



## CHANGING TEENAGE CULTURE IN BELAGAVI CITY

### Social Science

**Dr. H. B. Mahantesh**

Associate Professor of Sociology, Government First Grade College, Kaladagi, Bagalkot

### ABSTRACT

As Globalization and Modernization is proceeding, our younger generation is also changing under its influence. The main intention of this article is to find out emerging cultural trends of teen agers. As well as to know how teenagers adjust themselves with emerging trends and existing culture. Basically teen-culture gives importance to superficiality of life. The food habits developed by teenagers have caused health problems among youngsters like obesity. Even eating disorder like, crash dieting also has affected the health of many young girls. Even excess use of technology like mobile phone and computers by them is also affecting their health. Trends in teen culture are dynamic in nature. Teen agers give more emphasis on the fashions and beautification of body. Mass-media and peer group play an important role in setting new trends among teen agers. It is reflected in their attitude and practices. The present article particularly covers the study of teenagers of 16-19 years of age group studying in PU colleges of Belagavi city. Under the study there is scope to understand the problem of new cultural trends brought about by teenagers. This study also provides scope to understand the conflict issues resulting from new cultural trends.

### KEYWORDS

Teenage, Culture, Adolescents, Adolescence, Youth

### INTRODUCTION

It is a known fact that, human life is divided into different stages. In the study of sociology and in Psychology, roughly human life has been divided into following stages, Childhood, Adolescence, Adulthood and Old age. The second stage i.e. Adolescence is also known as teenage. During this stage many physiological and psychological changes take place within the individual. So this stage assumes its own importance. During this stage, the boys and girls try to become free from the clutches of parental control. At the same time they cannot completely escape from their dependence on their parents. Hence they may experience a kind of strain or conflict among themselves. They want to become free birds in doing various activities. In the modern society the parents prefer to give much more freedom to their children to do some of their activities independently. They encourage their children to choose their branch of education, their occupation and their life-partners. The adolescents or teenagers thus learn new roles and new behavior patterns.

### Who are Teenagers?

Adolescence or teenagers is the state or time of being young and not for advanced in life. It is the period of transition between childhood and the adult age. A particular age-group among youngsters is called as "teenage" or "adolescence". The young boy or a girl between the 13 to 19 years is a teenager, which is an age-group between childhood and adulthood. The teen years are time of transition from becoming a dependent child to a young adult, who is capable of taking care of him/her.

Teenage is a bridge between childhood and adulthood. It is the time of "storm and stress". The main characteristics of teenage/youth are growth spurt, voice breaking changes in sexual organs, beginning of sexual arousal, changed, romantic relationships, gender role identity, changed relationships with adults increasing autonomy, independence and sense of responsibility. Generally the accepted ages of the term teen or teenager are 13 to 19 years of age. During this stage of transitional physical and mental human development, teens tend to seek independence and experiment with youth rich behaviours.

According to the opinion of psychologists like Dr. S. K. Mangal teenagers are ego-centric, and they are subject to psycho-social stress. They are seen to have problem in home and in school/college with their self identity, sexuality and particularly with becoming socialized in to society. Hall regards it, "a period of great stress and strain, storm and strife". The common tasks of teenagers are personality development of new relations, seeking educational qualification, deciding carrier and employment, creating a new life style and becoming more independent among others.

The teenagers prefer friendship group or peer-group. This is the age in which an individual tries to be friendlier in the group of his or her age mates. More than family members they like to share their personal matters and some secrets with their close friends. Since the teen agers

have some qualities like risk taking behavior, testing new things, day dreaming etc. so that one teenager attracts the attention of other teenager very soon. And help them in developing close bond of friendship between each other.

### Teen-Culture

As we all know, every society consists of many groups. And each group has its own culture, which is known as Sub-Culture. "Teen-Culture" also can be considered as sub-culture. Culture refers to the process by which the symbolic system characteristically shared by a group of people are maintained and transformed across time. Youth culture refers to those processes and symbolic systems that young people share that to some degree distinctive from those of their parents and the other adults in their community. "Teen culture is the way teenagers/adolescent live and norms, values and practices they share." As teenage culture emerged, adolescents used mass produced commodities to imitate adults, but they also used them to create fads and to define themselves as "teenagers". At present age teenage is a most specific category in population, so that every company is trying to attract them. The most appropriate example for this is the 'Vogue' magazine, which is popular as fashion magazine, has brought its young version in market known as 'Teen Vogue'. This shows the important of teenagers in modern society.

Teenage group has its own modes of behavior, Philosophies, Ethics, Morals, Manners, Food habits, Dressing style etc, which are the most important components of Culture. This typical culture developed by teenagers has been termed as 'teen-culture' by me. This teen-culture is the most dynamic culture in among other sub-cultures. As teenagers are more enthusiastic they bring changes in their life. They don't like the some things repeatedly in their life [eg. type of food, dress, and hair-style etc.] they set new trends in society. So we can say that teenagers are the 'trendsetters.'

