

Impact of Globalization on Post-Millennial Literatures in English Since 2000

OPEN ACCESS

Volume: 11

Special Issue: 4

Month: March

Year: 2024

P-ISSN: 2321-788X

E-ISSN: 2582-0397

Received: 20.01.2024

Accepted: 23.02.2024

Published: 15.03.2024

Citation:

Muneesvaran,
D. "Impact of
Globalization on Post-
Millennial Literatures
in English Since 2000."
*Shanlax International
Journal of Arts, Science
and Humanities*,
vol. 11, no. S4, 2024,
pp. 82–87.

DOI:

<https://doi.org/10.34293/sijash.v11iS4-Mar.7618>

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Abstract

Globalization, as a slowly spreading risk factor, covers almost the whole country with its full force. Literature and literary studies have evolved into a space for the evocation, promotion and interpretation of various social, political, literary and cultural ideas in the world of globalization. Indian Literature after Independence of India has seen some significant changes. Today, the younger generation in the country are searching for a new identity and they are at the intersection of Individuality, Culture and Society. In the world of literature, the call-center generation sees itself as India's cultural commissars, projecting India as a land of illumination and emancipation. The major Samson of the youth lies in the power of the youth through the unlimited consumption of natural and human resources. The novels of the millennium assist us in dispelling the myth that contemporary writing is only for the light entertainment of the younger generations.

Keywords: Globalization, Literature, Call-Centre Lit, Popular Fiction, Culture, BPO.

Globalization plays a significant role in the world. It has left its imprint on all aspects of life. Not only in India, but the exchange of world perspectives and ideas has resulted in a significant modification of people's lifestyles and living standards worldwide, this transition has not been hampered by Indian culture. With the advent of globalization, our deeply ingrained traditions and practices have weakened their grip. Globalization has not only instilled westernization in India, but Indian culture has also spread its influence around the globe. Globalization, as a slowly spreading danger factor, has affected nearly the entire country. Despite the benefits of having a broad understanding of global culture as well as current events and incidents, the significant negative consequences for our country are rather concerning. Migration is extremely significant in global society. The influx of individuals from underdeveloped countries to developed countries has ceased. However, rising poverty in emerging countries and a lack of opportunity have fueled migration to developed countries once again. The globe offers a variety of chances, which can also be perilous at times. This is referred to as globalization. Literature and literary studies are being developed as a platform for evoking, supporting, and interpreting various social, political, literary, and cultural concepts in the context of globalization.

As a matter of fact this is a reciprocal course through which literature and globalization affect each other interactively. In "Introduction: The Globalization of Fiction/ The Fiction of Globalization", Susie

O'Brien and Imre Szeman says, "posing the question of the relationship between literature and globalization should make us realize that all literature is now global, all literature is a literature of globalization."(611)

Literature Review

The present research has been carried out on each novel from the date of its publication. Some of the literary scholars have taken a deep study of the individual work and they have published books and research articles. Chetan Bhagat's *Novels: A Critical Study* includes Chetan Bhagat's four novels *Five Point Someone*, *One Night @ the Call Center*, *The Three Mistakes of My life*, state highly decorative ideas to solve the most complex problems that the modern youth is facing nowadays. It shows the ways how to come out with melancholy, stress, riots and many other prevalent issues. The author has also tried to showcase the critical analysis on the modern education system, inter-caste marriages and work pressure of the globalized world etc. Moreover, the book also comments on the new generation of women. It has unfolded the floodgates for a new movement in Postmodern Indian Writing. Further, the author has critically evaluated valid issues and concerns raised by Chetan Bhagat. Moreover, the book also flashes on the writing styles, characters, names, and youth culture of his novels. By doing this, the author has tried to encourage the mute youth of the present time.

