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## CULTURAL DEVIATION OF COLLEGE STUDENTS IN CHENNAI CITY

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### ABSTRACT

Culture is varied accordingly to different person depends upon their perspectives of life, behavior and environment. Culture deviation to a different outlook will change the entire perspective of ones life The attraction to a different culture would lead to a total different outcome of one's life as it hold the transition of downfall of the existing culture as well the upgradation of one's life as it holds an implication of vivid development of contra of individuals life. Cultural deviation is a wide aspect which has a interrelated and dimension of various aspects of life. The influence of cultural deviation has lot of in-depth analysis overall development in all the perspectives of the life. Those development have led to various positive and as well as the negative aspects of the entire perspectives of one's life. The culture variety great transition as it holds in life growth and development. Modern values like humanism, egalitarianism, secularism have entered Indian value systems and level of law has been reformed tremendously. We find that the traditional social organization exemplified by the caste system has undergone several changes yet continues to exist in Indian society performing some old and some new functions. During the last few decades, as a result of the forces of modernization, the ideology of caste has become less pervasive in an individual's day to day life.

**Key words:** - culture, attraction, modernization.

### INTRODUCTION

The world is a revolving process of upgradation of life in all aspects have fully grown in a lot of the ways, they have been in all immerse on the technology and various sources of development in all aspects. Cultural deviation is a wide aspect which has a interrelated and dimension of various aspects of life. The influence of cultural deviation has lot of in-depth analysis overall development in all the perspectives of the life. Those development

have led to various positive and as well as the negative aspects of the entire perspectives of one's life. The culture variety great transition as it holds in life growth and development.

These holds a very advancement of ones life as it holds a varied transition in ones life and the uphold of it is outrageous development of ones life and the change is the utmost upgrade. The culture has its own methodology of existence in all life, The attraction to a different culture would lead to a total different outcome of one's life as it hold the transition of downfall of the existing culture as well the upgradation of ones life as it holds an implication of vivid development of controversy of individuals life.

The Indian culture which is one of the oldest richest culture in the world with very language custom belief ideas tab use codes instructions works of art architecture ritual ceremony acceptor India's cultural history of several thousand years old and it shows continuity and subtle change with a strong third of Duty epitomized in the relative power of culture and unique display of unity in diversity. Which the conquest of European power and subsequent British rule in India has had a profound effect on western culture on Indian society. Western culture has made its presence in various forms.

There were different kinds of westernization one kind to emergence of a westernize subcultural pattern through a minority section of Indians who first came in contact with the western culture and it includes the subculture of Indian intellectuals who not only adopted many cognitive patterns or way of thinking like this style but also supported its expansion and the impact of westernization was mainly in urban areas. But some villages are more westernized than urban areas.

Affected caste, joint family, marriage and other social structures. Introduction new institutions like the press, Christian missionaries, etc. Modern values like humanism, egalitarianism, secularism have entered Indian value systems. Our criminal law has been reformed. Evil customs like sati ended, Untouchability was abolished.

The concept of the welfare state was introduced and thus Governmental activities on welfare measures have expanded. Far-reaching reforms in Hindu society through social reform movements like the Brahma samaj etc. under inspired by the Western-educated middle class in India and many political and cultural movements emerged like the movement for the eradication of caste spread of mass education. The emergence of an educated middle class as the vanguard of the freedom movement.

We find that the traditional social organization exemplified by the caste system has undergone several changes yet continues to exist in Indian society performing some old and some new functions. During the last few decades, as a result of the forces of modernization, the ideology of caste has become less pervasive in an individual's day to day life. Caste rituals have become increasingly a personal affair, rather than public due to changed circumstances of living, forces of industrialization, and urbanization. Place of residence and food habits are influenced more by an individual's workplace and occupation than by his or her caste or religion. Industrialization and the factory systems broke down caste barriers to a large extent. Urbanization made many castes live together.

The dynamic situation of life and the upgradation of life leads to development and the advancement of ones life in a lot of perspectives even in a horrendous or perfect depends upon the outlook of the persons progress.

## REVIEW OF LITERATURE

**Gaines Arnold (2022) Cultural Deviation: Theory**, Cultural deviance theory seeks to explain criminal activity by focusing on the community in which crime occurs rather than the individual lawbreaker. Meet the proponents of this theory and learn about its strengths and weaknesses. The theory states that the individual is not responsible for their deviance as much as the community within which they reside. People are influenced by the place, people, and social structure of the community in which they reside.

**Patricia Stones (2021) What is Culture and their difference**, Culture determines what is acceptable and unacceptable in any society. Social norms are borne out of culture. It is manifested through our art, music, dance, architecture, technologies, and writings. Holidays such as Halloween and Christmas are part of a larger culture. And within that culture, there are smaller cultures which have their own behaviors and norms. America is a melting point of cultures, making it one of the most vibrant places to live in the world.

