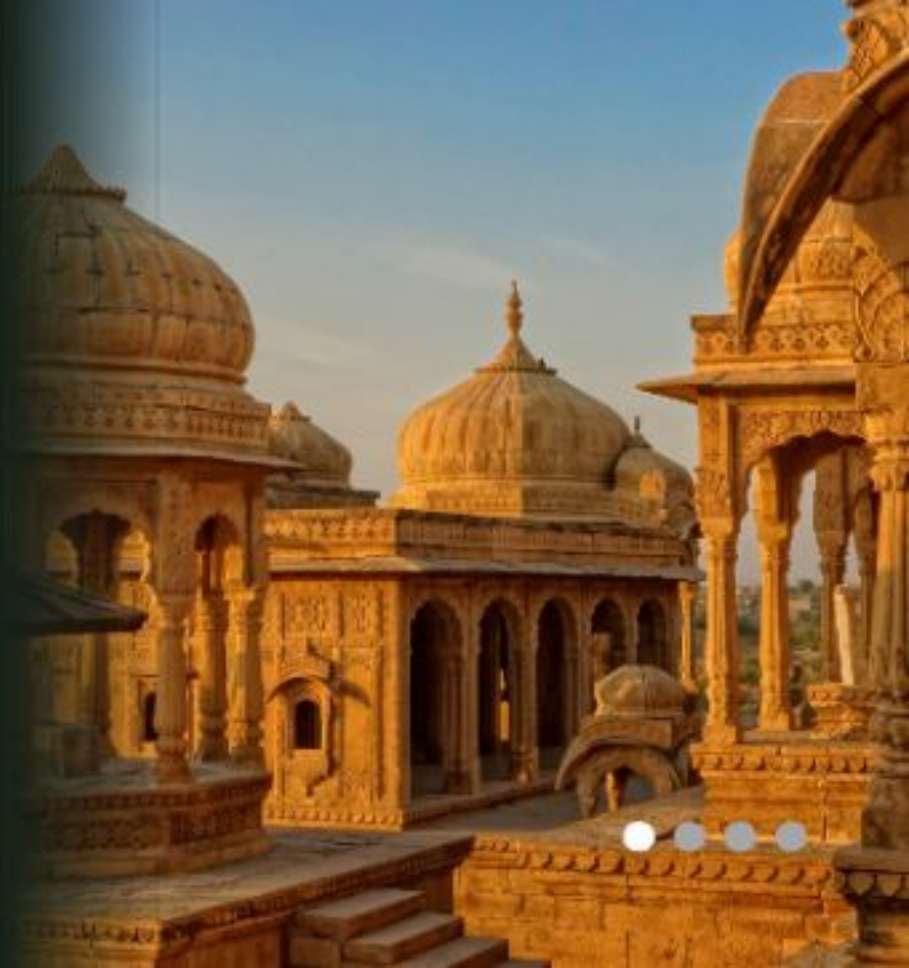


# CULTURAL EROSION

Loss of the unique

Next Slide





# Introduction

Culture erosion describes the process of a civilization, group or organization losing its core elements — often because of new elements taking their place. Culture erosion can occur in the workplace when new procedures, processes, values and goals are introduced, which may either replace or enhance existing ones.

This process often occurs due to external influences, such as globalization, modernization, or colonization, which can impose new cultural norms, technologies, and lifestyles. As these external forces become more dominant, traditional customs and identities may be neglected, or even actively suppressed. Cultural erosion can lead to the homogenization of diverse cultures, diminishing the uniqueness of local heritage.

Next Slide



# Design Proposal

- **Project Brief:**

**Cultural erosion** - loss of cultural identity due to various reasons.

- **Project Overview**

The project explores the delicate and gradual loss of cultural identity in the face of globalization, modernization, and technological advancements.