"Teen-culture is a trendy culture set by the teenagers, becoming more popular among all the teenagers, including beautification of body through dressing style, hair-styles huge amount of the use of accessories etc along with food habits, behavior patterns so on. This culture is very dynamic in nature, but having far reaching effects on society and various social systems." In this context teen culture is

- Teen culture involves its own patterns and trends related to fashion, food and attitude which are different from adult culture.
- Teen culture is the most dynamic culture, which bring changes very fast within it.
- This culture has influences on the social system and social relation.

### Changes in Teen Culture

In this present article an attempt is made to study is about the changing teenage culture and its reflection on society. It is a known fact that, today's teen-age generation is the biggest the world has ever seen, there is need to know about their culture and problems. Present article is an

attempt to deal with teenage issues, cultural trends and its reflection on society as a whole. For the present article data has been collected from the PUC studying students of Belagavi city through causal interaction. The article is completely based on the information given by the teenage students during the interaction. This article helps in understanding about changing attitude and behavioral patterns of teenagers, their ideas, views related to food habits, fashion and the other factors which have influence on them. Teenage culture in terms of values, attitude, behavior, knowledge and practices are analyzed briefly.

### Changes in Food Culture

The major aspects of teen-culture are food, fashionable clothes, jewelry accessories, hairstyling beautifying body through piercing and tattooing. All these things have become a part of teenager's life style. Now day's fast food advertisements are greatly influencing teenager's eating habits. Advertisers are increasingly targeting teenagers with a range of the promotion of fancy food items. What and where to eat, also a part of teen fashion. They meet friends and celebrate events with them in fast food restaurants. On the other hand, wearing fashionable clothes, with matching accessories, showcasing body parts which are tattooed and pierced, to seek the attention of others is the recent trend of teen culture. By following all new fashion trends express themselves and their culture.

Due to the expansion of hotel industries and growth Bakery sector, our young teenage population is attracted more towards outside food, in the form of Bakery and fast food than homemade food. The teenagers expressed that the readymade food which is prepared in hotels and in pushing harnesses feel very tasty and different from home made food is becoming popular. The responses of the students reveal that the young teenage population is more found of outside food. Thus the fast food and Bakery items have gained lots of popularity among them.

The general tendency of the young school going children is to carry Tiffin box to school, as they spend more time in schools. But the students expressed that as they enter college campus as college students they prefer to take food in canteen, than taking Tiffin from home. Because these college going teenagers believe that it looks odd. If they carry Tiffin box to college, their friends will tease them. Hence they do not like to carry Tiffin box like school children as it does not suit to their image. Compared to female students, male student prefer to go to canteen.

### Tattooing

Due to the impact of global fashion trends which are popularized by our T.V stars, our teenagers also giving more attention towards their looks. To enhance their beauty they have brought a new fashion trend of tattooing their body parts. A tattoo is a form of body modification, made by inserting indelible ink in to the dermis layer of the skin to change look. As we know there is great impact of western culture on our Indian youths, this tattoo trend is slowly growing in our society, which has been proved by the opinions of the students. Compared to girls, boys have tattoo on their body, and those who do not have but want to have it, their number is also bigger than girls. Because boys are more courageous than girls, so against family members wish they do it.

### Hairstyle

Teenagers have Variety of fashion trends; one among those is hair style and hair treatment for looking 'cool' and 'fashionable' among their friends. The types of hair treatment, through which these teenagers are undergoing for the sake of fashion, are hair coloring, straightening and making hair curly. Hair coloring means a process of coloring or bleaching the hair. Hair straightening refers to the hair are made straight through hair straightened. Making hair curly is the way the rolls are put to hair to make them curly. Compared to making hair Curly, straightening and coloring is more in fashion today. Among teenagers, boy's preference for hair coloring is more, while girls have preferred hair straightening.

### Fitness awareness among teenagers

Physical fitness is a general state of health and wellbeing and more specifically, the ability to perform aspects of sports, occupation etc. Physical fitness is generally achieved through correct nutrition, exercise and rest. Our youngsters are much more health conscious these days than ever before. The big inspirations for them are our film stars, TV stars and sports stars, who are making big impact on youngsters. Most of these gym going boys wants to make their body attractive like film stars. Compared to girls, fitness awareness is more

among boys. Overall result shows that fitness awareness is more among today's youngsters.

### Party Culture

The influence of western culture is popularizing the parties and their importance among our teenagers. The party culture has become hallmark of this generation, so it is adopted by every teenager. Throwing parties and attending them is very important aspect of teen culture. They do not mind to go against family norms to attend them. Parties are more attractive and exciting for teenagers, hence they do not hesitate to violet the family norms. Because they believe that, to become acceptable member of peer group and to become trendy it is essential to attend and to throw party even though the family / parents do not permit it.

