



## YOUTH CULTURE TODAY IN INDIA

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### ABSTRACT:

*"The amount of the lifestyles of young people" is youth culture. "It refers to the body of norms, values, and practices that adolescents recognize and share as appropriate action guides," says the definition. This definition consists of two parts. The first is culture, which is made up of people's use of symbolic systems and how they keep and change those systems. The second part of this definition says that youth culture is different from the culture of older generations in some way and is only for teenagers. Youth culture is made up of beliefs, actions, styles, interests, and other things. Adolescents have what many people consider to be a distinct culture of their own because of their focus on fashion, popular music, sports, vocabulary, and dating. Within youth culture, there are numerous distinct youth subcultures that are constantly developing. These subcultures have very different standards, values, ways of acting, and styles from youth culture as a whole.*



**KEYWORDS:** Youth, Society, and Traditional Culture.

### INTRODUCTION:

Everyone has a strong interest in youth as a group and a stage in life: the youth themselves, as well as educators who see them as the nation's future hope and marketers who want to promote their brands to them when they are young. Apparently even lawmakers in India have acknowledged the way that they should consider the country's young populace while choosing pastors and youthful pioneers and campaigning for office. "Youth is wasted on the young," goes the adage, and parents remember their youth as one of their best. Some of India's most well-known brands have established themselves and at least a portion of their business success by championing youth attitudes and representing the youth's voice.

Isolated map of IndiaA sub-segment of the consumer research industry that focuses on the "study" of Indian youth—attitudes, trends, culture, "what is cool"/cool hunting, etc.—has emerged over the past ten years as a result of the growing interest in youth. Who leads, follows, and copies? Could a semiotic lens also be helpful in the study of youth culture? Semiotics is the study of texts, symbols, and signs for their meaning. It looks at concepts and ideas beyond their literal and direct meanings to discover the hidden cultural codes or rules that guide people's thoughts, words, and actions. It reveals insight into social and humanistic issues. Semiotic examiners don't talk straightforwardly to clients and test their outlooks, which is the fundamental contrast between semiotic examinations and traditional

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subjective exploration. All things considered, they explore the social substance that customers consume with an end goal to grasp the thoughts being spread and the manners by which these are affecting shopper values and perspectives. Based on the work that the authors have done for various clients, we have developed our perspective on India's youth culture as decoded from movies, television shows, magazines, the blogosphere, and Facebook content.

What does it involve today to be a youthful Indian? What fundamental truths about youth are reflected or communicated in youth culture? What is the pith of youth as a daily existence stage? Aristotle, a Greek philosopher, wrote in 350 BC about the many qualities of youth, including enthusiasm, optimism, hopefulness, recklessness, and dynamic energy. Presently, quick forward to our time, and the maxim "certain good faith" can be utilized to exemplify the embodiment of youth. Why don't these two words go together, and why don't they? Together, they seem to catch the fundamental attributes of this post-advancement age: unwavering optimism for a better future and a strong belief in oneself that they will accomplish their goals

Eight major themes drive numerous youth culture codes, or the norms and rules that youth follow in their day-to-day activities.

### **1. Be a leader and opinion maker:**

"To reach the pinnacle of your field and win proportionate prizes, thou shalt exhibit zealous ambition and a determined worker's spirit." Today's successful people are aggressive, competitive, and driven by a strong desire to win. You must express your strong opinions on all matters and on all social media platforms. To make yourself stand apart from the group, you will look for the spotlight. Followership is passé, and anonymity is death.

### **2. Be enterprising, creative and trendsetting:**

You will eventually start your own business. It's fun to be an entrepreneur because it lets you choose your own path and define success (at least partially) in your own way. You'll be creative and original. Creative jobs like those in advertising, design, music, movies, and other fields are the "coolest." It is necessary to take risks, but only if the group agrees. Good causes include helping the environment, helping the underprivileged, fighting corruption, and promoting women's rights. Who wants to be last, completely behind, a copy, and a follower?

### **3. Take a 'light-touch' approach to relationships:**

Whether your friends are of the same sex or of the opposite sex, you won't break your heart or cry a lot over them. Please refrain from being "heavy" or overly sentimental. Get together with a lot of friends, have a good time, and just let go of the emotional baggage and move on if nothing goes according to plan. There is a waiting list just around the corner for the next great boss, lover, or friend.

### **4. Enjoy an endless stream of fun, pleasure and lifestyle upgrades:**

You'll want to live in a big house, drive a fancy car, have a car with four wheels, go on vacation to exotic places, and decorate your home with the latest technology. Getting these things, learning about them, and discussing them with friends and family is even better than dreaming about them. It's a great feeling to become a gadget expert who all of your friends look up before making purchases. Being able to live the most opulent life that money can buy is unlike anything else.

