

METAMORPHIC COMMUNICATION PARADIGM: EFFECTS ON ETHNICITY

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ABSTRACT

The progress of a nation depends upon its socio-economical, educational and cultural developments. Media plays the role of a catalyst in the process of development. It has its own impact and contribution on various fields. The greatest strength of media is that it can make people imitate which can definitely have an impact on the lingual, cultural, behavioural aspects of a nation and its citizens. Media content can have strong impact due to the techno-lingual amplifications wherein it loses its original form and flavour as the crux of it is used repeatedly over other different media.

In the population ridden South Asian nations, the youth who form the primary chunk in economic exercises, bring in enormous effect on identity and future. With a young India in the 21st century, the cultural prowess forms a strong basis for the strength of the nation.

'Acculturation' brings in pains along with progress. When drastic changes occur in cultures, the development of nations depending primarily on their ethnicity through irradiation of values, else suffers a serious jolt. Thus, studies on Ethnicity acquire importance. When Mass Culture instilled through media communication fails, conflicts set in among generations, each subscribing to their own theories and practices, becoming arbitrary without standards and regulations.

This explorative study is significant to find practical way out of the shortcomings as it falls back and relies heavily upon the Ethnicity, even as acculturation trend continues. The scope here is that it recognizes the acculturation of youth as endangered and has the objective to explore for strong measures to tackle problems through ethnic practices thus bringing solace to the societal members.

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