

# The Ambiguous relationship between globalization and youth is examined to justify the real life interference in money values.

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## Abstract

*Globalization offers clear economic opportunities and benefits but comes with substantial social cost that often appear to affect young people disproportionately, given their tremendous transitional status with in an uncertain and rapidly evolving global context. the youth explore the economic impact of globalization on young people, with specific examples provided in country level and more localized case studies. The phenomenon of cultural studies and it connection with the youth culture is then examined, with particular attention given to the role and media resources and the local global synthesis that has occurred in identity formation. The final section returns to the ambiguities and contractions that characterize this phenomenon, providing assessment of its different implications for various groups ,its contribution to local global tensions and its tendency to simultaneously promote linkages and divisions , inclusion and exclusion and correctness and isolation . the final conclusion is that young people's experience with the globalization has been negative thus far. effort are therefore needed to ensure that they become active and production global citizens.*

*\*The assets of the 200 richest people on earth are greater than the combined incomes of more than 2 billion of the poorest and the gap between the two groups continues to grow.*

*The World Bank reports that low-income developing countries, with a total population of approximately 3 billion, have shifted their export focus from primary commodities to manufactured goods and services;<sup>2</sup> between the mid-1970s and 1998, manufactured items increased from 25 to 80 per cent of the combined export total for this group. Per capita incomes in these countries rose by about 5 per cent annually in the 1990s, and the number of poor people declined by a not insignificant 125 million between 1990 and 1999.*

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### \* World youth report 2003

Globalization and Culture mean different things to different people. Their relationship to youth and religion is even more ambiguous. Globalization and the emerging culture are deeply intertwined subjects and have a reciprocal relationship. The emerging generation will shape the future of both. Globalization is commonly seen through the lens of economics or politics. Culture is another important lens in the study of globalization. Globalization lies is at the heart of contemporary culture and cultural elements lie at the heart of Globalization. Some view culture as the 'intrinsic aspect of the whole process'<sup>1</sup> of globalization, while others assert the priority of culture by saying "material exchanges localize; political exchanges internationalize; and symbolic exchanges globalize."<sup>2</sup> The conventional approach confounds an explanation of the multidimensionality of globalization and we must avoid giving casual priority to one over the other. Nevertheless, cultural implications are central to understanding human side of globalization, and youth culture will have significant bearing on its future.

Globalization isn't about western culture any more, but it is a new form of culture that knows no boundaries and is spreading globally. In this paper, use of the word emerging culture is not restricted to popular culture or any sub-culture, but a common cultural expression of the

Coming generation and its underlying philosophical moorings. Youth culture simultaneously shapes globalization and is shaped by it. Young people have a symbiotic relationship with globalization that accelerates its influence in their lives. Some have called youth culture as the 'vehicle for globalization'<sup>3</sup>, while others deny existence of any homogenous global culture<sup>4</sup>. It is widely agreed that while there is no such thing as a global culture, yet there is a globalization of culture.<sup>5</sup> National Geographic, in its cover page article on Global Culture, claimed 'cultures are in constant state of flux.'<sup>6</sup> Culture must be understood as a dynamic entity and not as a static one anymore. New cultures emerge constantly, existing ones take new forms, some are preserved forcefully and some even die.

Although the emerging culture of the global youth is complex and defies reasoning, it is a vital element in understanding the future of globalization and religion. Youth is often viewed as the emerging market world over (half the world is below the age of 25) and winning their loyalty is key to any business. In the political circles, the youth vote bank has turned the tides on leadership in many parts of the world. In religious circles, most people make their life commitment to a faith during their formative years of adolescence. For this and other reasons, it is critical to navigate through the emerging cultures in order to bring the unchanging truth of the Gospel to them.

**Globalization:** - Global characterization of youth depends on the youth development. One of the terms that's employed by everyone regardless they're businessmen, politicians or academicians and whose meaning and nature are not settled is that the term "globalization". The origin of the word globalization is "global". The word global might take completely different meanings in different languages. The most common meaning but is that the 3D geometric figure. According to Meydan Larousse the term world means that "undertaken entirely". This is the meaning attributed to the word world by Western languages. Besides, the term means "homogeneity" in French. Hence the term means that each "entirety" and "homogeneity".

There are totally different ideas on the 1st usage of the term globalisation with its up to date which means. Although the origin of the term with its up to date which means goes back to seventeenth century, the term grounds to the term "global village" used by Canadian sociology faculty member McLuhan in 1960 in his book titled "Explorations in Communication". According to another claim, the term globalization was 1st used in Eighties within the prestigious yank schools of Harvard, Stanford and Columbia and popularized by these environments. Another claim is that 1st formations and forecasts of globalisation were written by yank entrepreneur-minister Charles Taze Russell with the term "corporate giants" in 1897.

The book of Ronald Robertson referred to as "Globalization" has brought in theoretical content to the term. The term which had not been used in Eighties even by tutorial environments, was started to be used increasingly as a key term within the explanations of the theories of social amendment in Nineties.

The American Defense Institute defines globalisation as "fast and continuous inter-border flow of product, services, capital (or money), technology, ideas, information, cultures and nations". According to the Institute, through globalization associate degree unexampled integration among economies is occurring, an info reform is being experienced, and markets, corporations, organizations and governance are turning into additional international.

