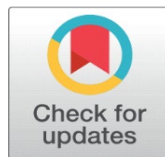
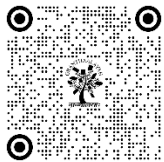


THE CHANGING LANDSCAPE OF PUNJABI CULTURE IN THE ERA OF GLOBALISATION

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ABSTRACT

Globalisation has changed the cultural identities of nearly all countries, and with that, the Punjabi culture of Punjab, which lies in Northwest India and Northeast Pakistan. How globalisation has altered some features of Punjabi culture, particularly language, music, traditional customs, and the scope of Punjabi diasporic influence is the main concern of this paper. The paper analyses, through quantitative and qualitative approaches, secondary data, such as scholarly works, media, and cultural artefacts, to illustrate the dual effect of globalisation through which Punjabi music and diaspora communities have gained greater global reach and cultural confidence while simultaneously traditional customs and the Punjabi language have suffered erosion as a result of western influence and internal migration. It is found that while globalisation offers pathways for multi-cultural interactions, it poses challenges in preserving “authentic” Punjabi culture, necessitating the use of adaptation strategies to achieve cultural cohesion.

Keywords: Punjabi Culture, Globalisation, Diaspora, Bhangra, Western Influence

1. INTRODUCTION

Punjabi culture, characterised by its vibrant music, rich linguistic heritage, traditional practices like Bhangra and Giddha, and agrarian lifestyle, has long been a cornerstone of identity for Punjabis in India, Pakistan, and their global diaspora. Globalisation, defined as the interconnectedness of economies, cultures, and societies through trade, technology, and migration, has transformed cultural landscapes worldwide. In Punjab, this phenomenon has introduced both opportunities and challenges, as global influences interact with local traditions. This paper explores how globalisation has reshaped Punjabi culture, focusing on language, music, traditional practices, and the diaspora's role.

2. REVIEW OF LITERATURE

Culture and globalisation Culture and its subculture is one of the most researched topics in all of social sciences. Appadurai (1996) contends that globalisation produces "cultural flows" that mix the local and the global and frequently

replace the latter with hybrid identities. For Punjabi culture, the work of Mooney (2011) suggests that migration to the West has globalised Punjabi music, especially Bhangra, whilst Singh (2018) cites that the use of Punjabi language amongst the younger generation of diaspora community is decreasing due to the dominance of English. The growth of digital media and streaming services has further propelled Punjabi pop culture and artists like Diljit Dosanjh are making a name for themselves globally (Kaur, 2020). But this exposure on a global scale also can't help but lead to a certain degree of loss of culture as Western-style aesthetics becomes more and more commercial and appealing. This article takes up these insights to consider the opportunities and challenges of globalisation for Punjabi culture.

3. OBJECTIVES OF STUDY

- In what ways has globalisation facilitated the dissemination of Punjabi culture across the world?
- What are the challenges to preserve the authenticity?
- how can Punjabi Community balance cultural protection with global integration?

4. RESEARCH METHODOLOGY

In order to investigate how globalisation has affected Punjabi culture, this study uses a qualitative and quantitative research methodology. The methodology includes:

- **Literature Review:** Analysis of academic articles, books, and media reports on Punjabi culture and globalisation, sourced from databases like JSTOR and Google Scholar.
- **Content Analysis:** Examination of cultural artifacts, including Punjabi music videos, films, and social media content, to identify global influences.
- **Quantitative Data:** The survey questionnaire was asked to 100 individuals, which included questions regarding the impact of globalisation on aspects of Punjabi culture (language, dress, music, food and drink).
- **Data Analysis:** By analysing Questions asked from the punjabi people on music, Cuisine, Bhangra, punjabi diaspora, identity, old punjabi traditions, revealed people's views on the impact of globalisation on Punjabi culture. Recurring themes like diaspora influence, language erosion, and cultural hybridity were found through the use of thematic analysis. (India and Pakistan) and major diaspora communities in Canada, the UK, and the USA.

5. CASE STUDIES

5.1. CASE STUDY: PUNJABI MUSIC IN BOLLYWOOD AND BEYOND

The integration of Punjabi music into Bollywood reflects both the opportunities and challenges of globalisation. Movies like *Dilwale Dulhania Le Jayenge* (1995) and *Uddta Punjab* (2016) made popular Punjabi music and culture popular. However, the merger of Bhangra with electronic dance music has discussed about cultural authenticity. For example, traditional devices such as Dhol are often replaced by synthesised beats, and diluting the music's folk Roots.

5.2. CASE STUDY: VAISAKHI CELEBRATIONS IN DIASPORA

In Surrey, Canada, parades mix traditional and modern elements, like food trucks, to find a balance between keeping traditions alive and changing them. This shows the role of the diaspora.

5.3. CASE STUDY: PUNJABI DIASPORA IN CANADA

The Punjabi community in Canada, especially in British Columbia, has successfully preserved and promoted Punjabi culture through community houses and festivals. However, the second generation of Punjabis often encounters an identity crisis, which balances Canadian and Punjabi identity. Linguistic erosion is highlighted by a 2020 Statistics Canada survey that revealed that only 40% of second-generation Punjabi-Canadians speak Punjabi fluently.

