

CULTURE CLASH IN MARGINALIZATION AND GLOBALIZATION: A STUDY IN CONTEMPORARY KERALA SCENARIO

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ABSTRACT

Culture is very much with the notion of power which paves way for the hierarchical structuring of cultures. Power refers to how certain cultures maintain privilege over the 'other'. At a secondary level it refers to choices related to personal matters like which movie to watch, which confectionary to eat in. The word 'Culture' with the capital 'C' referred to the elite way of living and their beliefs. What we have today is 'culture' with the small 'c', a term which is applied worldwide irrespective of all differences. The main agenda of Cultural Studies as a discipline is to dismantle the hierarchical impulses within culture and to negate binaries such as 'high culture' and 'low culture'.

Narrowed down to Kerala scenario, the culture is inimitable and fascinating in many ways. Cultural heritage of Kerala goes way back to ancient times and its contribution to literature, music and arts of Indian heritage is unique and exemplary. The peculiar geographical features of the state has contributed to the 'Malayali culture' with a flavor of its own, even though it forms part of the Indian and Dravidian culture. Isolation of Kerala from the other parts of India by Western Ghats has helped Kerala to retain its cultural heritage almost to its original form.

Kerala is a melting pot, where several ethnic and religious groups mingle. The historic process of cultural synthesis happened in Kerala is brilliantly reflected in its art forms, traditional rituals and sacred practices. The typical icons of Kerala throw light into the subtle and intricate details of the state; unfolding the beautiful blend of cultures owned by different religions and communities.

KEYWORDS: Culture Clash, Kerala Scenario