Impact of Cultural on Media: A Quantitative Study in the Context of Rich Indian Culture

AKRITI DHOUNDIYAL , Assistant Professor,Department of Media & Mass Communication , Graphic Era Hill University, Dehradun Uttarakhand India 248002 ,

Abstract

A rich and diverse culture that has developed over thousands of years can be found in India. One of the oldest and most intricate cultures in the world, it is made up of many different languages, religions, traditions, and customs. Media is a key vehicle for spreading cultural information, values, and practices, and culture has a big impact on how India's media landscape is shaped. In India, different media, such as television, cinema, music, literature, and art, clearly demonstrate how culture affects media. With many of its artistic and literary works reflecting cultural values and ideas, Indian media has long been a crucial tool for protecting and promoting the nation's rich cultural legacy. Language utilized across different media platforms reflects the cultural influences on Indian media. In India, culture has a tremendous influence on media, and the two cannot be separated. India's cultural diversity serves as an inspiration for its media companies, and media in turn aids in preserving and promoting traditional values and customs.

Keywords: *Diverse Culture, India's Media, Cultural Values, Impact of Culture, Traditional Values.*

Introduction

A nation's media environment is greatly influenced by its culture. India, a country with a diverse cultural background, is a good indicator of how cultural values can affect how media is used and received. Adolescents in networked cultures utilize digital media to communicate their cultural identities and find others who share their interests. Facebook and Twitter, for example, have developed into effective tools for people in India, a country that cherishes diversity, for sharing cultural experiences and promoting cultural ideals. For instance, during celebrations like Diwali and Holi, social media is swamped with messages, pictures, and videos displaying the rich

cultural traditions of India. Using social media has assisted in promoting and preserving Indian culture among younger people (Boyd 2014).

Media usage and content in India are greatly influenced by culture. In the framework of the rich Indian culture, cultural values have a variety of effects on media. Understanding the context of communication is an important step in making cultural meaning of it. Cultural values including collectivism, reverence for the elderly, and hierarchical social structures have an impact on how language, symbols, and narratives are used in media content in the Indian environment. With different languages and cultures coexisting in India, Indian media is renowned for its diverse cultural portrayals. Regional languages are used in media content, which shows India's multiculturalism. In addition, the Indian media industry has incorporated cultural components including traditional attire, music, and dance in its programming. In addition, Indian media usually depicts cultural values like those of the family, community, and religion. The appeal of Indian media both locally and abroad is influenced by these cultural characteristics (Osland and Bird 2000).

Social media indicates that information use has been influenced by cultural values for centuries. Social media has developed into a potent instrument for exchanging stories and experiences in India, a country with a rich storytelling heritage. Indian storytellers are increasingly using social media platforms like YouTube and Instagram to share their work and engage with their followers. Indians' use of social media to share and preserve their cultural history has been shaped by the cultural importance of storytelling. In India, media has a big impact from cultural values. The way Indians interact with one another and share their cultural experiences has been shaped by cultural values like diversity, collectivism, and storytelling. These values have an impact on how social media platforms are used. Cultural values are probably going to continue to influence the use and perception of various forms of media as India's modernization progresses (Standage 2013).

Literature Review

Cultural values have a tremendous influence on media in the setting of the rich Indian culture. According to the GLOBE Study 2002, understanding leadership behaviors in other cultures requires an awareness of cultural values including individualism, power distance, avoiding

uncertainty, and masculinity/femininity. Media usage in India has been affected by the collectivist cultural ideal. Social networking sites are being used to maintain cultural customs and interact with friends and family. In India, where Facebook and WhatsApp are widely used for both personal connection and the exchange of cultural experiences, collectivism's effects are clearly visible.

Individual responses to various media formats might be influenced by cultural norms. Social networking is a popular way to stay in touch with friends and family in India, a country where unity is highly prized. Social media has developed into a virtual outgrowth of one's circle of acquaintances, and people use it to keep in touch with acquaintances they would not routinely be able to meet in person. For instance, social media sites like Instagram and WhatsApp have become well-liked ways to communicate with family members and friends who live across the nation or even abroad. Thus, the way Indians utilize social media is influenced by the cultural ideal of collectivism (Bradley 2017).

In India, Chakravarti (2000) emphasizes how the electronic media shape cultural norms and advance gender equality. In order to empower women and advance their rights, the Indian government has used electronic media. Many programmes that address women's issues and advocate for gender equality are examples of how the cultural value of gender equality has influenced media content. In rural areas, where women have little access to education and job prospects, electronic media has been vital in bringing women's issues to the public's attention.