**Richard Pircher (2019) Important of culture**, Culture is defined as an art of expression of a soul of a living. It can be understood by the way of ideas and customs of one's outlook of it and the intricacy it holds are quite unpredictable as the need for the progress of the nation and the persons in it develops on the outlook of the run on the culture progress and the smooth outlook of the development overall.

**Prasanna (2020) Indian culture**, Indian Culture and Traditions are unique across the world. The Indian Culture and Traditions Essay elaborated on the variety of traditions and cultures followed by people in India. India is a country of having many cultures, traditions, and religions that made people living in a peaceful, colorful, rich, and diverse nation. It is unbelievable that different directions of India like north, south, east, and west have their own cultures and traditions. The important characteristics of Indian Culture are civilized communication, beliefs, values, etiquette, and rituals. India is well known for its 'Unity in Diversity' across the world.

**Dennis M. Reilly Globalization and their impacts**, Globalization can be defined as the inevitable integration of markets, nation-states, technologies and people in a way that is enabling individuals, organizations and nation-states to reach around the world farther, faster, deeper, and cheaper than ever before. Culture has become a highly significant factor in determining the success in today's international business environment. In particular, organizations entering the foreign markets either by expansion or mergers and acquisitions (M&A's) are known to suffer at a high failure rate due to not understanding and preparing for cultural differences. Studies suggest that failure is due to different and often controversial relationships between cultural differences, integration and performance, "Culture is not only all around us but within us as well". Each individual within an organization comes with a unique background and culture.

## RESEARCH GAP

The culture deviation is varied and wide interpreted subject, there has been recently a lot of study on the cultural deviation perspective as the deviation became an inevitable attraction which couldn't been a deviated aspect of the life. This research paper is on the basis of study on the students on a particular zone and been checked as these students under the age of 18 and they are the main deviators on this deviation and they have been totally in to this deviation of the foreign culture the main deviation has been on the basis of the OTT platform which has an entertainment purpose of the drama and series are the main deviators of the culture change and the social media is a other grave deviator of the foreign culture.

## STATEMENT OF PROBLEM

This research paper is studied on a particular zone alone and main target is on a singular area, the culture deviation them are studied on which particular perspective are drawn to different outlook of culture and what aspects have been changed in their daily routine. The need of the study to show case the entire different deviation on the students on a particular zone. The paper major focus is on the students on the university and college, their way of preference are been noted and drawn mostly on the teenager addiction toward to a foreign culture and need of an hour to study on their changes in life and overall development.

## OBJECTIVES

1. Culture deviation is a wide range of change on the livelihood of the students as it becomes an addiction to oneself.
2. The new culture leads to the degradation of the existing culture or origin which may lead to extinct of the existing culture.

## METHODOLOGY

The research paper compromises of the primary and the secondary data which is been analyzed and interpreted. Primary data comprises of google form (responses) 52 and the Secondary data comprises of the website blog, articles and the journal study on the culture aspect studies. We find that the traditional social organization exemplified by the caste system has undergone several changes yet continues to exist in Indian society performing some old and some new functions. During the last few decades, as a result of the forces of modernization, the ideology of caste has become less pervasive in an individual's day to day life. The primary data study on the college students are been taken into account and it is important to check the dynamic way of changes occurred to them and the sources of those changes lead to overall change in the change of the livelihood. The secondary data from the journals and the articles rea been studied to interpret the culture dynamic change it has occurred so far and the intricacy it holds in the change of the culture and the overall data of the deviations of the culture change occurred in each perspective of study. The tolerant spirit of Indians was largely responsible

for the spread of Westernization. There was no wholesale but only selective Westernization and the old styles continued side by side. The methods for the research is the sources from these data and analyzes on it.

## RESULTS AND DISCUSSION

The upwardly mobile untouchable castes adopted the lifestyle implied in Westernization. This was facilitated by the prevalence of various non-Sanskritic traditions among them—such as, eating meat and drinking alcohol. This cultural deviation has been studied by 53 respondents to maximum and the response which were interpreted were totally variety of reasons that the deviation occurs and the impact on them was quite penetrable to them which have changed the entire perspective of their live and the analysis has been on the male and female analysis basis.

### i. Socio economic variable table

<b>1. Gender</b>	<b>Percentage</b>	<b>Responses (number)</b>
Male	38.9%	21
Female	61.1%	32
<b>Total</b>	100%	53
<b>2. Age wise</b>	<b>Percentage</b>	<b>Responses</b>
18- 20 age wise	87%	46
21-25 age wise	8%	4
Above 25	5%	3
<b>Total</b>	100%	53
<b>3. Income level</b>	<b>Percentage</b>	<b>Responses</b>
No income	85%	45
1-10 lakhs	9%	5
More than 10 lakhs	6%	3
<b>Total</b>	100%	53

Sources: Primary data

The total count to the responses were 53, the most affected gender is the female count as they were in depth affected and more attracted to the trend of the foreign culture and the need of this study has shown that the FOREIGN culture has indeed influenced a varied influence on the respondents. The age wise count has shown that the respondents were on the age wise of teenage 18 and above is the maximum for the deviators of foreign culture. The response on the income basis has shown that the non-income range is the highest which included the student range (college, school or university), the OTT platform is boon to them for an entertainment purpose.

