

Q:- Acculturation and contra-acculturation (10)

Ans.) A cultural process implies a specific continuous action by which culture produces a situation or a change. Cultural processes promote adjustment of people to environment and adjustment among themselves.

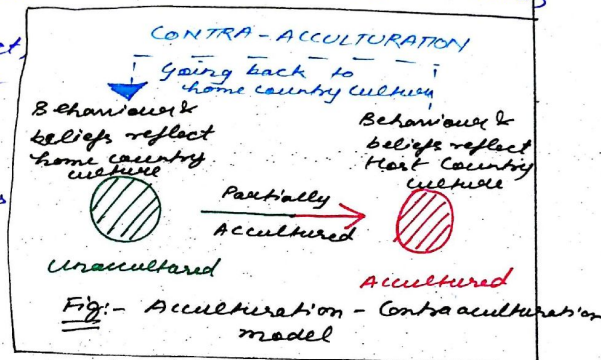
Acculturation and contra-acculturation are two types of cultural processes which can be explained as follows:-

Acculturation results when societies having different cultures come into intensive direct or mediated contact with subsequent major changes in original culture of one of the two societies involved.

Direct contact occurs when missionaries, immigration

labourers, refugees with a distinct culture settle down near a society with another type of culture. Mediated cultural contact occurs when the press, radio, cinema and other mass media come into contact with the society. Indirect contact occurs when one society receives cultural items from another society through a number of other intermediary societies.

Acculturation does not take place until contact between two cultures is relatively continuous. The whole culture of one society is displaced by the culture of other society. It may or may not be delicate. It can be forceful also.



For eg: -- forceful religious conversion
 . when developed country compels developing country to sign any such treaty.

Acculturation may lead to assimilation, but very often it does not.

The dominated culture breaks down at first and then recommence to develop reaction to the loss of its own individuality.

Such a reaction is called contra-
acculturation.

A very good example of contra-acculturation can be seen is available from contemporary India, the Santhal in Jharkhand area. They converted to Christianity under the missionary people. It expanded their horizon of contact, gave them an ideology, a new way of life but it could not maintain a separate identity for them, rather the people felt culturally disoriented. It could only influence the non-pragmatic aspect of daily life, split up the tribal community, undermined its solidarity and created cleavages between advanced

Christian Santhal and the backward non-Christian Santhal tribal groups.

As a consequence of this it has been observed that large sections of Santals ~~now~~ try to identify themselves as Saui dharam (tribal culture) religious group.

The younger generations are also eager to preserve their traditional cultural heritage by observing different tribal rituals and festivals etc, they are wanting their cultural aspects included in curriculum.