busy with her job preparation, she cannot attend the parties. She wishes her friends at their birth days through SMS.

Farhana has very close relationships with her family members especially with her sisters. She obeys her parents very much. She shares everything with her mother. Even she shares everything very frankly about her marriage with her parents. She does not support love marriage rather she supports arrange marriage.

When I asked her opinion about globalization, she told me that-

"It is very good that we are connected with the whole world through globalization, but through this process our culture is becoming mixed with the foreign culture. And our is losing its popularity and one kind of hybrid culture is creating. Our traditional values are changing day by day…"

Case study 7

Name: Firoz Sordar

Age: 22

Sex: Male

Firoz Sordar is a 3rd year student of "University of Dhaka". He has one elder sister and a younger sister. He lives in Jigatala (Dhaka) with his parents at a rented house. Her father is a Doctor and mother is a government service holder.

Firoz is a student of English medium background and now he is also studying in the department of English. He reads the newspaper "The Daily Star" everyday. He has very good command in English. Besides this, he is learning French language and Spanish language. Firoz is very much interested to go abroad for higher education. And his parents also support his opinion. He likes to listen BBC English news in radio. Most of the time, Firoz watches English channels *(Star movies, HBO)* and he likes to watch the movies of "James Bond Series" and "Hollywood movies." He also likes to listen "Fusion songs."

Firoz has a computer in his home and he has internet connection. He has a facebook account and he mainly communicates with his friends through facebook. He has lot of facebook friends in and out of country. He communicates with his friends who are in out of country for various purposes. He checks his e-mail everyday and he applies for scholarship in foreign Universities through internet.

When I asked him about his dress pattern, he told me that, he follows modern dress pattern. He passes most of the times with his friends and goes to parties arranged by his friends. He does not smoke. Besides celebrating Bengali occasions, he celebrates all other types of occasions such as Father's day, Mother's day, Friendship day etc. Firoz is very liberal about marriage and he supports love marriage.

Discussion and Analysis

Impact of Globalization on Bangladeshi Culture, Fashion and Values

We know that, through globalization process everyone has become connected with the whole world. And technological development has accelerated this process. From the presentation of data on previous pages, we can see that, globalization is highly influencing the cultures of developing countries especially Bangladesh. Its impact is clear on culture, fashion and values of the young generation. Besides economic impact, globalization has a long impact on social and political condition. As a Third World Country, Bangladesh is already economically dependent on First World Countries or Developed Countries. In such a situation, foreign culture is entering into the cultures of developing countries. As a result, native culture is in threat in Bangladesh. In majority of interviews, I have tried to find out the impact of the process of globalization on one's self and other people. I have mainly focused on the relation between Globalization, fashion and values. And I have analyzed this from three different angles. These are

> ➢ Globalization and its impact on culture
>
> ➢ Globalization and Westernization
>
> ➢ Westernization, Fashion and Mixed Culture

The major changes occurring in Bangladesh due to globalization are discussed below on the basis of previous findings:

Globalization and its impact on culture

At present times, every country in this world is treated as village within a globalized system. That's the way people can communicate easily to each other around the world..

The Cable television network has made different attraction in around the world as well as in Bangladeshi household. Foreign movies have come and have reflected their culture in it. This has made a huge impact on the minds of the Bangladeshi people. The internet has opened up opportunities for people to learn more about foreign cultures and places. It has made Bangladeshi more acceptable and open-minded towards change. Globalization

has broken all borders. As a result, the new generation of Bangladeshi is more knowledgeable, more aware and more interested in the world around them.

Attraction to Hindi Serials

At present time, Bangladeshi young generation especially women are very much attracted by the Hindi serials. They do not watch Bengali channels. Not only that, they also follow the dress pattern of the characters of Hindi serials. For example, a few days ago *"Pakhi Jama"* has become very popular in Bangladeshi market and this *"pakhi "* is a character of a Hindi serial *"Bojhena Se Bojhena".* Most of the respondents mentioned that, they like very much to watch Hindi serials instead of Bengali channels. Local businesses may find it hard to compete when locals start to follow foreign fashion. From the previous findings, we can see that, 33.33% of the respondents like to watch *"Hindi serials"* rather than other programs.

