



TRANSFORMING YOUTH CULTURAL TRENDS IN RESPONSE TO WESTERN INFLUENCES: AN OCCIDENTAL OUTLOOK AND ALTERNATIVE THEORIES

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ABSTRACT

This review explores the dynamics of transforming youth cultural trends in response to Western influences, focusing on an Occidental perspective and alternative theories. As globalization intensifies, Western culture exerts a profound impact on the cultural fabric of youth worldwide. The examination begins by delving into the Occidental outlook, shedding light on how Western cultural elements infiltrate and reshape the values, norms, and behaviors of young individuals. The analysis encompasses diverse facets, including lifestyle choices, fashion trends, and social behaviors, illustrating the intricate interplay between globalization and cultural transformation. Additionally, the review critically assesses alternative theories that challenge or complement the Occidental perspective. Alternative frameworks consider the agency of youth in adopting and adapting Western cultural elements, exploring how local contexts mediate the assimilation process. Furthermore, the review investigates the potential resistance, reinterpretation, or synthesis of Western influences within youth cultures, contributing to a nuanced understanding of cultural dynamics. Ultimately, this review aims to provide a comprehensive insight into the multifaceted nature of cultural transformations among youth, considering both Occidental perspectives and alternative theories in the evolving global landscape.

Keywords: Youth Cultural Trends, Western Influences, Occidental Perspective

What is Culture?

The origin of the word "vocal tradition" can be traced back to Latin, when it was either culture or cults. The Latin word cult's means "to develop." The most typical kind of organizations that are heavily involved in the process of growing plants and animals on land. Although the cultural backdrop has started to revolve around work, the question of what kind of labor is being done and what led up to it is not being addressed. The Romans connect human traditions with the concept of humanities, which contrasts humans with animals, cities and villages, and rural and urban settings. However, many people held the opinion that it was an artificial proverb, and they believed that the correct interpretation of the tradition was, that of Building, which refers to the cultivation of a challenging existence within. Kroeber and Kluckhohn Reiterating the Doctrine and Definition indicate "the most commonly used word in the world" culture "remains the main idea of Culture or attractiveness." All world languages receive their principles for grammar and syntax from Latin roots. The first substantial output came from the German artist Kultur, which was a departure from the conception that culture is "distinct values" derived from the most accomplished or most brilliant individuals. (Kroeber & Kluckhohn 1952, 35)

Importance of Culture

Every society relies heavily on its culture to ensure its continued existence. Culture can be compared to software, while society can be compared to hardware. Culture encompasses everything, including our actions and how we connect. Culture is one of the

most essential components of a society. Cultural patterns are the most important instrument that ensures our continued existence in society. We acquire all of the knowledge necessary for our survival, including conduct, standards, customs, the repetition of socially acceptable actions, and so on. We learn everything from religion to school to how to make friends to how to acquire jobs from the culture that already exists. Culture is responsible for turning us into social beings, not genetics. Culture has an essential role in modern societies. In the eighteenth century, modernization was associated with culture, and it produced an accurate prediction about the forthcoming business class, stressing the development of wisdom and the failure of belief (Cui & Ryan, 2011).

In the twenty-first century, traditional societies were optimistic about abandoning their traditional traditions and reflecting the "high" and western ways of doing things that are technically advanced. In today's modern culture, having life experiences throughout one's formative years is necessary. This transition affects the ability to build new young adults, as well as relationships with one's family and friends, educational and social settings, recreational and lifestyle choices, and social situations. Many of these shifts are the direct outcome of efforts to restore culture, which has led to an increased demand for educated workers. According to (Inglehart & Baker, 2000) because of these developments, young people in today's society are forced to navigate a set of hazards that were mostly unknown to their predecessors.

The term "modernity" refers to an all-encompassing notion that takes into account social, cultural, economic, and political aspects. This suggests that modernity is not a crosscutting notion that is solely tied to one item, but that it is linked to a variety of other characteristics (Ullah, 2020). This modernism, which was brought about by globalization, affected all nations, regardless of their socioeconomic standing. They pay greater attention to the effectiveness of the teamwork and pay less attention to the assigned status of the individuals. They are more concerned about the roles that come with the obtained status (Hashim & Khan, 2017).

It is also claimed that persons who have modernized their thinking do so with an emphasis on modern scientific techniques and ideas. They tend to be more grounded in the here and now and put more stock in their senses than in faith or speculative ideas (Khan & Ullah, 2021). It means that maternal and non-material cultural patterns alter in many cultures because of the influence of modern values. In addition, regardless of the reasons why it occurs, modernization has the effect of diminishing indigenous cultural values while simultaneously increasing the prevalence of global values in industrialized nations. Pakistan is undergoing modernization and westernization in many different ways now. On the other hand, it had a meteoric rise after the 1990s in Pakistan. This lightning-fast upgrading can be attributed to two significant global drivers (Kakar et al., 2021).

