

Influence of Social media and Modernity in Indian Wedding Ceremonies

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Introduction

Culture refers to the collective beliefs, values, customs, and practices that characterize a particular group or society. It encompasses language, art, religion, and social norms, shaping how individuals interact with one another and perceive the world (UNESCO). In this paper I shall show how culture and society are going under the process of change. In this context Modernity and Media are playing a crucial role. I have chosen changing scenario in an Indian wedding ceremony and look of an Indian bride and analyse that how these are affected by social media and modernity.

Concept of Modernity

Anthony Giddens society is changing drastically which is affecting each and every aspect of our social life. He opines that always flexible recreates itself according to challenge and opportunities. Modernity differs from place to place and time to time. Giddens discussed the interaction between four main dimensions of modernity and they are capitalism, industrialism, surveillance and military power.

Some important features of modernity are discussed below

1. **Separation of Time and Space** – Modern societies do not depend on local interactions only. Technology helped them to make distant relation and global communication.
2. **Disembedding Mechanisms** – Modernity takes social objects from local contexts and spreads them across time and space. Examples include money (as an abstract medium of exchange) and expert systems.
3. **Reflexivity** – Modernity is characterised by continuous change and trial of social practices in light of new thinking. Knowledge is never static but continuously modified
4. **Institutional Dimensions** – Modernity has four dimensions. They are capitalism, the nation-state, industrialism, and surveillance systems.

Observation on costume and make up of a bride

Wedding ceremony and bride's attire vary from province to province in India. Suppose a typical Bengalee bride wears red Banarasi saree with veil and traditional jewellery. Now there is a new trend that cut outs of bride and bridegroom's photographs have to be pasted on the veil. Again, on the day of reception (boubhat), traditionally a Bengali bride wears traditional silk saree. But now the trend is to wear lehenga choli which is actually north Indian ethnic dress. Jewellery they were on the day of reception is also influenced by the north Indian marriages. People are spending a lot on fake north Indian jewellery while a bit of gold jewellery (as price of gold is too much now) can be her life-long asset. Bollywood and social media like facebook and YouTube have great influence on this.

Observation on Wedding Rituals

There were no such things like *Sangeet* and *Mehendi* in a Bengali wedding ceremony. But now these are introduced as part of Bengali wedding function. This is a phenomenon has been going on since 10- 15 years approximately. So, it is a very new thing even for the present generation while the last generation has very less idea about all these. In this circumstance, a bride has to play role of an instructor as there is no one in his family to take responsibilities of such new things.

Observation on Wedding Ceremony

Photography is always a very important part of any ceremony at any place. But the now the concept and scope of photography is going under a revolutionary change. In this circumstance again, the bride has to play role of an instructor. Starting from pre-wedding to post wedding photoshoot, thinking of people regarding photography has changed a lot.

CONCLUSION

All dimensions of Gidden's modernity are getting validity in the changing scenario of Indian wedding. Sangeet and Mehendi are never Bengali wedding rituals but now they are trending in Bengalee community. This is no longer a local phenomenon of north Indian culture, rather it is becoming global. In this way it validates separation of time and space. Wedding ceremonies in India under the influence of media and globalisation undergoing a massive change. In this way it validates the concept of reflexivity which is a very important dimension of Gidden's concept of modernity.

REFERENCES:

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2. <https://hubsociology.com/giddens-concept-of-modernity-with-top-15-importa/>