Changes in Choice in regarding Music and Movies

At earlier times, our traditional Bengali songs were so much popular such as *vatiali, jari, sari, vauaia, folk songs etc.* But now the taste about listening songs is being changed. Most of respondents mentioned that, they like to listen Hindi songs as well as fusion songs. The size of the local market also proves an important factor in the fight to stand up against big transnational companies. Many small local music companies cannot find the money to support their business locally and are being out competed by the big music giants. Markets like India are able to survive because the market is so big for the products. Indian culture is influencing the Bengali culture in this regard.

The same can be seen in the Film industry where Hollywood dominates. India is a neighboring country of Bangladesh. And the culture of Bangladesh is highly influenced by the Indian culture in comparison with other cultures. The young generation of our country mostly likes to watch Hindi movies. They rarely watch Bengali movies. It is also a result of globalization.

Changes in Food Choice

The finding reveals that, most of the respondents like to go to fast food restaurants, Chinese restaurant, KFC, BFC etc. There is a great spread of McDonald's restaurants in Dhaka city. Moreover it includes the changing the atmosphere of the restaurants - designer chairs instead of bolted down plastic chairs, dark leather upholstery, internet access, rental iPods - depending on the country to suit demands of local populations. As a result, Bengali food items are losing their popularity. Multinational companies want to spread their product but they want to adapt their menus to local tastes. It is competing with local business and people's cultural habits are changing.

Changes in Values

We can see that, the traditional value system is being changed in our country through the ongoing process of globalization. At earlier times, joint family was so much popular and everyone used to obey the oldest person. But at present time, everyone prefers nuclear family and respect on old person is decreasing. Now many Old Age Homes have been established in our country and in those old homes, many old parents are living with deep sadness without in contact with their relatives. In foreign countries, privacy of children is must and it is also can be found in our society. Children want privacy and most of the time they do not share their personal matters with their parents. It is one of the threats to our traditional Bengali couture.

In our society, women who were once the exploited and ignored part of the population, now assert their rights of being a woman. Women now have more access to education and know more about their rights and their identity as a woman. However, this does not mean that all Bangladeshi women are fully free. In many places, exploitation still continues.

Decline of family bondage

Family bondage is decreasing day by day. It can also be a result of women's participation in job sector. Although it is very important development in regarding women's condition in Bangladesh that women are becoming more conscious about their rights and participating in job sectors but at the same time, Children cannot get their mother properly, as their mothers are job holders. As a result, distance is increasing from the beginning.

Effect of Globalization on Language

Our mother tongue is *"Bangla"*. In spite of this, the number of English medium schools and colleges is increasing in Dhaka city day by day. Privatization is occurring due to globalization. Parents stop using traditional tongues, thinking that it will be better for their children to grow up using a dominant language; even if parents try to keep the old speech alive, their efforts can be doomed by films and computer games in English. Early industrializing countries and technological advancements have put English speaking countries at this forefront, thereby making this major language. For instance, software and computer code is understood in English. In any seminar or discussion English is given the first priority. And a loss of language can lead to a loss of important cultural aspects: literature, music etc. Regional languages are on the process of redefined. In many ways instating of regional language people have been used to English especially in urban areas youngsters.

Increase of Cyber Crime

The introduction of the internet for public use has brought about many changes in the way society and the economy work. Over the past years the internet has provided the world with a network of countless possible connections and has been one of the main causes of globalization: people are now able to communicate with each other from opposite sides of the world through e-mails and even in real time with chats. But at the same time, "Cyber crime" is increasing day by day as everyone has access in Internet**.**

Globalization and Westernization

Due to globalization, westernization is spreading out all over the world. Westernization has been placed in different countries because of globalization and needless to say, it has had an impact on the Bangladesh way of life. It has out-rooted the traditional Bengali culture and the rate at which westernization is happening to Bangladesh is surprising. It had started get fixing with western clothing, western languages, western mannerisms and everything else westernized.