## 2. Yes, No (or) maybe question

Questions	YES		NO		MAYBE		TOTAL	
	%	number	%	number	%	number	%	number
Is attraction to foreign culture is heathy for student life?	65.4%	35	15.4%	9	15.4%	9	100%	53
Is foreign culture affect the existing origin culture?	18.9%	10	50.9%	27	30.2%	16	100%	53
Is the foreign culture has developed the student life?	60.8%	32	9.8%	5	29.4%	16	100%	53
Is the foreign culture being addictive to student life?	46.2%	25	19.2%	10	34.6%	18	100%	53
Are the OTT platform play a role in impose of foreign culture?	45.3%	24	22.6%	14	28.3%	15	100%	53

Sources: Primary data

The question of attraction to an opposite culture plays an vital role for the students, the task of attraction is an complicated question as the answer is imbanded in the soul of the entertainment purpose has led to evolution of the OTT platform and the relevance and the need of the source for the progress of the nation plays an impartial role on the benefit of the evolution of the entertainment and they should provide an immense help for the progress and development of the individual.

The existing culture has been on the run by the current generation as the evolution of the word technology where is been an boon or bane in the progress of the nation and the load of com plication and the betterment it hold its quite unexplainable, but the unexplainable part holds a quite lot of intricacy and complication of the tech society and so the development has been on a steadfast. The deviation of the responses for the addiction is the zone of

getting caught in the overall development of the respondents for the basis of the addiction level have in an extravagant show of the addiction level.

### 3. Scalar questions

Questions	Strongly agree		Agree		Neutral		Strongly disagree		Disagree		Total	
	%	N.O	%	N.O	%	N.O	%	N.O	%	N.O	%	N.O
Is foreign culture addictive?	23%	12	19%	10	30%	16	17%	9	11%	6	100%	53
OTT platform plays a vital role for addiction?	21%	11	24%	13	17%	9	15%	8	23%	12	100%	53
Does students are changed via influence?	23%	12	11%	6	26%	14	17%	9	23%	12	100%	53
Is the traditional culture been neglected?	15%	8	11%	6	35%	18	30%	16	9%	5	100%	53
Is the deviation dangerous to the tradition?	6%	3	13%	7	30%	16	28%	15	23%	12	100%	53
Is the daily routine is influenced by the deviations?	6%	3	9%	5	36%	19	28%	15	21%	11	100%	53

Sources: Primary data

As there 53 respondents mostly was the predominant age of STUDENTS has this culture altercation has led to development of the student on any basis and overall life aspects of the students been on the routinely based changed in any aspects

The responses for the changes that happened in the development of the attraction of the opposite culture are the Food habits Dressing style Behavior and Watching drama of foreign language foreign travel, foreign ethnicity attraction and much more, the original culture trend has been depleted and the foreign culture of taking foods, dress, mannerism plays a quite a role on the current trend.

The aspects of the table to show the different deviations which are foremost factors of the another culture influence of the people day to day life.

## LIMITATIONS

The culture deviation study has been mainly focused on the college students of one particular zone, Chennai has been analyzed, as the influence of foreign culture via the sources of entertainment and other means has influenced the traditional culture routine of the students which has developed a modernized routine of the overall lifestyle of the college students. The culture addiction to another culture and intricacy it has been quite unquenchable for the students.

## FINDINGS

1. The finding has showed that the students are deviated by the colorful display for entertainment purpose which have led to them to be more attracted to another culture and the trend speak the main perspective.
2. The addiction to a different culture can be quite complicate depends upon the level of addiction the person gets from the sources.

## SUGGESTIONS

The data acquired from the sources has show cased the complex intricacy of the deviation to an foreign culture and the proper stand on the development in oneself and the degradation of the existing culture is slowly eroded if they are neglected. The students are the main attracters to an foreign culture via the music, movie and much more, but if exceeds to an unimaginable level the origin would be in stage of extinction.

## CONCLUSION

Culture can be defined as the blending of values, politics, beliefs, behaviors, customs and attitudes that distinguishes one society from another. Since culture is a learned behavior that encompasses life-long experiences, it is adaptive. When merging cultures, this is an important fact that organizations must understand. Forcing the parent organizational culture onto the acquired organizational culture without understanding the newly acquired culture is potentially a path to disaster. Culture has great importance. Culture is the identity of the nation; without culture the society is impossible. Finally, the deviation should be on a proper check and balance so the existing culture isn't been neglected and overthrown by another foreign culture, everything needs its own balance for a proper stand on the life.



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