



Globalization, Electronic Media And Changing Life Patterns

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Abstract

Purpose: To assess the impact of electronic media on Indian rural society as media is proving as an powerful players in altering old life patterns and value system and issue like global-society and globalization with their manifold consequences are also emerging. The severe changes brought by technology particularly electronic media in various aspects of human life and social institutions, is analyzed by various scholar including Kirk Johnson, D Macquail, Joshua Meyrowitz, Stanley Rothman, Fayad E. Kazan and many others. Indian and Iranian societies have many commonalities like strong values system, sanctions, religious codes for regulating the behavior of inhabitants. All the societies including Indian and Iran are experiencing changes in social, cultural, economic and even religious aspects. Methodology: Study is based on primary data collected personally by interview method. Conclusion: The study indicated that mass media of various types, particularly electronics, is by and large available to most of the rural people. Specifically, TV was available to 100% of the respondents whereas in many villages, cable TV and films are also available to the rural people. They use mass media for varied purposes in life of which gaining information, knowledge of the current events in the society, entertainment are ostensible ones. Normal family life particularly of children is affected severely as their playing, studying, and sleeping time has reduced substantially due to the exposure of mass media at a very low age. Respect of elders has declined. People felt hesitation in watching T.V while sitting among the family members due to vulgarity and odd scenes and advertisements. People have become more idle and comfort loving. Family expenditure has been increasing due to the arrival of mass media. However, mass media is also playing positive role in removing discriminatory practices like untouchability and caste restrictions and is enhancing occupational mobility. Also, it helps in generating awareness of the people regarding educational institutions and new disciplines. Wearing patterns are fast changing and western touch is more perceptible. People perceived that violent/aggressive behavior among youth, vulgarity, delinquency, cynicism about social institutions has been increasing. Promotion of socially acceptable and informative

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programs, restrictions on vulgar exposures, making people aware of the negative effects of media, supply of good stuff are quite crucial for smooth development of society.

Key words: Globalization, Electronic Media, family life, Society, Social Institutions.