

HYBRID CULTURE AS THE NEW REALITY

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ABSTRACT

Polity is an organised society; a state as a political entity. In polity, culture plays a vital role. Politics is the way that a group of people make decisions or agreements. Culture influences the daily condition of the society while the politics govern the nature and form of culture and has the function of improving and transforming it. Culture refers to the customs, ideas, beliefs, etc. of a particular society, country etc. Culture as the composite of basic values, feelings, and knowledge that underlie the political process. Hence, the building blocks of political culture are the beliefs, opinions, and emotions of the citizens toward their form of government. "Hybrid" refers to the mixture of two different things, resulting in something that has a little bit of both while the cumulative deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, universe concepts, and material objects and possessions acquired by a group of people over generations through individual and group striving is referred to as "culture." Hence, hybrid culture or cultural Hybridisation refers to the continuous process of mixing cultures. In its most fundamental form, hybridity refers to a combination. The present paper will modify the hybrid culture as per the present era and its effects and advantages on society, its culture, polity and an individual.

1. Introduction

With the advent of technology, increase in demands and globalized world; concept of hybridization have become an important concept in the society. "Hybrid" refers to the mixture of two different things, resulting in something that has a little bit of both while the cumulative deposit of knowledge, experience, beliefs, values, attitudes, meanings, hierarchies, religion, notions of time, roles, spatial relations, universe concepts, and

material objects and possessions acquired by a group of people over generations through individual and group striving is referred to as "culture." Hence, hybrid culture or cultural Hybridisation refers to the continuous process of mixing cultures. In its most fundamental form, hybridity refers to a combination. The word comes from biology, although it was later used in languages and race theory in the nineteenth century. Its modern applications may be found in a variety of academic areas, as well as in popular culture. Hybridity has evolved from its origins as a biological concept to be employed in discourses concerning race, postcolonialism, identity, anti-racism and multiculturalism, and globalisation. Hybridity is gaining popularity, especially in the field of postcolonial literary studies, which focuses on the repression and resistance of social and cultural minorities in the current global context, mostly through text analysis. However, a cursory look at the term's history reveals that it was primarily used in anthropology, sociology, and history for the bulk of the twentieth century, until literary academics picked it up in the 1980s. When hybridity is seen in reference with culture it means a blend or mixture of various cultures. With the growing demands, market, globalisation and civilisation; cultural hybridity leads to various changes in the cultures of a nation. Through this research paper we aim to approach the efficacy of term "hybrid", "culture" and "cultural hybridity in addition to its present position.

2. Hypothesis

Considering the background check of the current research done by the researcher on, the "Hybrid Culture as the new reality" hypothesis for the topic can be framed as follows.

"Hybridity in culture can eradicate racism, improve education curriculum and lead to a globalised world with more cultures with impacting loss of local cultures"

3. Literature Review

The Researcher, with his prior research culminate or conclude that there are very few existing Literature works for the topic – Hybrid culture as the new reality separately but there is no existing literature works conclude and analysing both the Hybrid culture and its new reality i.e., its elucidation in present times. The researcher begins anew right from the facts, articles and books. The current paper deals with concept of

culture in relation to hybridity and its present condition. To obtain a clear picture of the same, the researcher referred to the literatures mainly are mentioned below:

1. *The Location of Culture*¹:

This book is considered by the researcher as it provides the research and the present topic- a base to begin the analysis. It defines culture, its origins, theory of hybridization, interrogates the stereotypes, discrimination and racism in the nations and how it can be solved through cultural hybridization. It also talks of modernism and Globalisation and concludes the concepts of 'Race', time and the revision of modernity. This book helped in glorifying the present research.

2. *Parlo Singh & Catherine Doherty, Global Cultural Flows and Pedagogic Dilemmas: Teaching in the Global University Contact Zone*²:

This article is referred by the researcher for the present paper analyses because it helped in clearing the explanation or we can say elucidation of the concept of cultural hybridization /cultural hybrid or hybrid culture. For explanation of the concept; the article set up various examples of companies, markets, universities taking in admissions worldwide to make the concept clearer for the reader. The article also explained and related globalization of culture to hybridization.