Beside, the festival of "**Pohela Baishak**," people are now celebrating like other western cultural festivals especially in young group such as-

> ➢ Valentine's day
> ➢ Friendship Day
> ➢ Mother's Day
> ➢ Father's Day

Westernization, Fashion and Mixed Culture

With Globalization and westernization of our culture, Bangladesh now has access to things like adult movies, pornographic material, sex toys and other sexual content from all around the world especially in young group of people. Bangladeshi's population has been corrupted thanks by easy access which has been brought about by westernization. In fact, this has gone to such limits that now pornographic material is even made in Bangladesh also. These perverted habits have raised a population who sometimes are so full of hunger for that they choice to rape. It is a fact that rape cases have risen since the spread of globalization.

So that, western dress is another factor that creates an imbalance in our society especially for woman group (whenever girls wear a shirt, t-shirt, and pant in our society, due to feel or sensation of comfortable) which does not permit within our culture as majority of Muslim nationality. For wearing that kind of dresses men are mostly thinking in negative sense.

Bangladeshi women are greatly influenced by the dress pattern of the characters of Hindi serials such *Pakhi jama, Jhilik Jama* etc. As a result mixed culture is creating and "**Hindigenization**" is occurring.

Another important factor is that, social skills such as face to face communication are decreasing as the internet provides alternatives (Facebook, 3G, and E-mail etc.). People are becoming more and more instrumental rather than emotional.

Chapter Eight

Conclusion

This study has been conducted in order to understand the impact of globalization on culture, fashion and values of Bangladeshi society. It has fully attempted to find out and explain the impact of globalization and finally it is viewed that globalization touches all human lives and plays strong roles in the transformation of lifestyles and moral values in Bangladesh as well as other developing countries. I have reviewed a number of literatures and it helped me to frame out the research and to understand globalization and its cultural penetration. It is very important to understand the attitude and behavior of young generation because any new thing first affects the youth. For this, I have selected young generation as my respondents and they have provided me several new information.

The process of globalization brings both opportunities and challenges for least developed as well as developing countries like Bangladesh. It has opened the door of modernity and we are being connected with the whole world through globalization process. We entered a period of modern technology and it has become very easy for students or other people of our country to go abroad for educational purposes or other purposes. At present time, we can see what is happening in the remote corner of the world which was impossible in earlier times. And it has become possible only for advanced communication technology. Women are becoming more conscious about their rights; they are achieving higher education and participating in job sectors. Their decisions have become important in family affairs which was not important in earlier times. Women are not confined to the four walls of home. The attitudes men towards women have also been changed.

Besides these opportunities and advancement, globalization has also brought some challenges for native culture of our country. The qualitative and quantitative data of this study along with other comparative sources clearly exhibit the changes in the traditional Bengali culture. It is found from the study that, globalization has caused huge change in the culture of a big majority of people including their attitudes, lifestyles, dress pattern, fashion etc. And in this regard, media plays a strong role especially cable television network. A lot of satellite TV channels have become available in our country and most of the respondents mentioned that they like very much to watch these channels instead of

Bangladeshi channels. In this regard, we can mention the fact of "Hindi Serials" and "Hindi Movies" which is affecting the young generation of our country most. Through reading fashion magazine, watching various satellite channels and browsing fastest communication technology, the young generation upgrades their knowledge about recent fashion and style. Many people have adopted the foreign lifestyles and they have incorporated the western cultural behavior as regards their eating habits, dress codes and buying behavior. A large number of the population has become addicted to foreign ways of living which might account for the excessive reliance on foreign products and the phenomena of living beyond their means. As Bangladesh is a developing country of South Asia. The culture of India is affecting the culture of our country most as India is a neighboring country of Bangladesh. The people of Bangladesh started to follow Indian culture most.

