***URBANIZATION, WESTERNIZATION AND SOCIAL CHANGE*** by Mala Moni Kalita

**I. INTRODUCTION**

Urbanization has its own characteristics and values, either positive or negative. Westernization is a vast and deep concept having effects and side effects on society. It has various causes. The main cause of westernization on developing countries is including three parameters like international market, trade, multinational production, and international finance. Every country in the world has accepted the policy of westernization and related concepts in current scenario. Urbanization means spreading the scope and size of particular city to surroundings and it called as sub-burn area. Modernization rise in society due to the acceptance and implementation of new trends in the society. Urbanization describes the interplay across culture of macro-social forces. These forces include religion, politics, and economics. Westernization refers to the widening, deepening and speeding up of global interconnection process. Family is a first victim of these symbols. A group of people where the socialization of children taking place and all the social, economic, cultural process held up called as a family. There are various types of families in society. Family is the main backbone of society. Family is the first school of man. Basic knowledge and information get to man first only in family which affected by above modern process.

**II. EFFECTS OF URBANIZATION, WESTERNIZATION ON INDIAN SOCIETY**

**1. Social Effects** Its truth that by the effects of urbanization, joint family is converting into nuclear family. Along with migration, cultural transmission, complexity of society, secondary relationship etc factors have been affecting in society.

**2. Urbanization and Marginalization** Urbanization has given the birth to marginalization. Centralization of wealth, class system, poverty, inequality etc are the different effects of urbanization.

**3. Rural Economy** **Of India** GDP and GNP are affected by the various agriculture implementation programmes and policies in Indian society.

**4. Communication Effects** Now days there is an electronic communication revolution can be seen in global society. As per the population, the utility of cell phone and other peripherals have been in peak level. Even rural and tribal society also captured by electronic media.

**5. Migrant Workers** This is a latest and current problem raised in current scenario. They come out from their family, live single or with group in cities and earn the money. In that way most of the joint families transfer into single families.

**6. Existence Of Fashion And Fad In Family** With the process of urbanization, existence of fashion and fad can see in society. In spite of culture, civilization has raised in society.

**7. Urbanization, Industrialization Privatization and Modernization** All these are the Correlated Concepts. Such type of all the concepts are interrelated to each other and frame, develop the particular type of network in society. All the said concepts are closely involved in urbanization and effects on social, cultural and economic life of family in modern age.

**8. Effects on Education System** In modern world, the effects of urbanization/ westernization directly shows on various contents of social parameters. Boom to the professional and commercial education with the specific development of science and technology, creation and awareness for global education, stress on the human job resources etc. are the cognizance issues in urbanization/ westernization process.

**9. Family Structure and Scope** Westernization process affected the family structure and social construction. Small size, heterogeneous groups, money are a centre of family; generation gap, secondary relationship etc effects are the gifts of westernization and concern process.

**10. Divorce and Urbanization/Westernization** In modern society, western family has the number of divorce cases is increasing rapidly. Main cause behind this is western life style and environment at working places. Even we can say that these are the symbols of degradation of family and society.

**11. Effects On Ideology** The trend of ideology has been changed as per the impact of these issues. Today man becomes artificial and work oriented means close to secondary relations. An ancient ideology going to ruined due to the impact of westernization/ urbanization.

**12 Impact On Psychological** Health Psychological stress, tension, worries etc. factors are hampering on psychological and physical health of man. Because of this various diseases suffers to human being.

**13. Cultural and Social Life** Urbanization and westernization are responsible for addition the new modern issues in family. Secondary relations, effect and attachment of peer group, free and zigzag life style etc. are the serious symptoms of this process.

**14. Effects on Women** Urbanization and westernization are involved in the different issues which are related to the women empowerment. Women reservation, rights, problems, status and authority etc are now days known to women. In family may be we can say that women are getting the favourable situation but along with we cannot ignore the different modern problems of women.

**15. Effects On Children** Child labours, bonded labours, exploitation, avoidance of human rights etc. are the today’s hot topics related to children. May be we can say that lack of suitable social bonding children diverted towards wrong side.

**16. Role Of Media and Values** Media is a fourth estate in India. It has the power but sometimes media also divert to the society and creates the problems. When society starts to follow the footprints of media, it spoils the social and familiar life of man in the society.

**17. Creation Of Various Social Problems** In current scenario poverty, over population, high crime rate, high density of population, traffic problems, female feticide etc. are the serious problems in front of modern society.

**18. Community And Society Structure** Every stage of life, there are the effects of urbanization. Social, cultural, religious, economic and political life of man involve in IT contents. The rapid increase in computing and communications power has raised considerable concern about privacy both in the public and private sector. Even government frames the policies time to time as per the scope and direction of current trend.

**19. Global Warming, Pollution and Social Changes** Due to excessive growth of industries, global warming and vast pollution like air, land, soil and water pollution effects on human social life. Social changes modify the social construction and structure of society.

**III. CONCLUSION**

Developed countries should understand the fact that perceiving investment in sciences and industrial issues for the development in economic growth of develop and non-develop countries. Planning of economical investment, specific global issues, solving and sort-out the industrial problems. Urbanization, westernization and privatization are directly involve in the social life and affected the value system of Indian family and society. Therefore there is a need of time for protection our Indian ideals, values, norms and good things for healthy and right development of country. But while implementation of urbanization and related concept, we should not ignore our social and familiar construction in society.