First, the conclusion of the Cold War has made the globe more global and open in terms of regular interaction amongst the masses. Secondly, the end of the Cold War facilitated the privatization of public resources and the spread of democratic ideals. In addition to this, the fall of Zia's rule was a significant factor in the acceleration of the acceptance of contemporary Western values. On the other hand, aspects of modernity are outside the purview of this investigation. In spite of this, globalization remains the fundamental driving force behind modernization and westernization (Kakar et al., 2021). Many aspects of Pakistani society altered because of modernization. People are employing technology in every aspect of their lives, from agriculture to industry, education to employment, and learning to teach. This is true across the board.

Concisely, everyone makes use of imported electronic devices because that is how they are utilized in developed nations such as those in Europe, including the United Kingdom, Germany, France, and other countries. This suggests that Pakistanis are also employing electronic and electric devices that have been culturally dispersed (Kazmi and Quran, 2005). According to Habib (2018), globalization and global thinking are among the main elements that have contributed to a multitude of material and non-material cultural shifts in Pakistan. The government was another institution that had been impacted by modernization (Malik et al., 2020).

A bill to combat violence against women was just approved by legislators in the government. This suggests that changes are also occurring at the macro level within the institutions as a result of the modernization of the population. In addition, governments are now also working on addressing global concerns such as climate change, poverty, the empowerment of women, and equality. According to (Khan & Ullah, 2021) the reason why people are becoming more conscious of global issues is because of the increased sharing of information and knowledge that is based on modern western principles and practices. The general populace now feels more insecure and confused because of modernization. In terms of modernization, it also exacerbated the divide between the upper class, the middle class, and the lower class. This contributed to the segmentation that already existed in society. In addition to this, it heightens the disparity between people according to their religious beliefs, cultural values, and contemporary values (Bauman, 2013).

Effect on Pakistani Society

In Pakistan's social context, the term "social revolution" can have a variety of various themes and connotations. Since it was first implemented, there has been a significant shift in the social landscape of Pakistan, and this transformation is ongoing. Globalization might be seen as the primary agent of change behind these developments. Beginning in the early 1990s, Pakistani society began to undergo a monumental shift as a result of several factors, including the emergence of a free and open world following the end of the Cold War, the adoption of macroeconomic policies that encouraged the privatization and liberalization of the country's commercial and domestic markets, and the opening up of the country's banking sector to foreign competition (Malik et al., 2020).

Competition for the promotion of scientific, communications, and information technology through the privatization of state-owned flourishing assets, the antenna in the form of a dish to reach foreign television channels, and liberalization of the banking system are some of the areas in which private banks and state-owned commercial banks face off against one another. In the style of the West, the underdeveloped society is excited because of the advancements in science and technology as well as economic progress. This excitement stems from the underdeveloped society's desire to reach a quality of life. The loss of national identities is especially prevalent in Asia and Africa because of this source of inspiration. In day-to-day life in Pakistan, the Western way of life is prevalent. For instance, people frequently use English as a common language, such as English as a medium, western clothing, western-style fast food restaurants, single-family households and marriages based on romantic attraction, education in foreign countries at all levels, a desire for very independent friendships between men and women, and migration to Western countries are on the rise. The process by which a society attempts to become more contemporary is known as westernization. The Pakistani upper-middle class and the rich have extensively imitated Western culture, which serves as a model for those in the middle class and lower. The younger generation places a high value on acquiring employment at a Western or developed-country branch of a multinational firm as their top objective (Malik et al., 2020).

Reasons for Prevailing the Western Culture

There is no such thing as equality in any civilization across the globe because of the vast gaps in the levels of economic and technological development. Particularly notable is the effect that hybridization has had, especially on economies, in industrialized countries. Changes in people's social lives are mostly caused by economic considerations, and these changes in turn influence people's social and political conditions, as well as the power of both the society and the nation. Some communities have greater access to resources than others do, and their actions can have a significant impact on other communities; nevertheless, some communities lack the means necessary to penetrate other societies' power and influence or even to fight their authority. The evolution of globalization must necessarily occur through the establishment of robust institutional infrastructure, which is the most important point of all. Numerous nations, for instance, are subject to the influence of preeminent international financial institutions like the International Monetary Fund and the World Bank (Malik et al., 2020).