But all these things have become threats to the native culture of our country. The traditional culture of our country is losing its popularity and our traditional moral values are also changing. One kind of hybrid culture is being created with the intrusion of foreign culture. Not only that, the market of our country is fulfilled by foreign product because the people of Bangladesh like foreign products most instead of native products. As a result our native culture is becoming week.

In order to save our native culture, policy makers and most importantly general people should come forward. Bangladeshi TV channels should have to be careful about their programs and should produce quality full program so that the people of our country watch native programs instead of foreign programs. The policy makers should develop strategies to inculcate appropriate values like responsible purchasing and encourage saving behavior in the population. And finally, general people should be much interested about native culture, fashion and values. Otherwise we will loss our own cultural identify in the globalised world.

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Appendix-1

Questionnaire

Globalization, Fashion and Values: A Sociological Study on the Students of   Dhaka University

(The following questionnaire is part of a survey being conducted in connection with the "Advanced Research Monograph" on the above stated topic at the Department of Sociology, University of Dhaka. I will be very grateful if I could take 30-40 minutes of your time. Every information will be treated as confidential and besides, your anonymity is guaranteed.)

Thank you

Kamrun Nahar Konica

A. Personal Information

01. Name: …………………………………………………………..

02. Age: …………………………………………………………..

03. Sex: a) male ☐   b) female ☐

04. Religion: a) Islam ☐   b) Hindu ☐

                c) Christian ☐   d) Buddhist ☐

05. Educational status: a) undergraduate ☐   b) graduate ☐

c)) post graduate ☐   c) M phill ☐   d) PhD ☐

06. Marital status: a) married ☐   b) unmarried ☐

07. Place of Birth: a) Dhaka ☐   b) Outside Dhaka ☐

B. Family Related Information

08**.** Type of family

a) Nuclear ☐   b) Extended ☐   c) Single parent ☐

09. Total family members: ....a. Male: .... b. Female: ....

10) Occupation of Father: ....

11) Occupation of Mother…………………………………………………………….......

C. Information about Globalization, Fashion and Values

12) Do you know about globalization?

      a) Yes ☐   b) No ☐

13) What type of media do you like most?

      a) Print media ☐   b) electronic media ☐

14) What do you like most as the source of entertainment?

a) Watching TV ☐   b) listening songs ☐   c) reading books ☐

d) Using facebook ☐   d) playing games in computer ☐

e) Others…………………………………………………………………………

15. What type of programme do you prefer most?

a) Bengali ☐   b) Indian ☐   c) English ☐

d) Others…………………………………………………………………………..

16. What type of programme do you watch on TV?

a) movie ☐   b) serial ☐   c) news ☐

d) reality shows ☐   e) educational programme ☐

 f) singing shows ☐   f) others…………………………………………….

17) What type of movies do you like most?

a) Bengali movies ☐   b) bollywood movies ☐   c) Hollywood movies ☐

d) others…………………………………………………………………………………

18. What channels do you watch most on TV?

a) Bengali channels (specify) …………………………………………………………

b) Indian channels (specify)…………………………………………………………….

c) English channels (specify)………………………………………………………….

19. Do you think Globalization affects our lifestyles?

        a) Yes ☐   b) No ☐

20) What type of dress do you wear?

a) Traditional ☐   b) Modern ☐   c) Religious ☐

d) Others (specify)………………………………………………………………….