The research articles related to the study are published in books and professional networks. Chetan Bhagat's *One Night @ the Call Centre: Representation of Quandary in the Contemporary Society* (ed. V. Sathish, 2018), *The Impact of Westernization in Indian Youth portrayed in One Night @ the Call Centre* (ed. A. R. Jemi, 2016), *Corporate Exploitation in Chetan Bhagat's One Night @ the Call Centre* (ed. Pavanisaidhar Avula, 2016), *The Portrayal of Moral Values and Ethics in Chetan Bhagat's One Night @ the Call Centre* (ed. Rajani Mevada Suthar, 2014), *A Study on the Social Changes in Chetan Bhagat's One Night @ the Call Centre* (ed. V. JeyaSanthi, Dr. Catherine Edward & Dr. R. Selvam) in which the erudite scholars scrutinize the novel *One Night @ the Call Centre* with profound critical insight. In all these research works, the novel has been studied individually. This paper focuses on the issues that call center workers face and how those issues impact their lives. They also examine the effects of Westernization on Indians, particularly Indian youth, the issue of educated call center workers being exploited, and the significance of moral principles and ethics.

The purpose of this study is to examine the consequences of globalization on post-millennial literatures. There is not much study has been done on this perspective. Globalization is a complex and multifaceted phenomenon that has transformed societies, economies, and cultures around the world. As the world becomes increasingly interconnected, the effects of globalization have also made their mark on literatures produced in the post-millennium era. Some key ways in which globalization has influenced post-millennium literature are: Cultural Hybridity, Migration and Diaspora Literature, Technology and Communication, Global Issues and Concerns, and International Influence and Recognition.

Globalization has had a significant impact on post-millennium literature. It has influenced the themes, styles, and voices found in contemporary literature, making it more reflective of the interconnected world we live in. Post-millennium authors have embraced the opportunities and challenges posed by globalization, creating a rich and diverse body of work that explores the complexities of our globalized society.

The nature of work and how we perceive it have evolved dramatically since the late 1970s. The engagement with flexibility that characterizes work in the modern era is what propels contemporary novels, and this leads to a variety of depictions of precariousness.

It demonstrates how important novels are in assisting us in comprehending what work means in modern society. It examines the stories about work that novels produce, tackling some of the most pressing 36 questions of modern life. The in-depth readings by contemporary writers examine how the portrayal of fictional characters exposes the experience of living in an unstable and precarious time.

After the country's independence, Indian literature underwent significant changes in terms of literary writing. Because of its sociopolitical significance, Indian independence may be considered a historic event. However, in a country like India, the vast culture of the past is not entirely lost. The cultural rhythm of the past certainly broke down with the country's independence as a result of modernistic experiments. To name a few towering peaks in the Indian literary scene in the first half of this century: Rabindranath Tagore, Sarat Chandra Chatterjee, Vallathol Narayana Menon, Munshi Premchand, Mardhekar, and Iqbal. The reading public and the government in post-independence India became more aware of the existence of many more and richer community languages and literatures outside of one's mother tongue or province. Indian literature has also been influenced by the nation's post-independence advances in science and industry.

The effect of globalization on literature is manifold. A rapidly evolving literary scene has been sparked by global economic prominence. Compared to other former British colonial countries, India boasts a highly developed and established English-language literary scene. These literary advancements are affecting the genre, forms, voices, and artistic expression tasked with portraying this developing economy, in addition to the readership of Indian writing in English within India.

Globalization has had a profound effect on literature and culture. As ideas and beliefs are dispersed throughout the world through information technology and increased accessibility, what has been traditionally defined as culture and literature begins to shift as newer understandings are incorporated into conventional conceptions of the good. This gives rise to a fresh understanding of what culture encompasses and how literature reflects it. Since globalization by its very nature highlights how interconnected all people are, it is almost impossible to stop the spreading of ideas.

Globalization has brought with it both positive and negative impact. India as a developing nation is looking up to America as its role model. In an essay entitled "Fascism's Firm Foot print in India", Arundhati Roy has made the following observation: "Fascism has come to India after the dreams that fuelled the freedom struggle between have been frittered away like so much loose change. Every "democratic" institution in this country has shown itself to be unaccountable, inaccessible to the ordinary citizen and either unwilling or incapable of acting in the interests of genuine social justice. And now corporate globalization is being relentlessly and arbitrarily imposed on India, ripping it apart culturally and economically." (The Nation)

MNC employment has lucrative deals that attract the majority of manpower who work for other countries as customer service representatives. We are losing our health and status as a result of these MNCs, and we are rapidly approaching the age of economic slavery. This is what globalization has given Indians through their rise.