The World Trade Organization (WTO) has been implemented without taking into account the domestic circumstances of the individuals who make up the various national communities. In a free competition, every participant is pitted against every other participant; non-developed and developing countries are required to compete with developed countries. To ensure everyone has continued existence, the rules of government are the same for both weak and strong people. This circumstance results in very diverse and shocking shocks, particularly for particularly vulnerable nations. The residents of less developed countries are directly impacted by the significant differences that exist in their countries. In a global environment marked by intense competition, less developed nations face the challenge of providing a secure environment for their residents. The globe has become a more divided place as a direct result of the vast economic gaps that exist between countries (Malik et al., 2020).

Cultural Dependency theory

Writers, depending on the perspective from which they examine the problem, have given the concept of "cultural dependency" many different titles over the years. The terms "cultural imperialism," "cultural hegemony," "cultural synchronization," "cultural homogenization," and "cultural mainstreaming" are only a few of the names given to this phenomenon. Culture can be defined as the products of human thought that are created by a specific group of people during a specific period. There are a variety of different cultural products available on the market, such as movies from Mexico and China, but the spotlight is typically focused on American pop culture. India's "Bollywood" films are acquiring worldwide audiences, and Korean music, film, and fashion have recently garnered tremendous appeal throughout Asia markets. This is even though American culture holds a dominant position in the global cultural landscape (Douglas, 2001).

Cultures as Cognitive Systems

Culture is not a physical phenomenon; it does not consist of things, people, behaviors, or feelings. Culture is a concept. It is the shape that things take in people's minds, the models that they use for perceiving, relating, and otherwise making sense of the world around them. As a result of this shift in perspective, epistemologically speaking, cultures are in the same sphere as language. The earliest attempts to systematize cultural knowledge, which was required to stage shows or function in restricted social circumstances, were unsuccessful. In light of the amazing variety, depth, and complexity of human knowledge and experience, the concept of "cultural grammar" is unproductive and insufficient. In this paper, I propose that

the growing field of artificial intelligence research has the potential to reveal further insights (Douglas, 2001).

Cultural theory

Understanding cultural conflict requires a strategy, and cultural theory is that method. It presents a neo-Durkheimian synthesis predicated on the idea that institutions are responsible for simultaneously producing, preserving, and creating Culture. It is easier to avoid conflicts between subjective and objective evaluations if one focuses on the components of the institution. Value conflicts are often perceived as a competition between different types of organizations that are in direct opposition to one another. Conflicts including risk, environmental damage, water engineering, organizational control, criminality, and traffic laws are analyzed using this method of policy analysis. This method produces an abstract space of alternative organizational settings along two dimensions (the strength of group boundaries and the degree of structural limitations on individual behavior), which ultimately results in four ideal organizational forms, each of which has an acceptable culture (Douglas, 2001).

It has been hypothesized, based on the vast number of roles in this industry, that particular attitudes and ideas are examples of institutionalized cultural influences. An enclave culture can be developed by a dissident group; similarly, the demand for freedom to contract can be applied by a competitive market; and an isolated community's behavior can become unique due to the absence of compliance constraints. The moral climate of a hierarchical bureaucracy can be seen in the borders and lines that have been established here. Every society ought to have all four of these cultural forms, and they ought to be engaged in fierce competition with one another (Douglas, 2001).

Occidental Prospectus of culture

According to (Smith, 2010), the Occidental perspective on culture is characterized by a certain cultural outlook, set of values, and standards. This perspective is anchored in a Western or Eurocentric framework (Smith, 2010). According to (Hall, 1992), it frequently places an emphasis on individualism, reason, and progress, as well as particular cultural practices and traditions that are common in Western societies (Hall, 1992). When viewed from this angle, culture is believed to be viewed through the prism of the values, ideas, and practices that are associated with Western culture (Said, 1978). According to (Huntington, 1996), the Occidental viewpoint frequently places a higher value on ideas and ideals such as democracy, human rights, secularism, and individual freedoms. In addition to this, it places significant importance on the pursuit of economic success, as well as the investigation of scientific questions and the development of technological solutions (Diamond, 1997).

According to Appiah (1993), it is critical to understand that the Occidental perspective is not universally relevant and that it should be evaluated in conjunction with the perspectives of other cultural groups. According to (Said, 1993), different locations and communities each have their distinctive cultural viewpoints, values, and practices, which might be quite different from the Occidental perspective. According to (Mazrui, 1986), it is necessary to promote intercultural understanding and steer clear of cultural prejudices and ethnocentrism by recognizing and appreciating the many cultural viewpoints that exist in the world (Mazrui, 1986).