21) Do you like to wear brand's and fashionable clothes?

       a) Yes ☐   b) No ☐

22. What type of fashion do you prefer?

 a) Bangladeshi style ☐   b) Indian style ☐   c) Western style ☐

23. Are you inspired by the advertisements to buy a new product?

        a) Yes ☐   b) No ☐

24) If yes, then what type of product do you buy most?

 a) Bangladeshi products ☐   b) Indian products ☐

c) American products ☐   d)

others…………………………………………

25) What type of dress-pattern influences you most?

a) Bengali actress' dress-up ☐   b) Bollywood actress's dress-up ☐

c) Hollywood actress's dress-up ☐   d)

others………………………………………

26) Do you have any computer?

      a) Yes ☐   b) No ☐

27) If yes, then do you have internet connection?

      a) Yes ☐   b) No ☐

28) If yes, then what type of internet connection do you use?

a) Dial-up ☐   b) Broad-Band ☐   c) ISDN Line ☐

d) Wi-Fi ☐   e)

others……………………………………………………

29. Do you have any account in facebook?

      a) Yes ☐   b) No ☐

30) Do you use facebook in your mobile phone?

      a) Yes ☐   b) No ☐

31) How do you communicate with your friends who are not near to you?

a) Meet them by going there ☐   b) through letter ☐   c) through mobile ☐

d) through e-mail ☐   e) through facebook ☐

f) others……………………………………………………………………..

32) Do you think foreign culture is influencing our native culture? If yes, then how?

a) highly influenced ☐   b) slightly influenced ☐   c) totally destroyed ☐

33) Do you think our traditional perception is changing because of Globalization?

      a) Yes ☐   b) No ☐

34) Do you think our native culture is becoming week or losing its importance because of

foreign culture?

      a) Yes ☐   b) No ☐

35) What type of food do you like?

a) Bangladeshi traditional food ☐   b) Fast food ☐   c) Chinese ☐

d) others…………………………………………………………………………………….

36) What type of restaurant do you prefer to go?

a) Bengali restaurant ☐   b) KFC ☐   c) BFC ☐

d) Chinese restaurant ☐

e) others…………………………………………………………………………………...

37) Do you go beauty parlor?

          a) Yes ☐   b) No ☐

38) Have you colored your hair?

          a) Yes ☐   b) No ☐

39) Do you go to night club or DJ party?

          a) Yes ☐   b) No ☐

40) If yes, are "hard drinks" allowed to that party?

          a) Yes ☐   b) No ☐

41) What type of occasion do you like most?

a) Pahela Baisakh ☐   b) Pahela Falgun ☐

 c) Valentine Day ☐   d) Friendship Day ☐

e) others…………………………………………………………………………………..

42) How is your relation with your family members?

          a) Good ☐   b) very close ☐

          c) not very close ☐   d) bad ☐

43) Do you think family bondage is becoming week because of Globalization?

          a) Yes ☐   b) No ☐

44) Do you share everything with your parents?

      a) Yes ☐   b) No ☐

45) What type of family do you like?

      a) Nuclear family ☐   b) Extended/joint family ☐

46) Which type of songs do you like most?

a) Traditional songs ☐   b) Rabindra sangeet ☐   c) Nazrul sangeet ☐

d) Folk song ☐   e) Fusion song ☐   f) Melodious songs ☐

g) others……………………………………………………………………..

47) What type of marriage do you like?

a) Affair marriage ☐   b) arranged marriage ☐

c) Affair and arranged marriage ☐

48) Do you have any affair?

      a) Yes ☐   b) No ☐

49) Do you support pre-marital relationship?

      a) Yes ☐   b) No ☐

50) Do you support extra-marital relationship?

      a) Yes ☐   b) No ☐

51) Do you think, remarriage is essential after divorce?

      a) Yes ☐   b) No ☐

52) Do you want to go abroad for higher education?

      a) Yes ☐   b) No ☐

53) Do you think women's roles have been changed in modern time?

      a) Yes ☐   b) No ☐

54) Is women's participation in job sector is a result of Globalization?

      a) Yes ☐   b) No ☐

55) 'Globalization brings freedom and decision making power for women'- do you agree?

a) Yes ☐ b) No ☐

56) What type of women is more conscious about updated fashion do you think?

a) Adult educated women ☐ b) job holder women ☐

c) middle class women ☐ d) uneducated women ☐

e) others……………………………………………………………………………….

