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# Welcome to my presentation

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*Course Name : Globalization,  
Culture and Society*

*Course Code: (soc – 403)*

**Title:**

# **Impact of Cultural Globalization on Local Cultural Erosion : A Study of Kakoni Village, Mymensingh**

# Outline

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# Introduction

Globalization is not only about economy or technology; it also brings cultural exchange. In rural areas like Kakoni, we see people shifting from traditional dress, food, festivals, and language to more globalized practices. This study aims to explore how such changes are affecting everyday life in Kakoni village.



# Objectives

1. To determine the impact of global culture on Kakoni.

2. To find out the reasons behind the disappearance of local culture.

3. To observe how people are adapting to new cultural elements.

# Methodology

☐ **Type:** Qualitative

☐ **Tools:** Semi-structured interviews (7 participants); Handwritten notes and mobile recordings

☐ **Participants:** Diverse – male/female, youth/elderly, students, workers, homemakers.

☐ **Sampling focus:** Generational and gender diversity

# Participant Profile

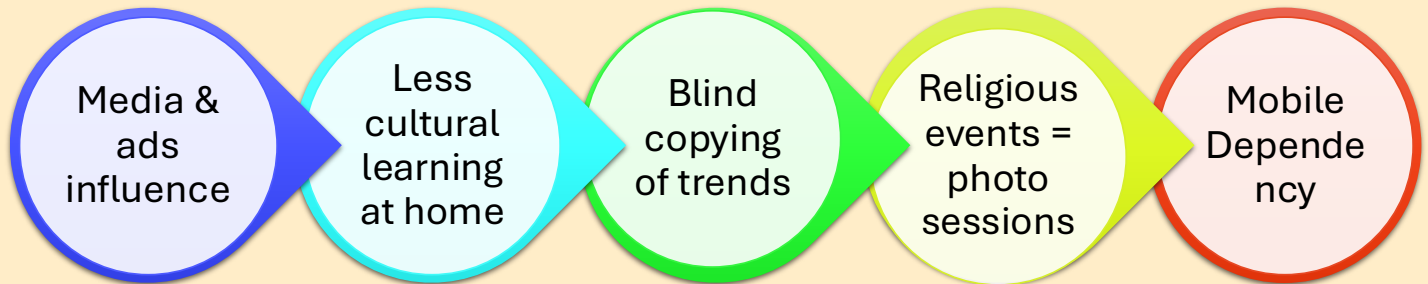
Pseudonym(profession)	Age
Housewife	40
Elderly Woman	75
Farmer	45
Shopkeeper	~50
School Teacher	~65
Madrasa Student	20(M)
College Student	18(F)

# Key Findings (Based on Field Data)

- ❑ **Dress Change:** Saree and Panjabi replaced by jeans, t-shirts, kurta.
- ❑ **Food Shift:** Pitha and panta-ilish replaced by pizza, noodles.
- ❑ **Festival Change:** Jatra and palagaan replaced by Hindi songs, mobile videos.
- ❑ **Language Mixing:** Bengali now mixed with English (code-mixing).
- ❑ **Entertainment Shift:** Outdoor games replaced by YouTube, TikTok.
- ❑ **Religious Practice:** Eid now more about photos and Facebook than spiritual bonding.
- ❑ **Cultural Imitation:** Trends copied from social media without critical thinking.
- ❑ **Individual Focus:** Festivals becoming personal, not communal.



# Reasons for Cultural Erosion



# Adaptation

Fusion of  
Styles

Efforts by  
Elders

Digital  
Celebration

Partial  
Preservation

Passive  
Acceptance

## Deeper Analysis

- ✓ Elders feel sad about these changes.
- ✓ Youth think it's normal.
- ✓ We don't celebrate together like before — we celebrate alone, online.
- ✓ Girls are changing their dress style more, and boys are changing how they entertain.

# Conclusion

Kakoni village shows how deeply globalization is changing rural life. Global culture brings comfort and modern trends. But silently, it is replacing local traditions — dress, food, festivals, language. Most people are unaware of this cultural loss. We don't need to reject global culture — we need to balance it with our roots.



*THANK YOU*