Significance of the Study

Many different implications might be drawn from this study. We will examine young people to establish whether or not and to what extent westernization has influenced the social attitudes that they hold. Understanding the impact that Western culture has on our younger generation, particularly those currently enrolled in higher education, will become much

simpler because of this. The significant influence that Western Culture has had on the youth of Pakistan was highlighted in an interview guide that was produced from the opinions of different young people. We may highlight how our children would view several areas of daily life, such as moral beliefs, linguistic norms, family values, and more. The findings of this research should be used by those who are responsible for social planning to develop strategies for guiding young people in Pakistan toward the indigenous values and Islamic teachings of their country. The purpose of this study is to determine whether students in Pakistani universities benefit favorably from exposure to Western culture. The testing of hypotheses will assist this research in its efforts to generalize its findings to other regions of Pakistan.

Conclusions

In conclusion, the discussions among participants reflect the multidimensional nature of the Western culture's influence on their lifestyles. They recognize the positive effects, including broadened horizons, improved communication skills, and access to global knowledge and trends. However, they also express concerns about the potential negative consequences, such as the erosion of traditional values, conflicts between generations, materialistic impulses, and mental health issues caused by societal comparisons. Participants emphasized the importance of a balanced approach to incorporating Western cultural elements while

The participants express diverse viewpoints, with some emphasizing the importance of preserving their cultural heritage while others recognize the benefits of integrating Western cultural elements. The identified aspects of Western culture, such as individualism, consumerism, popular culture, social media, and personal autonomy, seen to significantly affect the attitudes and behaviors of young people.

Changes observed in language usage, eating habits, clothing trends, celebrations of Western festivals or events, and the adoption of Western holidays or events. The participants recognize the benefits of adopting certain Western cultural aspects, such as cultural exchange and personal development.

Materialistic impulses highlighted as another negative consequence. The influence of Western culture often encourages materialism and a focus on material possessions, which can shift priorities and undermine traditional values centered on community, spirituality, and personal development (Frank, 2017). Striking a balance between material aspirations and holistic well-being is important. Mental health issues resulting from societal comparisons also discussed in the literature.

While some participants highlight increased intergenerational understanding and efforts to create bridges, others note widening generational gaps, conflicts over traditional values, and challenges in preserving cultural heritage within families. Open communication, cultural education, and the preservation of cultural heritage suggested as means of addressing these challenges and fostering intergenerational harmony.

The significance of preserving traditional morals while imbibing Western culture and achieving a balance between the two is a topic that has discussed in the literature. Scholars emphasize the importance of cultural preservation, intercultural communication, incorporating traditional practices into contemporary contexts, emphasizing cultural heritage in education and communities, supporting cultural education, and integrating traditional practices into modern situations. By implementing these strategies and initiatives, societies can equip their youth to navigate Western influences while maintaining their traditional morals and values.

The influence of Western culture on the morality, beliefs, religious holidays, and linguistic practices of students been discussed in academic research. Studies have examined

the incorporation of Western linguistic practices, changes in moral ideals and beliefs, adaptations of religious practices and festivals, and modifications to communication patterns. The influence of Western culture on these aspects of student life is a complex and dynamic topic, with varying perspectives and interpretations.

5.2 Recommendations

Based on the data, here are some recommendations:

1. Promote cultural exchange and diversity: Encourage the adoption of Western cultural elements as a means of fostering cultural exchange and understanding. This done through educational programs, events, and initiatives that expose individuals to diverse perspectives and worldviews.
2. Preserve traditional values and cultural heritage: While embracing Western cultural practices, it is important to ensure the preservation and appreciation of indigenous cultural traditions and values. Encourage individuals to maintain a sense of cultural identity and heritage while navigating Western cultural influences.
3. Facilitate intergenerational dialogue: Recognize and address potential conflicts and tensions between generations resulting from the adoption of Western cultural practices. Create platforms and opportunities for meaningful dialogue and understanding between different age groups to bridge the generation gap.
4. Promote critical thinking and resilience: Encourage individuals to critically evaluate and analyze the cultural practices they adopt. Promote a mindset of critical thinking, where individuals can assess the potential positive and negative effects of Western cultural influences on their values, well-being, and overall identity. Foster resilience in navigating cultural influences and maintaining a strong sense of self.
5. Support mental health and well-being: Recognize the potential negative impacts on mental health arising from social comparisons, materialism, and identity struggles. Establish support systems, including mental health resources and awareness campaigns, that address the specific challenges faced by individuals navigating cultural influences and promote holistic well-being.
6. Foster global engagement and knowledge sharing: Emphasize the positive aspects of adopting Western cultural elements, such as increased access to global knowledge and trends. Encourage individuals to engage with global information, ideas, and innovations, and promote the development of strong communication skills to navigate an interconnected world.

It is important to note that these recommendations are based on the information provided, and their implementation should consider the specific cultural context, values, and needs of the community or individuals involved.

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