



# ANALYZING MODERNIZATION AS AN AGENT OF SOCIAL CHANGE: A STUDY IN NALBARI DISTRICT

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**Abstract:** Modernization is something what is uttered world widely with its dynamic and multifaceted nature. Modernization is a roller coaster ride through time and period. It's like a kaleidoscope for the upgradation of norms, values, institutions, technology, communication, and infrastructure. Modernization is like the incredible wave of a sea that brings transformation in our lives. It is a widespread term that is also used to mention about new ideas, fresh viewpoints, embracing progress, developing thinking, influence the socialization and many more. As an ongoing and never-ending process; modernization is characterized by the adaptation of new technologies, socio-economic structures, cultural norms, change in way people live, in workplace, transition of rural to urban centres, shifting of agrarian to industrial economics etc. We will look how modernization influence our daily routines and habits. From the way we work to the way we shop; technology has made our lives more convenient and attainable. The following research paper focuses on how modernization act as an agent of social change.

**Keywords** - Modernization, Social Change, Family, Education, Culture

## I. INTRODUCTION

Modernization has a greater impact on our society. As society evolves and embraces new ideas, technologies, and cultural changes, for example, with the rise of social media and digital platforms, our identities are shaped and influenced by our online presence as traditional structures and beliefs are challenged, people's may find themselves re-examining their own identities and values. We can see the impact in education system that smart digital provisions and some of our dressing habits, food habits change these changes occurs in our culture and many more. Furthermore, modernization can also impact our sense of identity through the diversification of cultural influences.

## II. OBJECTIVES

- To Analyse the impact of modernization in the tradition.
- To Examine the changes in the food and language.
- To Assess the transition of the family structure.
- To Identify the changes that can be seen in the educational institutions due to modernization.

### III. RESEARCH METHODOLOGY

The study was carried out in *Nalbari District of Assam*. *Survey Method* was used using *questionnaires* which consists mostly closed ended questions with few one liner questions. Samples were collected from **400** respondents/participants. The age group of the respondents is 18-35 years.

### IV. RESULTS AND DISCUSSION

Modernization is an evolutionary transitional process. As like a coin modernization also has both positive and negative side. The study was carried out to look at the impact of modernization and how it acts as an agent of social change. 400 sample were collected to analyse the topic. Modernization as an agent brought changes in various fields; starting from the dressing sense, food habits, culture, language, mindset, infrastructure, medical side, economy to politics and so on. It has also encouraged the people to upgrade their rural lifestyle to urban. It also affected the education sector where many digital technologies are being used in many schools, colleges and universities.

Our Indian tradition has been greatly influenced by modernization. Modernization enhances our quality of life by providing lots of advancements. It helps in creating new sectors where job opportunities are available and improves the living standards. As per the survey according to 376 respondents, modernization has influenced our tradition, rest 24 replied with modernization has no influence over our culture. According to those 24 respondents' modernization has not yet meet the grassroot level of rural society. Village specially has not met all the dimension of modernization.

Changes can be seen mostly in the mindset of the people; people now are slowly coming out from the old orthodox mindset. Believe in superstitions have gradually decreased. According to 146 respondents' modernization influenced the dressing sense, according to 112 it has influenced the food choices, for 51 respondents it has brought changes in the family structure. And for the rest of the respondent's modernization has influenced the family structure, language, religious mindsets etc. Changes can be seen from both positive and negative perspective. Though the positive impact has more weightage in the society, but negative impacts like losing the own cultural values, losing the importance of joint family system, more materialistic dimensions, even the automation and artificial intelligence have replaced certain jobs which also leads to unemployment. It has decreased face to face interactions. In the present scenario, men and women both are engaged and exercise a busy schedule which is somehow affecting the children in their parenting and socialization process. Self-dependency of parents is definitely good but now they have less time for their own children.

