**Implication of new culture in society: A study on You-tuber**

This essay is about the role of youtubers in shaping our lives and also the cultural diffusion they cause. I really think, youtubers have a significant impact in shaping and changing our life in the modern time. In this essay, we will analyze a youtuber and show how his works create cultural diffusion around the Indian subcontinent. By this study, we will be able to understand the impact of youtubers who help borrowing cultural traits between different societies directly or indirectly.

Here we will be focusing on the youtuber named Ranveer, who runs the YouTube channel Ranveer Allahbadia, which is primarily focused on men's fashion, personal development and fitness. I believe, this channel has a huge impact of cultural diffusion over the Indian subcontinent. Cultural diffusion means to borrow cultural traits from other societies, and this channel is clearly responsible for that. For example, previously the Indian men used to wear Punjabi along with Dhoti in their weddings. However, nowadays they follow the western culture, wearing Suits or Tuxedos in the weddings. There are so many videos on that channel which promotes western fashion for men, for instance, a video from Ranveer Allahbadia (2019) specifically promotes the western attires for weddings. People watch those videos and consider wearing western in Indian weddings to look different. Slowly this becomes a new practice of their society.

I think Ranveer is doing a great job. His work not only influence Indians to adopt western culture, but also spreads Indian culture to the western world. So, it is a form of indirect cultural diffusion. In this way cultural diffusion is fueled by youtubers.

To sum up, it can clearly be said that youtubers have a strong role on spreading cultural diffusion on different cultural practices among societies. Youtubers like Ranveer influence people to change their cultural practices. So, they need to be fully aware of this fact.

**References**

Ranveer Allahbadia. (2019, Nov 30). *Top 4 wedding clothes for men | Men's fashion | Ranveer Allahbadia* [Video]. Youtube. <https://youtu.be/8tMTfOVOG8Q>