As can be seen from the definition, the term globalization covers several ideas. The term cannot be assessed solely as either political or process, or worldwide spanning of production or capital flows. Globalization covers a method that encompasses the whole same dimensions.

Youth has always been the focus of attention for elders. I assume most of us are interested in what the younger generation do and say, because their actions are thought-about signs of their perspective, outlook and preference in life.

Recently a study was conducted to find out what our metropolitan youth pay their cash on. The findings were not that surprising. More than seventy five per cent spent their cash on cosmetics, clothes and mobile phones. I used to be not very stunned by the materials they bought however I was by the number they spent.

The survey revealed that our youth in metropolitan cities pay around `6,000 per month. A decade ago the quantity spent was simply twenty five per cent of what they squander currently. Though this might be thought-about a touch to increased earnings and affording capability of oldsters, we ought to think about whether or not kids are even in defrayment that kind of cash.

One major reason for the increase in expenditure, which even our kids have accepted, is the influence of the net and therefore the impact of advertisements. The increase within the number of men exploiting cosmetics could be a nice example of the type of influence aggressive promoting techniques employed by cosmetic corporations wear the general public. Until recently use of cosmetics by men was thought-about a negative cult. But currently things have modified, and I believe it's thanks to the advertisements that individuals are exposed to. Handsome young men are shown exploiting sun screen or moisturizer with pride.

Consequently the public, particularly the younger generation, are not to believe that men and cosmetics are a sensible combination. Little surprise then if our youth have fallen prey!

Again, look at the cash teens spend on mobile and multiple apps. I have seen a number of them enter for a branded pair of shoes or the newest bike while not bothering whether or not their oldsters will afford them.

Young people reading this text might surprise why they must not pay on things they prefer to have or expertise. Well, if only the youth might differentiate between 'need' and 'want'! whereas a want is what 'you cannot live without' a need is 'what you're keen on to own though it's not essential.' Buying a pair of shoes will be a requirement, buying a branded pair is a need. Buying a shirt or a pair of trousers is a want however getting in for branded ones would be a need. And cosmetics do probably additional damage to the skin than sensible.

So, identifying what they want and what they require can facilitate teens decide what they must pay their parents' cash on.

Another inducement they need to resist is to shop for things on sale. Most times, when things are on sale they assume it's a sensible obtain even though they are doing not want them. If they really want a product, let them check if there's an affordable option. They may be ready to save money if they are doing analysis and obtain things.

Of course, this is to not say that the youth shouldn't spend cash or obtain things, but they shouldn't be spurious! If they need to treat a 'want' as a 'need', let them do so once they earn their own cash. Then perhaps they can realise their defrayment can be 'genuine'!

They may realize some sense in what is going to Smith aforesaid, "Too many individuals pay cash they haven't earned, to buy things they don't need, to impress people they don't like."

Young individuals would possibly rather be delineated as a measuring system of social change, but this reveals very little concerning the nature of their involvement in the process of society's evolution. Globalization is a heatedly debated issue among the social sciences.

There is abroad consensus in the literature that a number of the previous certainties of the fashionable world have been undermined or invalidated, and that young people's life experiences are increasingly tenuous as a result. This

chapter can reinforce Kevin McDonald's assertion that young people's experience with globalisation constitutes a fine balanced struggle for independence and success that is the maximum amount about constraints and limitations as it is about freedom and chance.

It is necessary to grasp that globalization has a direct and powerful influence on their lives insofar because it actively extends the kinds of social division to that youngsters square measure only too typically subjected. It is generally united, notwithstanding the varied variations in perspective, that globalization is having an incredible impact on youth; this chapter can seek to assess the nature of that impact.

### **Conclusion:-**

What do the statistics really indicate regarding the economic process experience, and how is that the methodology directly touching young people's lives? The association between youth and globalisation is inherently ambiguous; in reality, the single word "globalization" and every one it represents perhaps best sums up the uncertainty of what it implies that to be a youth at the beginning of the ordinal century.

Many sociologists specializing in youth affairs have pictured young people as being at the forefront of social and even economic modification. Being at the forefront will not mean that they are in any position to regulate that change; nor need to it's assumed that youth unit of measurement primarily controlled by it. Christine Griffin points out that youth sq. live "treated as a key indicator of the state of the state itself."

It is perhaps uphill to form any valid generalizations relating to young people's experiences with globalisation. The cultural impact of global social science ar really entirely different in Western Europe, Eastern Europe and continent, and indeed within individual countries. As Goran Therborn states, "Globalization takes place in different spatial-historical contexts, providing it with very {different entirely entirely totally different utterly different} that means that and implications in several parts of the planet." The impact of globalization is still evolving and unsure, as the transformations that a lot of countries ar undergoing stay incomplete. The only certainty is that globalisation is defined by increasing market power, and there is always the danger that such power are going to be abused. Overly hasty privatization, unaccountable

corporations and companies, a weakened public sector, and an imbalance between individual personal interests and collective public interests ar all symptoms of globalisation that could have a direct or indirect impact on young people's lives.

### **References:-**

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