According to Fernandes (2000), media representations based on culture politics in India have influenced the development of a middle-class identity. The Indian middle class is a fast-rising community, and media material has played a vital influence in molding its cultural beliefs and lifestyle choices. The middle class in India has adopted specific lifestyle decisions and purchasing habits as a result of how middle-class living is portrayed in Indian media. The cultural and political discourse in India has also been significantly shaped by media content, with several media sources offering forums for public conversation.

According to Gupta and Panda (2003), cultural traits are very important in international management. Indian cultural values, such as deference to elders and authorities, have influenced how people consume media. For instance, television continues to be a common way for Indians to acquire news and pleasure, with many families preferring to watch shows together. Family and community values have a cultural impact on how people consume media. In rural places, where it is used to spread information and engage with the local population, radio is still a widely used medium.

According to Subramanyam and Rammohan (2006) shows how mass media affects tribal groups, television in particular has a significant impact on the social and cultural lives of tribal tribes. People's habits regarding eating, clothing, and social behavior all changed as a result of the invention of television. The research also revealed that television helped to inform individuals about government initiatives and policies. It draws attention to the power of mass media to affect social and cultural change, especially in isolated regions with few options for communication. India's culture and media are examined in Bel 2007 "The Social and the Symbolic." Media and culture, according to the author, are intertwined and have intricate relationships with one another. It looks at the relationship between culture and media, examining how both influence one another. It emphasizes how media can both produce and perpetuate cultural preconceptions and makes the case that media can be a vehicle for fostering cultural variety and understanding.

Singh (2007) fond that Tribal Situation in the Context of Economic Liberalization and Globalization," investigates the effects of economic liberalization and globalization on tribal populations in India. It makes the case that these policies have had a detrimental effect on tribal people, particularly in terms of their cultural identities. It points out that tribal communities have a distinctive cultural history that is in danger of being lost due to the forces of globalization. In light of globalization, the article emphasizes the value of preserving tribal culture and fostering cultural variety.

According to Inglehart and Baker (2000), modernisation and cultural change have a substantial influence on the survival of traditional values. In India, where the traditional value of narration

has indeed been handed down from generation to generation and is still influencing media consumption behaviors, it is especially pertinent. In India, storytelling has always played a major role in both culture and society, serving as a channel for the transmission of information and wisdom from one era to the next. This has led to the persistence of conventional narrative techniques despite the development of contemporary technologies. In India, storytelling has found an alternative channel for reaching a larger audience because to the growing usage of social media sites like YouTube and Instagram. Storytellers may now share and preserve their tales with audiences across the globe through social media. A new generation of storytellers, including bloggers and vloggers, have emerged as a result of the growing popularity of online storytelling in India. These storytellers use a variety of media platforms to share their stories. Since everyone can now share their experiences and reach a larger audience thanks to the use of social media platforms for storytelling, the process has become more democratic. The cultural importance of narrative has also influenced how media is used in Indian marketing and advertising. Storytelling is increasingly being used by brands to engage with people and establish their identities. Companies are using the power of storytelling more and more to connect emotionally with consumers and communicate their values and brand message. Brands can have a profound emotional impact on customers and forge lasting relationships by using the cultural power of storytelling. This strategy has been especially effective in India, where customers are more receptive to emotive brand messaging and storytelling.

