

# An Analysis on Fragmentation, Fetishism and Liquidity in Travel Narratives

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Literary tastes and genres are getting wider and plethora of new trends in literature makes it vibrant and sensible. In the present decades travel literature; memoirs and nature writing become very much prevalent in the society. Starting from the grand old period to till now the term Travel and its meaning was largely modulated and understood in different dimensions. At the Age of Chaucer, Sir John Mandeville’s travel memoirs was attained a huge popularity among people. It was circulated from 1357 to 1371 with box office hit and it was orinally published in the language of french and later it was translated to many languages. Describing the landscapes, unknown terrians and endless beauty of nature creates a fascination among people. And it helps the reader to viscerally able to witness a new world through words. Beyond that there are many literary genres formulated under the umbrella term ‘Travel’. They are Adventure literature, Journals, emergence of new literary theories such as wanderism, etc., slave travel narratives and so on. Especially slave trade narratives attained a huge sensation among people, mostly it’s an autobiographical accounts of enslaved black people from african continent and sold across the world for doing hard labour. The first slave narrative was writted in 1789 by Gustavus Vassa Equiano as a memoir. This slave narratives was largely a recollection of his troublesome life. These type of works hepful in providing the authentic truth about the turmoils faced by the coloured people as well as they used writing as a tool to liberate themselves from the racial injustice and discrimination that thrust upon them.

In other dimension even before globalization and modernization begins, Travel was very much instrumental in developing an intellectual way of life style from gaining knowledge about various food crops, currencies, medicines, rulers’s lifestlye, architecture, artforms, culture, cuisines and so on which was largely understood through taking travel voyages. The travel and its curiosity begins in the time of greeks and romans who undergoes travel for leisure purposes. And after the time moves on travel turned to have specific motto’s to seek, explore new places with rich resources and to captivate them and later it was developed as an ideology called

colonialism and imperialism. For example, During the golden age of Elizabeth many renowned explorers namingly Sir Francis Drake, Sir Walter Raleigh and Sir John Hawkins underwent sea explorations in search of new wealthy and resourceful lands to captivating them and bringing under the control of British crown.

And in the present milieu Travel was done for multiple reasons Everyone travel for to learn; to escape; to discover; to experience the life to the fullest and add some meaning into it. The significance of travel was largely understood by the people through the current mass media culture but unfortunately it understood in a wrong perception and turned out to be a mere and meek fashion for exploring new landscapes and without any insights and intentions. Undergoing a compelling journey for seeking public attention through social media now turned out to be a recent fashion on travel. Especially in India lots of youngsters start travelling to northern regions especially to Jammu, Leh and Ladakh regions usually in motorcycles. Hitch hiking also prevalent among them. And narrating their journey's via social media's creates a living for them too. But while scrutinizing their travel and its insights most of them did it for a mere replication from their friends and without any specific purposes. According to the famous saying Any job done without a want finally results as waste of time and energy. Likewise beyond the flavours of exploration and love for traveling majority of people perceives in a false notion of portraying their bourgeoisie culture and it's tendencies. As a strong upholder of of materialistic beliefs and imposing it all on the different streams of life. Focusing on the face value and blindly ignoring the utility of any things and rejecting all notions of logicity and reasoning can be defined as a bourgeoisie or our present mass media culture. It fetishes all irrespective of gender, things and so on. For example Che guevara, Periyar, Jesus, Tamil Poet Bharahiar and so on are largely turned out to be a fashion icon beyond understanding their crucial contribution to the world. Likewise Travel and exploration was seen in a perspective of fashionable asset not as a tool for enriching oneself. A small minded exploration with economic supremacy for attaining social supremacy in the name of Art, Culture, Politics, Religion and so on can be called as Bourgeoisie lifestyle or Fetishism. Consciously or unconsciously people are getting trapped and shackle down in the nothingness of Bourgeoisie culture and it results in the production of endless replicas. The sheer originality of people was largely reduced into a single monopolistic fabric of humanness.

Even the world turns it's notion and ideology into Socialistic and capitalistic way, the prominence of Marxism is largely questioned as well as criticised. And it was considered a false and unjust ideology and turned out to be practically impossible in the neo- liberalised society where globalization and modernization puts it's stance firmer. And the emergence of single monopolies can be seen across the various nations as a result of it. In India Reliance Group's telecommunication brand Jio, U.S Apple, Britain's Standard Oil corporation and so on. These are some of the world MNC's which invest in various fields and earning enormous power and has the decisive role in maintaining the power and politics of the respective nations in one way or other way. In reference to the The Hindu newspaper an article was published in the last week (April 25,2020) about the 'Joining of Gaints', The Facebook decision to invest forty three thousand crores of money for a 9.9% stake in Reliance Industries especially in Jio platform which marks a focus on the Indian retail market. But in other way it produces a risk of an emergence of strong monopoly in India which shatters the life of million small scale retailers. The strategies and paradigims of Capitalism was strongly influenced and intermingles in our way of lifestyle starting from Clothings, food habits, fetishising the westernized way of interpreting art forms, movies, literary style and copying it and following in our indigenous soil. It directly or indirectly develops a class tension between the people.

The famous American Marxist Philosopher Fredric Jameson in his phenomenal work, *PostModernism* states that the present post- modern condition results in the production of commodification tendencies among people and each and every things in the society was valued based on it, this provides a greater danger for pursuing truth, knowledge and historicity from the past.

“Post modernism is not the cultural dominant of a wholly new social order.... but only the reflex and the concomitant of yet another systemic modification of capitalism itself” (27). According to him even the ideas are merely commodified and quantified in the post modern era. Here the researcher focused this idea with the modern travel adventurous journey undertook by the people only for commdifying themselves than understanding the elements and the importance of travel. The real historicity and the significance of travel was largely blurred and it was turned as a particle of mass culture. Starting from travel to all other things exist in the society and it’s perception was largely modulated by the idea of post modernity. Another crucial factor exist in the society was our new depthlessness regarding our lifestyle and it’s conceptions. Development of false consciousness, lack of thought, our psychic experiences and culture was largely understood with materialistic pursuits results in the fragmentation of our ideas into a menial level. Clarity in thought process and ideological development or conceptual formation of any substance can be done only by removing the pre- conceived notions with the referenece to our affinity and false perception towards the Capitalism.

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