### **5. Project the 'right' image, learn the 'right' lines to say and fake it (if required) to make it:**

The mantra "the image is it, perception is reality" must be practiced. Utilizing all of the options, you can learn how to transform yourself into the "perfect" version of yourself. Take coaching classes to learn how to ask your boss for a raise, how to impress the girl you're interested in, and what to say in an interview. Even if you're shivering inside, keep looking cool and confident at all times. Additionally, it is necessary to put into practice the adage "the image is it, perception is reality." You can learn how to become the "perfect" version of yourself by utilizing all of the options. Take the training classes to learn exactly what to say in a meeting, how to ask your manager for a raise, and how to impress the young

woman you're interested in. Maintain your cool and confident demeanor at all times, even if you're shivering inside. Also, be quick to spot fakes, such as people who wear designer knockoffs and reality shows that aren't quite "real."

#### **6. Don't wait, don't postpone, don't delay – get it, enjoy it, it's all in the 'now':**

Your song of devotion will be "gracious indeed, abhi," and you should be restless. Instant gratification is so much more satisfying than delayed gratification. Who wants to work hard, wait a long time, and then get what they want? Additionally, who knows for certain what might transpire tomorrow? Today is significantly more interesting and awaited to be "juiced" for maximum pleasure and reward.

#### **7. Widen the circle and play the field, it's more about thrills than about attachment:**

You must make full use of your sexual appeal. When it comes to men and women of opposing sexes, attractiveness is power. Attention, women. Learn how to inspire your male friends to follow you. Men, work to entice young women to you. We are not discussing marriage, forever, children, or families in this context; rather, we are discussing girlfriends, boyfriends, flirtation, and playfulness.

#### **8. You are the hero/heroine/star of your life story:**

When you look in the mirror, you must be proud of who you are. Put a lot of pictures of yourself in various poses online so that people can see them, including your friends. You reserve the privilege to move forward and become the dominant focal point since you are the focal point of your universe. In terms of fashion, accessories, grooming, and styling, you must dress like the Star you are. Nothing less is sensible.

In these depictions, representations, and narratives of contemporary youth culture, the two traditional pillars of Indian culture and society that are family and faith are pushed to the side. They are very much a part of the lives of young people, according to other studies. However, unless a person is the heir to a famous family legacy, family and faith are taken for granted in media-created popular culture and are not particularly "cool" or "trendy" topics to discuss.

#### **The Impact of Globalisation on Young People in India:**

As a result of globalization and the opening up of the Indian economy, new social and cultural norms have been introduced to Indian society. However, this procedure has not eradicated traditional Indian beliefs and values. Young people, in particular, want the best of both worlds. They may wear jeans and a DKNY T-shirt to a casual gathering, but they prefer traditional attire for more formal occasions: Saris will be worn by the girls, while sherwanis will be worn by the boys. Similarly, prior to an important exam, young people may take prasad and perform puja (prayer) with great devotion, but they will then eat out and dance. Even though they may be marrying for love, they are also eager for their parents to accept their choice of partner and give their blessing to the union.

#### **Family Life: Traditional Vs Modern:**

In traditional Indian families, young people had little say in how the house was run or how money was spent; In addition to making decisions regarding their education and even personal matters like marriage, their parents were in charge of their finances. Most of the time, young children only went to play at home, which was the most important place for boys and girls to have fun. Modern values and practices are taking over in a number of areas, despite the fact that urban India today embodies a blend of the modern and the traditional. There is an ascent in realism; India needs to enter the global market if it wants to be economically successful in the future, according to today's young people, who are aware of the significance of money.

The young people of India have emerged as an important market segment. Their parents, in contrast to a few decades ago, now lavishly spend on them. They also have some money left over. As manufacturers target this new market, new fashion, culture, and lifestyle trends are emerging. The

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spread of these recent fads among youngsters has been made simpler by satellite TV's growing reach and the ascent in Web use.

### **What Indian Youth Need to Know About Indian Culture:**

The situation or problem that we are in right now is simply the result of free will. Today's Indian youth have many choices regarding their lives. In contrast to us, Indians were not required to make decisions regarding their culture and way of life. This choice issue is further complicated by the drawback of ignorance. Today's young people aren't using enough information to make decisions. They have not taken into account the benefits and drawbacks of the lifestyles they choose or reject; rather, we all develop a herd mentality when we are young. We blindly follow the actions of our peers. The most recent globalization trends are the young Indian's obsession; He considers what's new to be hip and fashionable, and what's old to be pointless. Whether it's a major lifestyle choice like a "live-in" relationship or the most recent clothing trend like low-rise jeans or a chic jacket, the young Indian believes that the newest is best. As a result, it is absolutely necessary for us to establish a system within the family as well as in our local societies, schools, and colleges that can educate young people about the fundamentals of Indian culture and engage them in a discussion to resolve their doubts, enabling them to make well-informed decisions regarding their future.

### **CONCLUSION:**

In a world that is becoming increasingly hyperconnected, we live in a global society of communicative interactions and exchanges that prompt profound cultural shifts and realignments. Indian youth are the most impacted gathering to utilize novel techniques for connection and correspondence. Young people in India are extremely eager to choose a career and make side money. The high traditional values of Indian society are causing cultural diffusion. Additionally, India is undergoing contradictory cultural shifts. The way people work, interact, learn, process information, view their community, and position in the world are unsettling to our older generation. In business, change is becoming more and more adaptable, but the Indian education system still needs time to get used to the way of life there.

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