- **Scope of Project:**

**Posters** - Designing engaging posters that raise awareness on preserving cultural identity.

**Games**- Modifying simple games

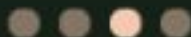
**Community Engagements**-  
Creating engaging activities

- **Project Objective :**

Promote and Preserve Cultural Identity, Facilitate Cultural exchange between people living together. Raising awareness on how the cultural identity is getting eroded in way of modernization.



Next Slide



# Mind Mapping







# Research Insights

## *SECONDARY RESEARCH*

- Causes of cultural erosion
- Impact on languages
- Impact on Traditional Practices
- Social and Cultural Values
- Case Studies
- Response to this
- Potential long term consequences



## Causes of Cultural Erosion

The major driver of cultural erosion is globalization. With the spread of Western ideals, consumerism, and popular culture, traditional ways of life in many regions are replaced or blended with global trends.

## Impact on Language

Minority languages are disappearing at a rapid pace, with some estimates suggesting that a language dies every two weeks. This happens as communities shift to dominant languages (like English or Mandarin) for economic or social mobility.

## Impact on Social and Cultural Values

Cultural erosion has weakened traditional social and cultural values in many communities, leading to a shift toward individualism over collectivism.

## Impact on Traditional Practices

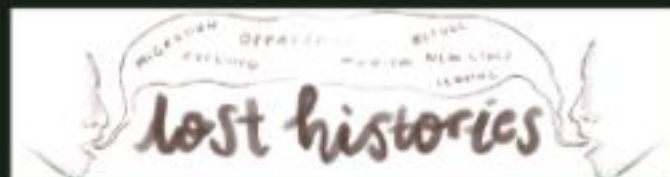
Festivals in India have been significantly impacted by cultural erosion, with many traditional celebrations losing their original meanings and rituals. For example, festivals like Diwali and Holi are increasingly commercialized, focusing more on consumerism and entertainment than religious or cultural significance.

Next Slide





## Potential Long Term Consequences



If precautions against cultural erosion are not taken, the long-term consequences could include the permanent loss of languages, traditional knowledge, and unique art forms. Communities may lose their sense of identity and connection to their heritage, leading to a homogenized global culture that lacks diversity.

## Response or Necessary Precautions



Focus on both preservation and revitalization efforts. Teaching children about their cultural heritage can help keep traditions alive..



# PRIMARY RESEARCH

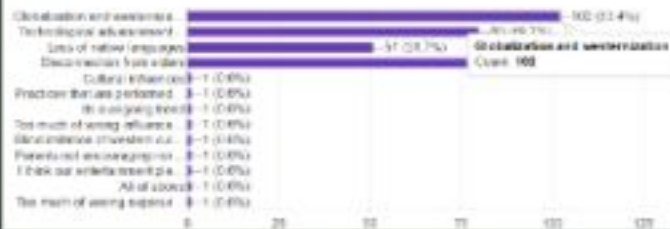
161 responses

View in Sheets

In your opinion, what is the biggest factor contributing to cultural erosion in your community?

Copy chart

161 responses



What age group do you think is the most appropriate to teach kids about balancing between culture and urbanization?

Copy chart

161 responses



Which aspects of your culture do you feel are most affected by erosion?

Copy chart

161 responses



Where do you think technology (e.g., social media, TV, internet) plays in cultural erosion?

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161 responses



What measures do you think should be taken to prevent or reduce cultural erosion?

161 responses

In schools and homes, all kids should be educated with their own history and traditions.

Educative and awareness documentaries and programmes, cultural exchange and festivals, supporting local cultures, revitalize efforts and preservation of customs.

Keep the children informed about the traditions but not too much to make them feel it is a burden to follow.

Importance of the culture should be taught.

Spending less time with friends and others using digital communication devices and less time on social media. This will help generate a sense of respect and appreciation for the culture and its traditions. Encourage children to learn about their own culture and its traditions. Encourage children to learn about their own culture and its traditions. Encourage children to learn about their own culture and its traditions.