Though the call centers, BPOs, which have emerged in India, help in the process of rising economy, the technology has mainly affected the cultural, religious and economic realities in Indian life. In cities like Bangalore and Gurgaon which have been prospering with the establishment of the BPOs, call centers and the IT sectors, we find that there is the migration of the large portion of the village dwellers to the cities in search of better opportunities for livelihood and better standards of living. The fact is that not all those who aspire for instant success are rewarded with the same, and so there is frustration and resultant depression.

The post-LPG (liberalization, privatization, and globalization) generation was riding high on the newly discovered foreign presence in and around them, which only fueled their desire to run the

rat race in the field of IT and call center culture. Today, the so-called bright students attend IITs and IIMs in order to obtain green cards or large pay packages in the country, while the less bright students work in the vast majority of call centers. Today's younger generation in the country is looking for a new identity, and they are at the crossroads of individuality, culture, and society as a whole. Few authors have attempted to portray India, its culture, and its people in the context of the emerging cosmopolitan setup of newfound opportunities and materialism. The next generation of Indians is experiencing a cultural crisis. Writers like Upamaayu Chatterji and Chetan Bhagat have always tried to bring this crisis into the minds of their characters, making them truly reflective of their generation.

Popular fiction aims at the entertainment of the people in mass. The purpose of the fiction is to amuse the readers and not to make them think more. The popular fiction does not refer much philosophical or ideological issue. As it explained it is purely written for the sake of entertainment it does not present deeper sense, instead it all talks about the outer layer of human beings. This kind of work of art deals with popular tales or stories. They mostly rely on something said or discussed and something of that kind which presents issues of interest in general.

Indian fiction in English is currently emerging with new traditions through a process of negation and assimilation. The primary golden promise of globalization is the creation of a postcolonial world as a colorful melting pot of cultures—a postcolonial world plagued by neocolonial disasters such as economic disorder, social corruption, and cultural mongrelization. Different ethnic groups within the metropolis marginalize and ghettoize the high-class potential professionals who are preoccupied with complexities, contradictions, and cultural ambivalence in this age of increasing interconnectedness, the homogenizing spirit of globalization, and multiculturalism.

India is on its way to becoming one of the world's top economic leaders. Its dexterity in BPO activity has contributed to some of its growth. "BPO activity ranges from call centers, film dubbing, business process analysis, academic journal proofing and editing, to IT support for some of the world's biggest brands and corporations." (Varughese 96). Contemporary Indian English delves into the new lives of New India, such as call centers, IT, and corporate life. The stories revolve around English-speaking, hi-fi young urban Indians. "The economic and social transformations of the 1990s and beyond have fuelled new kinds of job opportunities for an educated, English-speaking group of mostly urban Indians... Talented urban Indians with the appropriate technical training can today enter the IT industry and realistically hope to advance far enough in their firms to travel far and wide." (Radhakrishnan 210)

The young writers of the call-center generation see themselves as India's cultural commissars' project in the global literary firmament. India is portrayed as a land of illumination and emancipation, with youth wielding the majority of Samson's power through indiscriminate consumption of natural and human resources. The vast Indian landscape, which is home to nearly a hundred and twenty crores of people of mixed race, class, caste, religion, and social status, but only one-tenth of the elite intelligentsia, renews its cultural identity, plurality, and solidarity through the weapon of education.

Stress, panic attacks, depression, relationship problems, alcoholism, and eating disorders are becoming increasingly common among Indian call center and software workers. These employees become addicted to alcohol in order to cope with their stress. This is the primary cultural impact of call centers as a result of globalization. To succeed in life, one must have strategic vision, managerial leadership, and the like. They are shallow, with no deep feelings for anything in life.

Rejection of social values is predominantly found in the present day youth. Stress at the work place also plays a vital role in driving the girls and boys adrift. In variably, they smoke to de-stress. In some call centres, the employees even have a break to smoke.