6. RESULTS

6.1. POSITIVE EFFECTS OF GLOBALISATION ON PUNJABI CULTURE

- **Spread of Punjabi Music and Bhangra (Dance)**

Globalisation has increased the scope of Punjabi music and dance. Bhangra used to be a folk dance, but now it has become a global event during crop festivals. In countries such as Canada, the United Kingdom and America, migrants have played an important role in popularising Bhangra through fusion music, Bollywood films and international performances. Artists such as Diljit Dosanjh, Sidhu Moosewala and AP Dhillon have brought Punjabi music on global platforms, combining traditional rhythms with hip-hop, pop and electronic music.

- **Spread of Punjabi Cuisine**

Punjabi Cuisine has gained international recognition through globalisation. Restaurants serving Punjabi kitchens such as 'Tandoori Chicken' and 'Naan' are now common in cities around the world. Diaspora has opened food chains such as Canadian -based Punjabi restaurants, which have introduced global audiences to Punjabi flavours. Food festivals and cooking shows on platforms like YouTube have made dishes like butter chicken more popular, making them global staples.

- **Cultural Exchange Through Migration**

More than 10 million estimated Punjabi diaspora has provided cultural exchange facilities globally. Migration in Western countries has established Gurudwaras (Sikh temples), Punjabi Cultural Festivals and Social Organisations that preserve and promote Punjabi identity. As an example, the Canadian city of Surrey holds an annual Baisakhi celebration which attracts numerous people and exhibits Punjabi culture through dance, music, and food to different audiences.

- **Technological Development and Media**

The globalisation run by digital platforms has made the Punjabi culture available worldwide. Streaming services such as Spotify and YouTube host Punjabi music, while social media platforms such as Instagram and Youtube have popularised Punjabi dance and fashion. Punjabi films produced in the India's Polywood industry are now available on global streaming platforms, which increase cultural visibility.

6.2. NAGETIVE EFFECTS OF GLOBALISATION ON PUNJABI CULTURE

- **Linguistic Erosion**

Globalisation has faced important challenges for Punjabi language. In the urban areas of Punjab and among migrant people, English and Hindi are quickly preferred in Punjabi because of their alleged economic and social benefits. In 2021 study of Punjabi University, Patiala found that only 60% of the youth in urban India use Punjabi as their primary language at home, compared to 90% in rural areas. In diaspora, the second generation of Punjabis often prefers English, leading to a decline in Punjabi.

- **Cultural Weakening**

The commercialisation of the Punjabi culture has led to weakening. For example, Bhangra is adapted to Bollywood and Western music styles, which often lose their traditional essence. Similarly, Punjabi weddings, traditionally simple and socially oriented, have become extraordinary under global influences, including Western elements such as destination weddings and designer dresses. This change has raised worries about losing the authenticity of culture.

- **Effect On Traditional Practice**

Globalisation has changed traditional Punjabi practice. The common family system in Urban Punjab is declining due to the trends of the nuclear family affected by the western lifestyle. By pursuing urban businesses and young generations of central Punjabi identity, agricultural traditions are also being lost. When festivals like Lohri celebrated with bonfires and folk songs are quickly commercialised, where packed ceremonies replace societal ceremonies.

- **Effects Of Western Media**

Sensible Western media has affected Punjabi youth culture through TV and Internet. Fashion trends such as jeans and western dresses, traditional Punjabi clothes such as 'Kurta pyjama' and 'Salwar kamij' among the younger generation. This change is especially clear in urban areas and diaspora, where global fashion marks dominate.

7. BALANCE CONSERVATION AND GLOBAL INTEGRATION

To meet the challenges generated by globalisation, the Punjabi community can use the following strategies:

- **Language Protection:** Promote Punjabi language training in schools and through digital platforms. Initiatives such as the Punjab Government "Punjabi Parchar" campaign aim to encourage Punjabi -Literacy among the youth.
- **Cultural Education:** Community organisations and Gurudwaras can offer workshops on traditional music, dances and food to link young generations.
- **Media Presentation:** The true representation of Punjabi culture should be promoted in media around the world, and not let it become too commercial.
- **Politics Assistance:** Governments in India and Pakistan can fund cultural protection programs such as cultural heritage festivals and museums to protect Punjabi traditions.

8. CONCLUSION

For Punjabi culture, globalisation has been both bane and boon wherein global exposure has provided both opportunities as well as threats of authenticity and continuity. The international acceptance of Punjabi music, movies, food and festivals are a testimony to the versatility and acceptance of the culture. But problems, such as the waning of language, the dilution of culture and loss of traditional practices, demonstrate the necessity of immediate efforts of preservation. With the aid of technology, a system of education, and community based activism the Punjabi culture can survive and flourish as a global community capable of maintaining its own identity. Possible future work might investigate the function of digital media and platforms in maintaining regional cultures and the longer-term effects of globalisation on diaspora groups.

CONFLICT OF INTERESTS

None.

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