3. *Baruch Shimoni & Harriet Bergmann, Managing in a Changing World: From Multiculturalism to Hybridization: The Production of Hybrid Management Cultures in Israel, Thailand, and Mexico*³:

The researcher relied on this article for increasing the efficacy of the research in terms of differentiation between two common terms as the article differentiates between the term

¹ HOMI K. BHABHA, *THE LOCATION OF CULTURE* (Routledge 1994).

² Parlo Singh & Catherine Doherty, *Global Cultural Flows and Pedagogic Dilemmas: Teaching in the Global University Contact Zone*, 38 TESOL QUARTERLY 9, (2004).

³ Baruch Shimoni & Harriet Bergmann, *Managing in a Changing World: From Multiculturalism to Hybridization: The Production of Hybrid Management Cultures in Israel, Thailand, and Mexico*, 20 ACADEMY OF MANAGEMENT PERSPECTIVES 76, (2006).

“Multiculturalism” and “Hybridization”. The article starts with providing the details and explanation for the concept of hybridization and further detail the researcher with the difference in the concepts mentioned above along with difference in the concerns they involve.

4. *Colonial Desire: Hybridity in Theory, Culture and Race*⁴:

The book is considered by the researcher as it provides details of the need of hybridization in theory, culture and race of a particular nation. The book details that due to the desire of colonialization or colonial desire; people move towards other nations, hence accept their cultures whether in the form of dressing up, eating, music and so on. This book provided the researcher with clearer view of the topic.

5. *Hybrid Cultures: Strategies for Entering and Leaving Modernity*:⁵

The book focus on whether one is able to observe the damaging effects of Globalisation or not and also considers and details that whether a nation can compete in the global marketplace without losing its cultural identity. Hence, used by the researcher for a view on impact of hybridity on Globalisation, what Globalisation leads to or what are its consequences and how individuals are entering and leaving modernity.

6. *Conceptualising Cultural Hybridization: A Transdisciplinary Approach*:⁶

The book first offers the meaning of hybridity. Further it provides elucidation and explanation on cultural hybridity concept in various fields of subjects and its postcolonial concept. The comparison of politics with cultural flow is then detailed, including the hybrid state, the political system's resiliency

⁴ ROBERT J. YOUNG, COLONIAL DESIRE: HYBRIDITY IN THEORY, CULTURE AND RACE (Taylor & Francis ed. e-Library 2005).

⁵ NESTOR GARCIA CANCLINI, HYBRID CULTURES: STRATEGIES FOR ENTERING AND LEAVING MODERNITY (Christopher L. Chiappari & Silvia L. ed., Lopez Univ. of Minnesota Press 2005).

⁶ PHILIPP STOCKHAMMER, CONCEPTUALIZING CULTURAL HYBRIDIZATION: A TRANSDISCIPLINARY APPROACH (1ed. 2012).

in India, and language hybridization. This article helped the researcher in gaining knowledge of the concept in detail in relation to other relevant aspects wherever required.

Similarly, the referred articles and books are mentioned to, in the current topic analysis to compare and disparity them with that of the present topic. Such resemblance would intensify the quality of the present topic analysis.