#### 4.1. Modernization and Local Languages

Out of 400 respondents, 351 respondents replied that modernization has brought change in the Language pattern. Adaptation of western culture attracted people to learn the English, Spanish, French language. For this they are losing their own languages. For instance, we can see now a days, in the education system English language is given more preference and it has become the medium of instruction. As a result of making English as a medium of instruction from primary stage, the children have loss the interest on their mother tongue. The dominance of certain languages in the globalized world led to the extinction of smaller local languages and dialects. This results in loss of cultural heritage and linguistics diversity. Now a days children and adults love watching English web series. Whereas, 49 respondents replied that modernization not at all influenced the language system. Many families still give importance to their mother tongue. They still raise their new born baby with Assamese language and other local language. Even they prefer Assamese medium school.

#### 4.2. Modernization and Food Pattern

According to 268 respondents' modernization has brought a transition in the food habit. People now rarely eat the Assamese traditional food items like *Laru-Pitha*, *Curd*, *Kolphul (Banana Flower)*, *Posola (Banana stem)*, *Poita/Ponta Bhat*, *Khar*, *Tenga*, *Spinach* etc. They now prefer *Chinese*, *Italian*, *South Indian*, *Afghan* etc. *Pizza*, *Burger*, *Noodles*, *Biryani* etc have touched Assamese style of food. People call the normal potato fry as French fries. People love to follow the new trends. Assamese people have their own ingredients which they use in making dishes like *pork curry*, *pigeon curry*, *duck curry* etc. But now various masala brand overtook the traditional spices of Assam. The old ethnic and authentic taste has slowly disappearing. Another 132 respondents replied that modernization has not influenced the food habits of the people. People still crave for fresh and healthy food items. Though occasionally some people eat other variety foods but it doesn't mean that we are totally influenced by western type of food. They still choose to eat simple, non-fertilized food items.

#### 4.3. Modernization and Family Structure

Changes can be seen as well in the family pattern of the society. According to 247 respondents, the joint family system is overshadowed by nuclear family system. Now a days families becoming more comprise and small in size. Whereas remaining 153 have the opinion that family structure did not influence the family structure of the society.

#### 4.4. Modernization and Education System

The result shows us that modernization has a great influence over educational system. According to 338 respondents' modernization has brought change in the educational sector. Modernization as an agent of social change has brought changes in the technology, such as online learning platforms and digital resources, personalized learning etc. Online learning platform and digital resources made education more accessible to wide range of students. Adaptation of AI and various software tools have been turning out to be beneficial for educational institutes. Teachers are now adopting and exercising various modern methods to make the students more interactive and attentive in the class. On the other hand, according to 62 respondents' education system has not undergone any changes due to modernization. Education system still follow the old traditional method of teaching in a unilinear direction. The only thing is that the fees and competitive mindset have increased.

#### 4.5. Modernization and Dressing Pattern

Modernization has brought a serious change in the dressing pattern within the society. 80% of the sample replied that there is a proper reflection of modernization in the dressing sense. Modern dressing trends like Ripped Denims, Jumpsuits, Joggers, Funky and Loose T-shirts, Sleeveless tops, Leggings, Palazzo etc are becoming more common to the youth. Youth generation is highly influenced by global fashion and fast fashion. Even the local/tradition dresses are slowly disappearing. Local dress seller, Handmade costume seller are overthrown by online shopping like flipkart, amazon, myntra etc. And according to 20% respondents' modernization has no influence over dressing pattern. People still love wearing Mekhela Chador, Riha Mekhela, Dhoti, Gamucha etc.

Besides these, modernization has brought changes in the status of women. The standard of women raised in the due course of time. They are now aware about their rights. They are being employed and modernization has shown them a path for self-dependency. Moreover, Modernization has also influenced other factors like Business, Environment, Communication mode and Travel, Religion, Caste System etc.

## V. CONCLUSION

Modernization is one of the important agents of social change. It conjures images of change in the direction of general improvement over the past. Though the idea of modernization is relatively new but its basic principles touched almost every society. Modernization does not denote similar changes in each and every society; it is different in terms of every society. Modernization which was predominantly seen as a process of cultural change but now noticeably it contributes toward structural changes too; starting from Culture to Social Institutions to Economy and Agriculture. The following study finds a significant correlation between modernization and social change. So, it turns out to be the process of socio-cultural transformation. It is a hand-to-hand non-static process of change involving values, norms, institutions and structure.