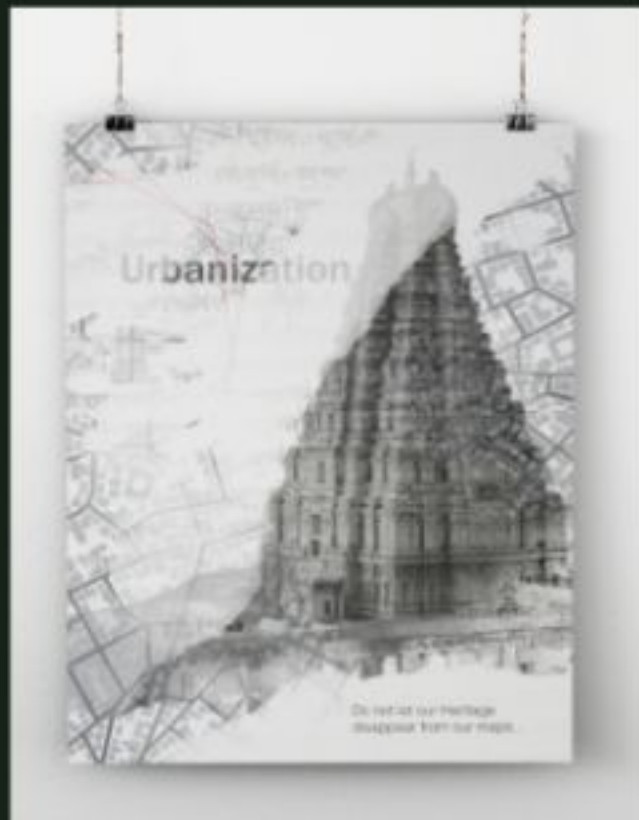
Educate them in schools, as well as play the most important role.

Education should be given to all children about their own culture.

Based on the secondary and primary research I set my **target audience to age group 11-18** where these young adults have an understanding about urbanization and modern influence but also enough experience with their own culture and love for it, hence i feel its the right time to spread awareness about how important it is to balance out culture and traditions along with following the trends of this modern world

## POSTER 1: CAUSE OF CULTURAL EROSION

This poster powerfully illustrates the concept of cultural erosion. The black-and-white image of a traditional temple stands as a **symbol of heritage**, partially obscured by urban maps that represent the **expansion of modern cities**. The overlay of maps conveys the encroachment of **urbanization on cultural sites**, making the temple seem as though it's fading or disappearing under the weight of development. The word **"Urbanization"** in bold further emphasizes this threat, compelling call to action, reminding viewers of the need to preserve cultural identity amidst rapid urban growth. The overall message is a poignant reminder of the **importance of balancing development with heritage conservation**.