57) Do you think, increasing cyber crime is a result of globalization?

a) Yes ☐ b) No ☐

58) Do you smoke?

a) Yes ☐ b) No ☐

59) Do you have any addiction to drugs?

a) Yes ☐ b) No ☐

60) Your views about the impact of Globalization:

a) Positive impact: …..

………………………………………………………………………………………

b) Negative impact: …………………………………………………………………

………………………………………………………………………………………

"Thank you very much for your co-operation."

Appendix-2

(Photograph)

Picture 1: The condition of female hall in Dhaka University during *"Hindi serials"*

Appendix-3

Tables (Based on chapter seven)

Religion of the respondents

Religion	Frequency	Percentage
Muslim	80	66.67
Hindu	35	29.17
Christian	5	4.16
Total	120	100

(Table of figure 7.1)

Place of Birth of the Respondents

Place of Birth	Frequency	Percentage
Dhaka	40	33.33
Outside of Dhaka	80	66.67
Total	120	100

(Table of figure 7.2)

Type of Family

Type of family	Frequency	Percentage
Nuclear	60	50
Extended	45	37.5
Single parent	15	12.5
Total	120	100

(Table of figure 7.3)

Hearing the name of globalization

Hearing the name of globalization	Frequency	Percentage
Yes	110	91.67
No	10	08.33
Total	120	100

(Table of figure 7.4)

Type of program respondents like most

Type	Frequency	Percentage
Bengali	35	29.27
Indian	55	45.83
English	30	25
Total	120	100

(Table of figure 7.6)

Favorite programs watching on TV

Name of program	Frequency	Percentage
Hindi Movie	35	29.17
Hindi Serial	40	33.33
Bengali News	20	16.67
Bengali Reality shows	10	8.33
Bengali Singing shows	08	6.67
Others	07	5.83
Total	120	100

(Table of figure 7.7)

Type of fashion respondents prefer most

Type of fashion	Frequency	Percentage
Bengali fashion	44	36.67
Indian fashion	58	48.33
Western fashion	18	15.00
Total	120	100

(Table of figure 7.10)

Inspired by the advertisement

Inspired by advertisement	Frequency	Percentage
Yes	85	70.83
No	35	29.17
Total	120	100

(Table of figure 7.11)

Having a computer

Having a computer	Frequency	Percentage
Yes	65	54.17
No	55	45.83
Total	120	100

(Table of figure 7.15)

Using internet

Using internet	Frequency	Percentage
Yes	87	72.5
No	33	27.5
Total	120	100

(Table of figure 7.16)

Type of restaurants respondents like most

Type of restaurant	Frequency	Percentage
Bengali restaurant	31	25.83
Chinese	52	43.33
KFC	14	11.67
BFC	11	9.17
Others	12	10.00
Total	120	100

(Table of figure 7.20)

Increasing women's participation in job sector

Increase of women's participation in job sector	Frequency	Percentage
Yes	81	67.5
No	39	32.5
Total	120	100

(Table of figure 7.21)

Table 6.24: Celebrating Valentine Day

Celebration of valentine day	Frequency	Percentage
Yes	68	56.67
No	52	43.33
Total	120	100

(Table of figure 7.24)

Type of marriage respondents like most

Type of marriage	Frequency	Percentage
Affair marriage	38	31.67
arranged marriage	33	27.5
Affair and arranged marriage	49	40.83
Total	120	100