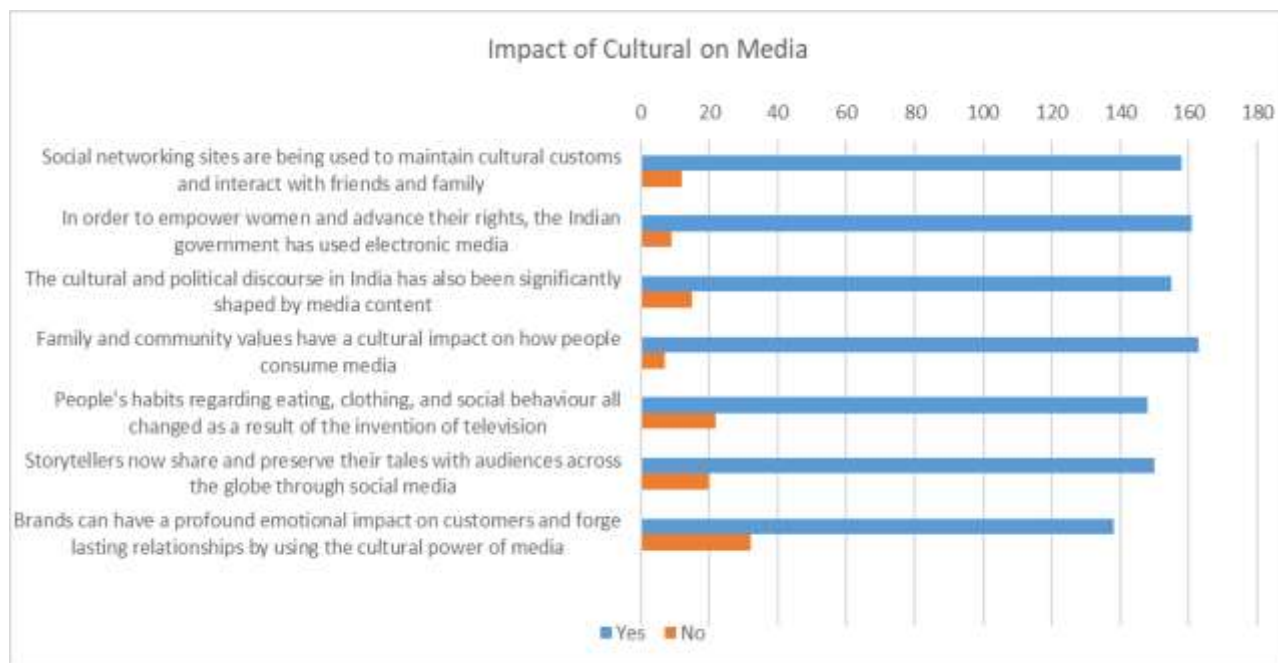**Objective:** To find the impact of cultural on media

Methodology: This study is descriptive in nature in which the data were obtained from the 170 respondents. A checklist question was used to analyze and interpret the data. In a checklist question respondents choose "Yes" or "No" for all the questions.

Data Analysis and Interpretations:

Table 1 Impact of Cultural on Media

SL No.	Impact of Cultural on Media	Yes	% Yes	No	% No	Total
1	Social networking sites are being used to maintain cultural customs and	158	92.94	12	7.06	170

	interact with friends and family					
2	In order to empower women and advance their rights, the Indian government has used electronic media	161	94.71	9	5.29	170
3	The cultural and political discourse in India has also been significantly shaped by media content	155	91.18	15	8.82	170
4	Family and community values have a cultural impact on how people consume media	163	95.88	7	4.12	170
5	People's habits regarding eating, clothing, and social behaviour all changed as a result of the invention of television	148	87.06	22	12.94	170
6	Storytellers now share and preserve their tales with audiences across the globe through social media	150	88.24	20	11.76	170
7	Brands can have a profound emotional impact on customers and forge lasting relationships by using the cultural power of media	138	81.18	32	18.82	170

Figure 1 Impact of Cultural on Media

Table and Figure 1 show the impact of cultural on media. It was found that around 95.8% respondents accept that family and community values have a cultural impact on how people consume media, in order to empower women and advance their rights, the Indian government has used electronic media (94.7%), social networking sites are being used to maintain cultural customs and interact with friends and family (92.9%), the cultural and political discourse in India has also been significantly shaped by media content (91.2%), storytellers now share and preserve their tales with audiences across the globe through social media (88.2%), people's habits regarding eating, clothing, and social behavior all changed as a result of the invention of television (87.0%) and Brands can have a profound emotional impact on customers and forge lasting relationships by using the cultural power of media (81.1%).

Conclusion

Considering India's rich cultural heritage, it is important to consider the influence of cultural values on media consumption and creation. Media consumption patterns and media production procedures in India have been affected by cultural values like collectivism, reverence for hierarchy, and storytelling. While the cultural value of collectivism has aided in the growth of social media and messaging applications in India, it has also given storytellers a way to preserve

and share old stories with a larger audience. The regard for hierarchy has also affected media production methods, particularly in the film business, where the director's function is highly valued. Beyond media consumption and production, cultural values also have an impact on how media is used for marketing and advertising. Several firms in India employ storytelling to engage with consumers, which has encouraged the usage of narrative in advertising. Moreover, community-based advertising, which makes use of the influence of social networks and communities to advertise products and services, is a result of the cultural value of collectivism. In conclusion, the impact of cultural values on media creation, consumption, and advertising in India emphasizes the significance of comprehending the cultural environment in which media operates. The cultural values that influence media consumption and production methods must be acknowledged and respected by media professionals and academics as media continues to change and impact our environment.

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