Many a time, the call centre agents are treated badly by the customers using abusive language. To overcome the stress, modern youth take to drinking, smoking, dancing, listening to loud music involving in drunken fights etc. Recent survey in India shows that the ratio of smoking women is getting more than smoking men, thanks to IT hubs.

Racial and cultural abuses are the main impacts of globalization faced by the call centre employees. In the call centre, the callers are mainly Americans and Europeans. For them, the call centre employees are those who have seized their jobs. They believe that the outsourcing jobs make their country face employment loss. So, many times the American customers behave rudely with the employees. The smarter ones realize that they are just doing the work what American corporations are forming out to them to increase their profits. Call centre workers do not produce anything of lasting value for their countries. In modern times, love is mostly fleshy and fornication, this is to say, voluntary sexual intercourse between persons not married to each other is a frequent sight. But both the sexes have to reap the bad consequences that follow in its train. The jerks and jolts they feel some times become irredeemable.

Besides catering to the growing interest of commercial fiction, the millennium writers have commitment to the society and express their conviction and compassion for the youth. Interestingly, the West has always patronized the writers of mass appeal in their own countries. J. K. Rowling, the creator of Harry Potter, has been justifiably criticized for the verbosity of her prose and her use of disconnected magical creatures in a loose plot. But she has been accorded a cult status in Europe and America because her books serve the primary purpose of enthralling the readers. Millions of readers cutting across age groups eagerly wait for the publication of the next Harry Potter book. As literary works the Harry Potter novels have little merit but nowhere in the English-speaking world have they met with the kind of savage criticism that the works of millennium writers have been subjected to.

The novels written by Indian English Novelists in the post liberalization era depict the transformation of culture and society in modern India at the turn of the century. With the advent of the new millennium it has been witnessed that young authors, generally graduates from top notch technical institutes and business schools like IITs, IIMs, DCE, etc. are dabbling in commercial or popular fiction and setting new benchmarks for bestsellers. These alumni of the famous elite institutes of India may not have set out to be writers in the first place, but they are catering to the fast growing market for commercial fiction.

Chetan Bhagat has contributed significantly to the sub-genre of the Indian campus novel in English. The publication of his novel *Five Point Someone* firmly placed him in the line of writers who have successfully dabbled in the sub-genre of campus fiction. He has chosen campus area as the setting of his various novels offering the panorama of contemporary life that the burgeoning Indian campus novel unfolds. His protagonists are young aspirants who find themselves culturally transformed in fast changing society of the post liberalized and globalized India. With the opening of the large number of colleges, universities, IITs, IIMs and medical college catering to the fast growing demand of higher education among India's urban and semi-urban youth, it is but natural that expression is given to this aspect of life. Chetan Bhagat is probably the first novelist to have written about the IIT or IIM campus in India. These novels add a new dimension to the campus novel by giving a peek into the fortresses of the top technological and management institutes of India where only the 'brainy' can get admission. These novels contain stories of young aspirants pursuing big dreams, their travails, the menace of ragging, the struggle to survive in an extremely competitive system, messing up with their grade point averages, their frustration, their romance, love and marriage and questions of success and failure.

Conclusion

The novels of the millennium assist us in dispelling the myth that contemporary writing is only for the light entertainment of the younger generations. The in-depth analysis of the ideologies confirms that the writer's mind is preoccupied with issues of nationalism, corruption, and the nation's economic stability. Overall, the Millennium Works can be regarded as a beacon light for a new generation. It is an urgent need of the hour to present a clear set of values to the next generation in order to save the edifices of family, society, and country. It is an urgent need of the hour to present a clear set of values to the next generation to save the edifices of family, society, and country. Chetan Bhagat's fictional world is entirely his own in this regard. Personal relationships require involvement to keep the sparks of life alive. Bhagat exhorts, "I've told you three things—reasonable goals, balance and not taking too seriously that will nurture the spark. However, there are four storms in life that will threaten to completely put out the flame. These must be guarded against; These are disappointment, frustration, unfairness and loneliness of purpose" (Bhagat: July 24, 2008). This sense of value lends a timeless quality to the novels of millennia-old writers. Their characters strive to uphold family values and social and national values to rescue society from the wilderness of corruption and fragmentation.

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