

## Globalization and New Trends in Indian English Literature

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### Abstract

Globalization has a broad panorama spread all over the world. It has influenced almost every sector and aspects of the society. As it is known that globalization is a complex phenomenon and has curled in itself the social, economic, political, cultural, literary and many other areas. This globalization had its impact on Indian society and its significant aspects too. Globalization brought many changes in almost every sector including the literature. Thus this paper illuminates the influences of globalization on the literary aspects and reflects the nature of writing the changing culture in the world of literature. Indian writing also showed a major change in this era. The characteristics of literature changed the writing style, nature and themes of literature. New budding writers came up with new themes of globalization that reflected the contemporary society in it. The new genres attracted the young writers. Thus the literary genres like graphic literature, ethnic literature, chick literature attracted the up-coming writers. Hence the writers like Jhumpa Lahiri, Chitra Banerjee Divakaruni, Kavita Daswani, Tabish Khair, Salman Rushdie, Kiran Desai, Shobha De, Chetan Bhagat, Preethy Shenoy, Swati Kaushal and many others brought up their writings with the contemporary themes that attracted the readers as well as the publishers. These writers brought new trends in the writing sphere. Hence the Indian literature gradually changed its expression and in turn changed its trends.

**Key Words:** Globalization, migration, identity quest, multiculturalism, alienation, diaspora literature, ethnic literature, young literature, Chick literature, etc.

### Introduction:

The era of globalization brought many changes in the socio-political, cultural and many other aspects of the world. New norms and rules changed the living style and priorities of people. Modernism and the post-modernism influenced the new inventions and discoveries in various fields of science. This diverted the mind-set of the people from religion to the science and people began to think radically. They

became more rational which brought about a change in the living style of people and their idea about life. The feministic and the post feministic movements also brought changes in the lives of the women all over the world.

Culture is the fundamental aspect of the society it cannot be separated from it. A culture is the sharing of knowledge and values preferred by the group of the society. Globalization brought many changes in the norms, values, ethics and morals of the

society. Globalization mainly triggered the economy of the countries which in turn brought about changes in the cultures of the society. It is known that culture is the backbone of the society or the identity of a particular group in the society. The cultural globalization has its genesis in the migration, which opened the doors for the exchange of the ideas, values, customs and creed. Migration brought about the weakening of the national boundaries. Migration brought about the exchanging of the cultures resulting in multiculturalism and which paved way and favored the mixing of the two or more cultures to form a different culture especially in the metro cities. A person is identified by his culture which is his essence. But globalization is seen erasing this form of identity to form a new identity through the amalgamation of different cultures.

India being a land of attraction attracted many foreign people who tried to invade and rule. The rulers left their pug marks of their culture while leaving the country. Moreover, globalization brought about mass migration; a wind that scattered its pollen grains of culture everywhere. This is how culture got dispersed and began to get mixed. India has always been the admirer of the foreign culture and its life style. Many Indians migrated to western countries and settled there. This provoked them to adopt their culture. The native Indians also got attracted to the western culture and began change themselves in a social, cultural and psychological modes.

Literature being the mirror of the society canvassed the picture of the society in its world. The new literary trends started

developing rapidly with the rapid change in the society. The new genres like the ethnic literature, the graphic literature, Chick literature, popular literature and many other such and multidisciplinary and multidimensional forms of literature came into prominence. The Indian writers expressed their thoughts in the new genres which comforted them.

The writers who migrated also adopted and expressed their feelings through their writings. Hence these migrated Indian writers began to be called as the diaspora writers who had the themes to express their problems and experiences living in a foreign country. Thus the new writers came up with the novels and poetries of new trend with new themes and style. Thus the writers like Jhumpa Lahiri, Kavita Daswani, Salman Rushdie, Kiran Desai, Chitra Banerjee Divakaruni, Bharati Mukherjee, Tabish Khair, Sujata Bhatt and others explored the themes like multiculturalism, displacement, alienation, uprootedness, question of identity, homesickness which were the main themes of their lives that they reflected in their works of literatures. Thus Jhumpa Lahiri's, *The Namesake* (2003) explored the multiculturalism and identity problems which reveals the inner struggle of the protagonist, Gogol. Her, *Interpreter of Maladies* (1999), also reveals the melancholy of immigration. Kavita Daswani's novels like *Everything Happens for a Reason* (2004) expresses the dilemma of the protagonist Priya between the western and the eastern cultures as she lives in America but her in-laws compel her to follow the Indian culture which brings her agony. This novel also reflects the marriage