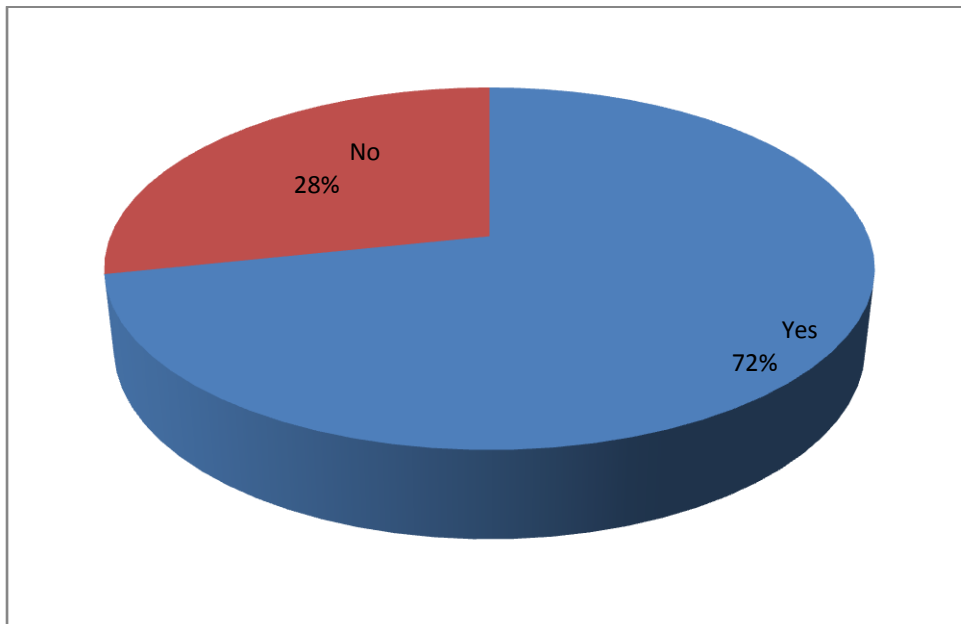(Table of figure 7.27)

Figures (Based on chapter seven)

Type of movies respondents like most
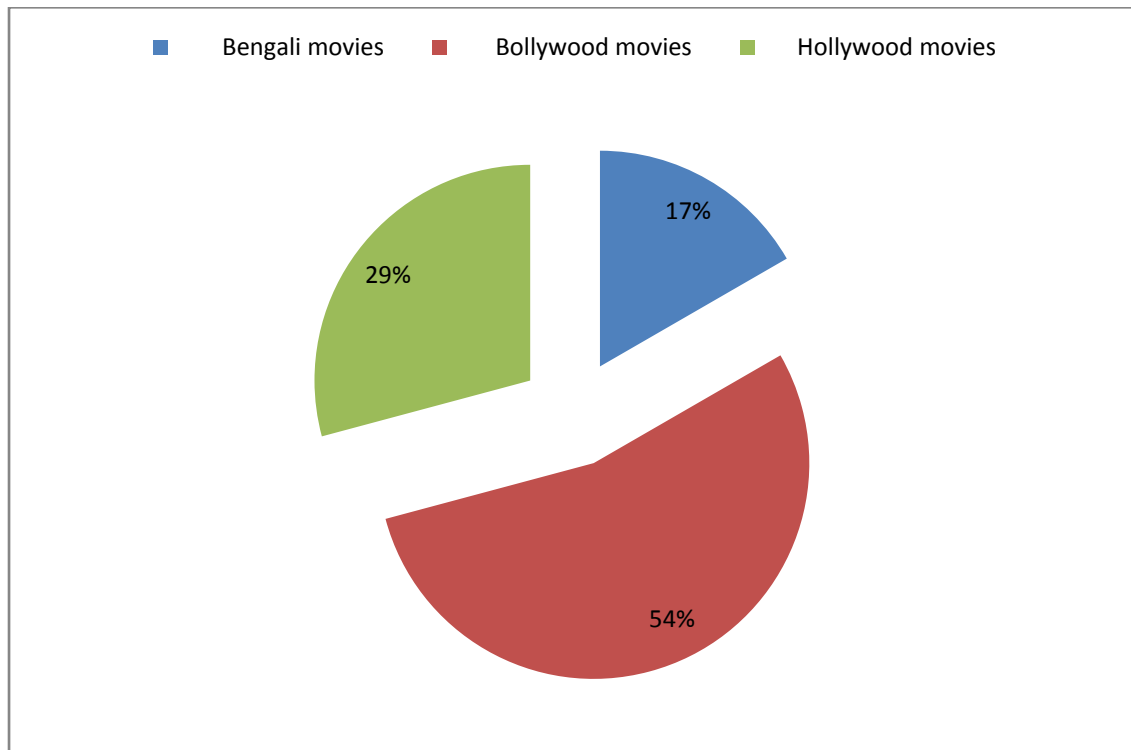
(Figure of table 7.4)