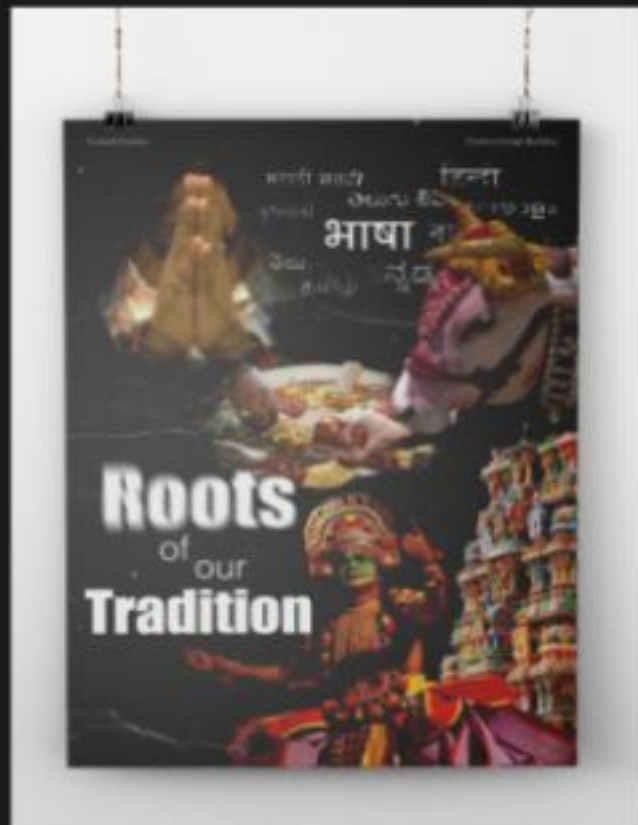
## POSTER 2 : WESTERNIZATION

In this poster, the image juxtaposes towering **modern skyscrapers** with the **remnants of traditional architecture** below, visually conveying the effects of cultural erosion driven by westernization. The **skyscrapers**, adorned with vibrant advertisements, **dominate the scene**, symbolizing the influx of global commercial influences that **overshadow local heritage**. Meanwhile, the traditional structure at the center appears small and hidden, signifying how local identities and customs are marginalized as new global trends rise. This poster encourages viewers to reflect on the **importance of preserving cultural roots** in an increasingly homogenized world.



### POSTER 3 : PROGRESS AT WHAT COST

This poster brings together various elements that **symbolize rich cultural practices, languages, and heritage**. The visuals highlights and represent the essence of cultural roots. The words in multiple scripts emphasize linguistic diversity, yet the **background effect hints at wear and fading**, symbolizing the erosion of these traditions. The design conveys a powerful message about the vulnerability of **cultural roots in a rapidly globalizing world**, urging viewers to recognize and preserve these vital aspects of identity that **risk being overshadowed**.





#### POSTER 4 :EFFECT- WHAT ARE WE BECOMING?

This poster, titled "The Forgotten Self," visualizes the theme of cultural erosion through fragmented mirror shards, each reflecting a piece of heritage, tradition, or cultural identity. The scattered shards represent how our culture and identity are increasingly lost or forgotten in the fast-paced shift toward modernization. The hand reaching for a piece symbolizes a call to reconnect with these fragments of our past, reminding us to **preserve, cherish, and piece together** our cultural heritage before it fades entirely. It's a powerful reminder that in understanding and honoring these fragments, **we can reclaim and strengthen our collective identity.**



### **POSTER 5: IMPACT- LETS BRING IT WITH US!**

This poster, titled "The Future of Traditions," illustrates the idea that preserving cultural heritage in modern spaces is within our control. The towering **skyscrapers, adorned with traditional patterns and designs, symbolize the fusion of heritage and contemporary life.** Held gently in a hand, the cityscape emphasizes that our cultural future depends on intentional choices to incorporate and celebrate traditional aesthetics within modern frameworks. **It reminds us that the power to keep our heritage alive in a rapidly urbanizing world lies in our hands, urging us to blend tradition with progress.**



# Alternative Design Ideas

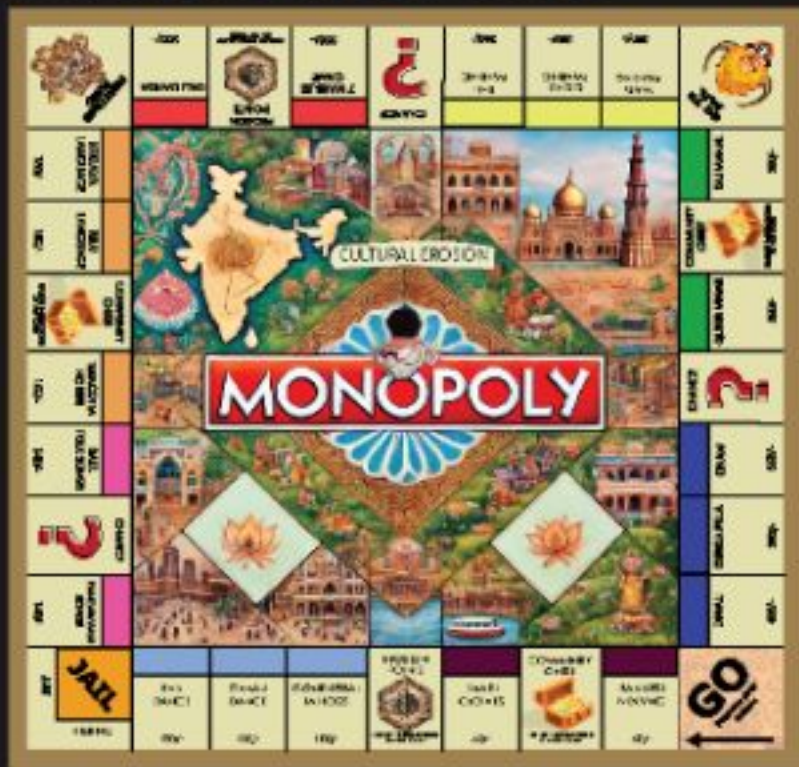
Community engagement programs like time capsules in schools and NGOs provide teenagers with a hands-on way to reflect on and preserve their culture, promoting awareness and combating cultural erosion. By encouraging young people to collect meaningful items, stories, or traditions, these programs foster a sense of cultural identity and pride. Time capsules capture snapshots of a community's current cultural landscape, preserving memories and traditions that might otherwise be lost over time. For teenagers, such initiatives not only build a stronger connection to their heritage but also inspire them to consider the importance of cultural preservation for future generations.