### Relationship Pattern

The patterns of interaction and interrelations among teenagers are changing. Their attitude towards the people around them is changing constantly. Traditionally some relations were given specific meaning. Some distance was expected to be maintaining within those relations. Now our teenagers have given another direction to them. Traditional Indian society had drawn some boundaries, imposed certain restrictions against some relations, like teachers and students, young girls and boys. But our teenagers are wishing for some freedom in such relations. Their emotional outburst and the type of family they are coming are also responsible for these changes in their attitude towards certain relations.

They are trying to become more and more open and broad minded towards certain relationship patterns. They do not mind to discuss openly about the 'live in relationship'. It is mainly due to their exposure to the movies, T.V. programmes and western culture. Indian society is known for its rich culture and traditions. From the time of Gurukul system, we observe the type of respect and love given to teachers. Earlier there was a little distance maintained in the relationship between teacher and student. Today that distance or gap is slowly reducing. As per the observation young students do not like only strict teachers, like teacher who are professional, strict and friendly with students. Since they spend maximum time in the college, so they expect that love, affection and friendliness from their teachers.

### Relationship between girls and boys

Now-a-days impact of western culture has been more dominant on Indian society, particularly on teen agers. The young boys and girls are getting close to each other. The concepts of "girl friend and boy friend" are becoming popular among them. In all areas of society the concept of gender equality has become more popular. Universally accepted principles of human rights now, setting the standards of equality between men and women. That is the reason the number women and girls is increasing in educational institutions and employment sector. So slowly the gender related restrictions are relaxing and giving opportunity to girls / women and boys/men to come close.

Compared to female students male students strongly believe that relations between girls and boys should not be restricted. They believe that everyone should be given freedom to select their own friends and relations. This shows that, youngsters of our society are freer and open minded. They believe that there should not be any kind of restrictions on their friendship or relationship between girls and boys. According to them every one should be given some space to have their own relations and to choose friends.

### Mass-Media and Teen Culture

The influence of the mass –media on the psychological and social development of children and youngsters is profound. Television, Internet, Social media are the most important examples of electronic media which have tremendous impact on younger generation Basically mass media and communication media in the form of, mobile phones have are responsible for making our teen age generation a 'smart generation'.

Contemporary teenage generation is called as the 'technology generation'. For teens in today's world mobile phones, internet, movies, T.V. is very important. They prefer watching T.V., playing games on computers and chatting on net with friends, through social media as a good time pass. All these things are very exciting for them. Life style changes among teens have been increasing rapidly since the introduction of media. Media films, T.V. shows and more recently the

internet are the main sources of it. It is reflected by the teenagers through their eating habits dressing styles and the way they communicate.

#### **Access to Mobile phones**

Mobile phones have not only given us the power to talk wirelessly, but also provided us with many highly useable functionalities like-taking pictures and videos, listening to music, playing games, and accessing the internet and much more. The current mobile market has a close relationship with the teenagers. As a trend teenagers are more inclined to the newest gadgets of any sort. Youngsters are becoming tech-savvy than ever. To be in the lime light or to show-case one's fashion quotient is another reason for the growing popularity of mobile devices among the youngsters. Now-a-days parents are providing all types of facilities to their children, according to their demands. Because they believe that whatever they did not get their children should get. Moreover today because of online classes evry student requires mobile phone with internet.

#### **Access to Internet**

The internet has a significant potential for providing children and youth with access to educational information and can be competed with a huge home library. Today it is the most important mode of communication through which almost online classes are going on. Like cell phones internet also has become popular mode of communication. It provides connectivity any time anywhere so it is more useful according to the teenagers. Most of the students are using internet for different purpose such as, for chatting, studies, watching movies/videos, etc. This shows the popularity of internet among teenagers.

Now-a-days T.V. is the most important media, and popular mode of entertainment. Basically today all types of fashion trends are introduced and popularized among youngsters by T.V. There are some specific T.V. programs, which have more influence on the food, fashion, ideology and many other aspects of teenage life.

#### **CONCLUSION**

To conclude teenagers as a separate segment of population has a unique culture of its own. Teen culture is quite different from the mainstream culture of the society. As teenagers are enthusiastic and excited, they like to change themselves continuously by accepting new cultural trends. This is the reason teen culture looks more colorful and vibrant than other cultures. In the present Indian society adolescent generation is under the influence of western culture and the celebrity culture. This is reflected in their life style, attitude and behavior. For example, tattooing on the body parts is in fashion. Now-a-days there is profound influence of technology on teenagers. They keep on demanding new gadgets like mobile phones, Tablets, note book from their parents. Our teenagers are proved to be the best consumer in the market. Thinking about this special consumer, all companies are launching, new products for them. Huge competition is going on between the different companies to attract the teenage consumers. Every company is launching a product to target teenage consumer. As per demand created by this segment of population, products are launched and advertised in the market. It shows the importance of the adolescents and their culture.

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