issues and interpersonal relationships in the age of globalization. Kiran Desai in her *The Inheritance of Loss* (2006) which acclaimed a Booker prize for her reveals the question of identity, the cultural issues and the problems faced by migration. V.S. Naipaul a winner of Nobel Prize in Literature and also a Booker Prize winner also expressed his melancholy about the reminisces of his country through his works of literature. Hence, his novel *A House for Mr. Biswas* (1961) depicts the struggle of Mr. Biswas to find his identity. Chitra Banerjee Divakaruni also expresses the themes of immigration, alienation and homesickness through most of her diaspora novels. The Indian diaspora writer and poet, Tabish Khair also reflected his memoirs about India through his poems. His nostalgia of India and his dilemma is clearly reflected through his novels. His poems express the themes of dislocation, alienation, identity and cultural issues. His collection of poems, *When Parallel Lines Meet*(2000) portrays the urge of the poet to return to his land and also express his alienation and quest of identity. His poem, 'The Birds of North Europe' reveals the poet's inner impulse to return to his country. His another collection of poems, *Man of Glass*(2010), reflects the Indian eminent literary figures. Another diaspora poet Sujata Bhatt currently living in Germany express her Indian memories and multicultural perspectives through her poems. Thus the collection of her poems, *Brunizem*(1988) express her Indian memories. Another writer and poet, Suniti Namjoshi also revealed the themes of cultural identity, loneliness, insecurities and such other in her works. Her book *Feminist Fable* (2012) has become a

feminist classic work. Thus the diaspora writers had got the themes of multiculturalism, immigration, alienation, identity question and many others which revealed the dilemma of the migrated Indian people in a sorrowful way. Thus the age of globalization brought the new trends in the world of literature. Globalization had its effects on native Indian society and its culture.

The native Indian writers also brought some of the significant themes that reflected the age of globalization and its characteristics. A drastic change in Indian writing in English brought the new genres of fiction such as popular fiction which became popular widely and attracted the readers due to its entertainment aspect. Publishing industry flourished in this age. There was a more want for such type of literature in the market.

The Indian native writer, Arvind Adiga in his *The White Tiger* (2008) depicts the situation of changing modern India and the influence of globalization. The transformation of the poor Indian protagonist from Halwai to the entrepreneur. It is the class struggle in the age of globalization. The other novelist, Shobha De, brought about the fiction that related to the elite class women. Her works of fiction portrays the modern Indian society and its women of elite class. She expresses the influence of the western culture on Indian society. Her women characters are the strong point of her fiction. The women characters reflected in her novels are employed and enjoy freedom in the world of globalization. She has depicted the positive as well as the dark side of such women.

American influence is prominently seen in her novels. Sex issue is boldly taken as a matter of fact in her novels. She reflects the changed Indian society and its women in the modern India. Thus her novels like *Socialite Evenings* (1989), *Starry Nights* (1991) *Strange Obsession* (1992) were a big hit. Her novels reflected the new and bold women of the newly globalized society. She opens the realities of the life of men and women living in the cosmopolitan region of the society. The other contemporary writer Chetan Bhagat who acclaimed fame in a very less time reveals the issues of modern Indian youth. His *Five Point Someone* (2004) depicts the life of the youth in IIT and the education system and stress on students. Chetan Bhagat does not deal with the serious issues but the current issues of the society. Multicultural aspects reflect predominantly in his another novel *2 States: the story of my marriage* (2009) which reflects the problems in the marriage of Krish and Ananya of different cultures and religion in India. His novels are a big commercial hit and earned a lot of fame and money. Such literatures are called as Commercial literatures acclaims a marketing value and which concentrates more on its marketing for business purposes and profits. Such commercial fictions reach the needs of the readers. Chetan Bhagat is today's Best-selling writer and writes for new generation. His novels are mostly based on the education system of contemporary India, the MNCs and the BPOs, call centres revealing the real life today in these new sectors.

The another new genre that got flourished in the age of globalization and had its influence is the Chick lit genre. This genre can be said

as the off-spring of globalization. As globalization brought many changes in the world as well as in the Indian society it also imparted some rights and freedom to the women. Women got more empowered and enjoyed freedom in this era. The writers of the Chick literature genre expressed their hidden emotions, aspirations and feelings in a freeway in their literature. Thus the Indian writers like Rajshree, Swati Kaushal, Advaita Kala, Preethi Shenoy, Rupa Gulab, Anuja Chauhan depicts their female protagonist as a free bird, bold courageous women taking their own decisions and financially independent. These women are depicted working in the new commercial industries, BPO's, banking sectors and MNCs on a good post. This genre on one hand, revealed women's urge and their demands in the newly globalized society and on the other it also revealed the struggle and hindrances face by these women and their psychological needs to adjust themselves in the era of globalized society. These commercial novels are simple but express the reality of the society in a natural way. The language used is simple and first person narration so as to get cope up with the readers easily as a friend. Such literatures seem to have reduced the distance between the authors and the readers and this may have been one of the reasons of its popularity. Swati Kaushal's *Piece of Cake* (2011) is a big hit even today which depicts the corporate life of the protagonist Minal Sharma and the cut-throat competition with the male counterparts. Advaita Kala's *Almost Single* (2009) also acclaimed a wide popularity and sold thousands of copies.

Hence many diverse themes of globalization are seen reflected in the contemporary literature resulting in the changing and developing new genres and trends of literature. Thus today's literature seemed to be the literature not like the classics or of the classical strata but are handy and quick read in the busy age of globalization giving a quick entertainment in less time. Thus the

new economic policies in the age of globalization is seen influencing the literary arena that has changed and brought up new genres with the changing society. This has brought changes in the new trends of literature and has commercialized the art of literature which is different from the classic literature.

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