4. Analysis

The process of hybridization and globalization are interconnected. As the world becomes smaller, new and more capable links are formed between people of different cultures, and the process of Globalisation begins. In today's age of Globalisation, cultures have transcended national and cultural boundaries. Culture is nothing but the linkage between a human being with the community and the community with the nation. Globalisation is too large term and has various definitions that can't be confined but we can say that Globalisation means that our species are more mobile than ever before. When people have the opportunity to get together, Globalisation has increased the level of engagement that occurs. Cultural transitions are increasingly being studied as hybridization processes in the context of Globalisation. Hybridity, on the other hand, is frequently regarded as a post-colonial phenomenon. Further we see that hybridity is one of the emblematic notions of our era. The word hybridity had its origin from biology. A hybrid culture can refer to a person who embodies the mixing of qualities from several cultures or traditions, or it can refer to a culture, or an element of culture, formed from disparate sources; that is, something that is heterogeneous in origin or composition⁷. Hybridization involves artefacts, practices and people. The concept of hybridization is different from multiculturalism as it says that cultures are not given or fixed⁸. Cultural hybridization is aided by intercultural and cross-cultural communication, migration, global investments, foreign trade, tourism, global media, and international communications and technologies. Three theories led to the development of global culture i.e., Differentialize, convergence and hybridization. Differentialism and convergence are different but the

⁷ Brian Stross, *The Hybrid Metaphor: From Biology to Culture*, 112 THE JOURNAL OF AMERICAN FOLKLORE 254, 254(1999).

⁸ Baruch, *supra* note 3, at 78.

combination of both leads to hybridization and hence forms a cultural hybrid in result⁹. Hybridity has been part of the Indian culture. Hybridization is a cultural process that can be witnessed in many areas, including language. After examining the term's origins, hybridization is described as a process in which separate and varied entities or processes combine to form a new item or process (the hybrid) that shares substantial features with each of its parents but is not completely compositional. Furthermore, the usage of the term "hybridity" in social sciences provides a new perspective on international relationships, but this awareness of hybridization should also serve as a foundation for political and social identity. Every country claim to have its unique culture. The national identity is formed by a collective awareness derived from common allegiance to a particular culture. However, the mere concept of culture is ambiguous; the elements that give culture its meaning is never permanent or static; they are always the consequence of encounters and exchanges with other civilizations¹⁰. Homi Bhabha's book "The Location of Culture" presents the liminality of hybridity as a paradigm of colonial concern. A disagreement must start with direct contact between at least two civilizations. This is a regular occurrence on the host-guest axis in tourism, and it can be ascribed to tourists' product expectations. Any interdisciplinary attempt to understand hybridity or hybridization must account for potential disciplinary differences, which includes not only a consideration of the term's translation from natural to social sciences, linguistics, or the humanities, but also – within the humanities – an acknowledgement of the various fields of literary and cultural studies in which the term is used. Consequences of cultural globalization is hybridization¹¹. The term "cultural hybridity" was coined during the postcolonial era. The construction of a new identity that expresses a dual sense of self that exists both within and beyond nationality, race, ethnicity, class, and linguistic diversity is known as cultural hybridization. Middle school is a virtual learning environment. 8 environment manual assignments (return to history). The adjective hybrid can also be used to indicate something with a mixed personality. Cultural hybrid is a blending of one culture with the other culture. It can be language, food, life style, fashion, and etc. Cultural hybrid itself happened because many kinds of factor such as trend that everyone want to follow. In this case I will take one example which is food. So, in the F&B world, everybody was exploring the variation of food from their hometown to another country.

⁹ Lori Hale, *Globalization: Cultural Transmission of Racism*, 21 RACE, GENDER & CLASS 112, 116(2014).

¹⁰ Manisha Shah, *Cultural Hybridity: A Postcolonial Concept*, 4 INTERNATIONAL JOURNAL OF ENGLISH LANGUAGE, LITERATURE AND HUMANITIES 80, 84(2016).

¹¹ Parlo, *supra* note 2, at 17.