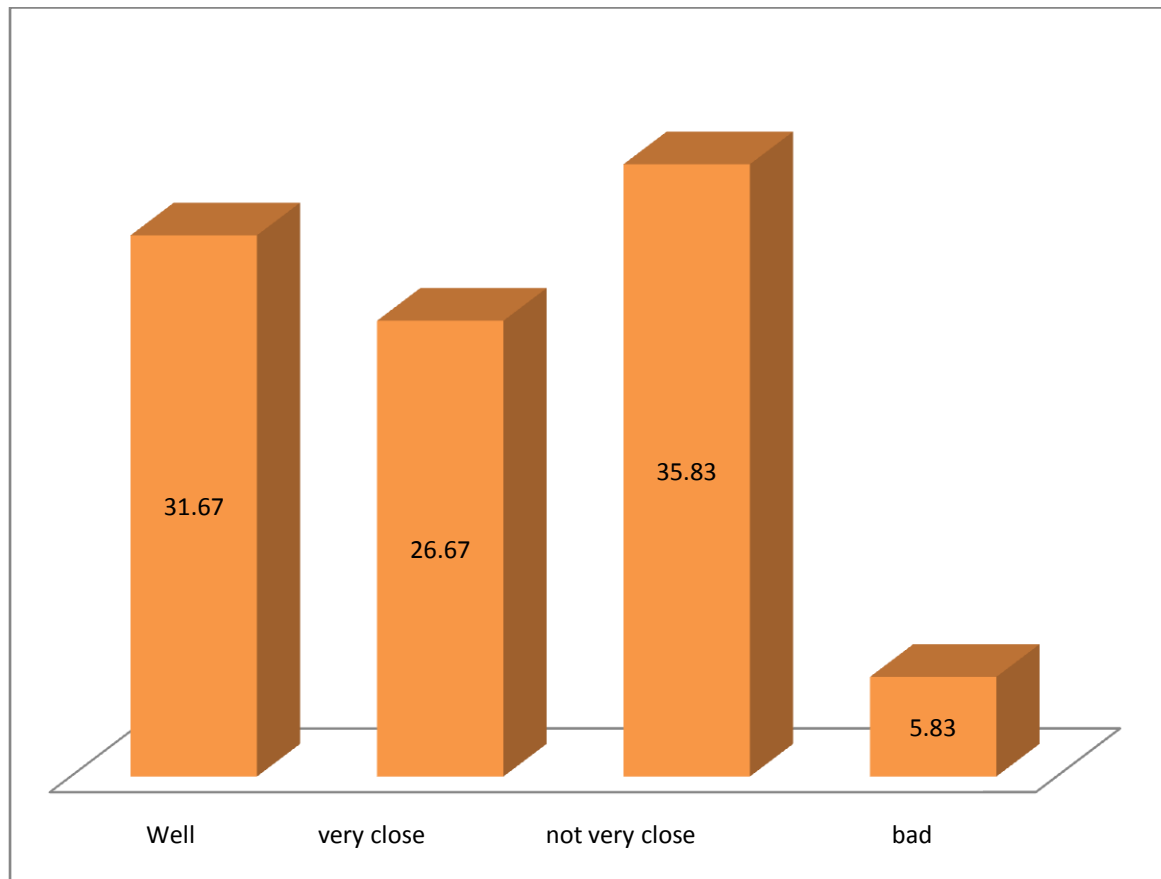**Going beauty parlor (female)**

(Figure of table 6.12)

Relation with family members

(Figure of table 7.16)