## COMMUNITY ENGAGEMENT PROGRAMS: INSTALLING TIME CAPSULES





## MODIFYING THE GAME OF MONOPOLY:



### Key Actions on the Board:

- **Buying Properties:** When landing on a property (e.g., a traditional craft or landmark), the player can choose to buy it to protect and maintain it. Buying the property reduces Erosion Points over time.
- **Paying Rent:** If another player lands on your property, they must pay a fee in Heritage Tokens or Cultural Fund Money to help maintain the site or support the tradition.
- **Erosion Points Cards:** If a player lands on certain spaces, they draw an Erosion Points card, which adds erosion to their properties due to negative influences (e.g., urbanization, language loss).
- **Heritage Tokens:** Players can invest Heritage Tokens to preserve their properties or reduce erosion on other properties. They can accumulate tokens through good rolls, favorable cards, or strategic trades with other players.

### Winning the Game:

- The game continues until only one player remains, or a set number of rounds have passed, and the player with the fewest Erosion Points or the most Heritage Tokens at the end of the game is declared the winner.





## Cultural Fund and Heritage Tokens

### Cultural Fund Money:

- You use this to buy properties and pay fees (like reducing erosion, paying rent, or drawing certain cards).
- It's your general financial resource, but it runs out quickly if you keep spending it on everything.

### Heritage Tokens:

- More powerful for reducing erosion: While Cultural Fund Money can reduce Erosion Points, Heritage Tokens are more efficient. For example:
  - If you spend 100 Cultural Fund Money, you might remove 1 Erosion Point.
  - But 1 Heritage Token might remove 2 or 3 Erosion Points at once!
- Cannot be spent on regular things: You can't use Heritage Tokens to buy properties or pay rent. They are exclusively for preserving culture.



## Chance Cards

- **Chance Cards:** These could either help or hurt your progress. For example, a card might give you bonus Cultural Fund Money (good!) or increase erosion on a property (bad!).
- **Community Chest Cards:** These represent bigger societal events and can help you with things like government funding to reduce erosion.
- **Erosion Points Cards:** These cards will add erosion to your properties, representing how modern influences damage culture.







# Conclusion

In conclusion, culture forms the foundation of our identity, values, and sense of belonging. It is the thread that connects us to our history and ancestors, shaping the unique fabric of our communities. As modernization and urbanization accelerate, it is crucial to protect and cherish our cultural heritage, ensuring it remains a part of our lives and those of future generations.

Embracing our roots while adapting to change allows us to build a more inclusive, diverse, and resilient society. Let us be mindful of preserving our traditions and heritage as we progress, so that we honor the wisdom of our past while shaping a meaningful future.





**-THANK YOU -**

Project by - Tanvee Vaidya