In Indonesia there is a fusion food which is Rendang Steak. Actually, the rendang is from Indonesia and combining the style of western food which is steak. Indonesian people combining the rendang and steak is already culture hybrid and nowadays there is a lot of food that fusion with another country food. Another example like McDonald fast-food restaurant makes special menu in Indonesia which is fried chicken with the Indonesian Sambal sauce and there is a few menu that modify by McDonald depend on the country. If we talking about the fashion, nowadays Batik is used for fashion and they modify the style of batik with fashion in nowadays. The state of India has a well-established reputation as a contemporary, electoral democracy. While the country performs well on most formal democracy and stateness metrics, there are worries about its distinctive characteristics in areas that are crucial to modern democratic states. The practice of handing over state power to the military in "disturbed" areas under the Armed Forces Act, hybrid civil institutions that take on the role of the military, capitulation to social actors and ethnic groups in communal riots, and, most importantly, glaring failures to protect secularism and individual rights are among the most odious aspects of the Indian constitution. The cultural hybridity had led to increase in product marketing as with the mixing of cultures, the people of India started eating, dressing and living the way like foreigners do and some of the foreigners started adopting Indian cultures the same way. Cultural hybridity is not accepted as of now completely by the people of any nation but the mixture of cultures can be seen at an approximate level¹². Inter-caste, inter-religion, and inter-national weddings have also become popular. When cultural hybridity meets a new culture, it includes "cultural translation." The practice of translating while respecting and displaying cultural differences is known as cultural translation. This type of translation is useful for resolving cultural concerns such as dialects, gastronomy, and architecture. The cultural globalization leads to hybridization can be seen as a result in changing education programs, food habits and so on. The educational globalization all around the world and the travelling of students, job seekers and so on led to the increase in mixing of cultures or hybrid culture. Cultures have grown so intertwined as a result of hybridization that there is no longer any pure or true culture distinct from others¹³. We can see the glimpses of the changes as Japan celebrating Ganpati puja, Hollywood actors wearing sarees. The people are greatly influenced by the television like the dresses they wear, the food they eat and so on. Due to different cultures; cultural conflict

¹² Jean-Loup Amselle, *Globalisation and the Future of Anthropology*, 101 AFRICAN AFFAIRS 213, 215-216(2002).

¹³ Parlo, *supra* note 2, at 18.

occurs. A cultural conflict is a hate, antagonism, or struggle between societies with opposing ideas and lifestyles that leads to diverse aims and behaviour. The concept is based on anthropological conceptions of multicultural relationships and sociological conflict theories. Rapid changes in local cultures in "exotic" regions are common as a result of intensive tourism expansion as part of globalizing processes. The negative effects of modernization are exacerbated by clashes between different worldviews based on various systems of cultural values and beliefs.

Furthermore, when we see the situation at present world, the researcher analyzed that with specifically to India. In India, it is easy to see how the west has influenced Indians and how Indian culture has been hybridized¹⁴.

5. Conclusion

Through this paper, the researcher concludes the vital points related to hybridity and cultural hybridity. The researcher found that hybridity is a powerful tool for liberation as well as an international culture and is complex and too wide to be understood but India once called a land of cultures is losing its richness. The cultivation of cultural hybridity can aid in reversing the western trend of homogenising world cultures. In so-called cosmopolitan nations, racial and cultural discrimination has intensified. Multiculturalism has bolstered the idea that distinct ethnic groups are fundamentally pure. Discrimination can be addressed more effectively in culturally hybridised cultures. The researcher also come on the conclusion that the mixing of cultures helped the world in globalizing and understanding of cultures of each other have helped to understand the moral thinking, traditions, philosophy of each other but on the other way deprived one from his own local cultures in some way. On one hand it makes cultures unite and more globalized but on the other hand apart an individual from his/her own local culture. Furthermore, in the guise of globalisation, western civilizations are attempting to subjugate the world to a certain economic hegemony. As a result, it is apparent that culture has a significant impact on a country's society and politics, both in terms of ideology and with the addition of hybridity.

¹⁴ Sakshi Chaturvedi, *Cultural Hybridization and Global People*, NEWS TRACK (September 27, 2017, 11:21 AM), <https://english.newstrack.com/trending/cultural-hybridization-global-people-article-rashmi-kumari-78518.html?infinitescroll=1>.

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