

REFLECTION OF GLOBALIZATION IN THE SELECTED NOVELS OF CHETAN BHAGAT

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Abstract

Globalization is reflected in all the fields and literature is not the exception to this. Globalization is reflected in Indian literature also. The present paper explores the globalization reflected in Chetan Bhagat's novels. He noticed the changes in cultural, social, traditional lifestyles of the people because of globalization and he presented it in his novels. His novels imitate this new way of life of modernized Indian people. He analyses the reflection of globalization on Indian culture. Bhagat emphasizes the necessity of inter-caste and inter-religious marriages for bringing about unity in diversity in India. He highlights corruption in education system, politics, business etc. He emphasizes the need and value of English language in India. While the global literary dwell on the creative writing of India's past, he has become India's favorite writer by receiving the present. Thus, Bhagat exposes and explains the reflection of globalization in India by presenting various characters in his novels. Bhagat's novels reflect the scenes in Globalizing cities in India as well as in the foreign countries. Media and all the medium of communications that are around us has sprung up behind it to deliver to you your daily dose of what you should think, how you should behave and what you should wear and eat. Chetan Bhagat presented new voices in his blogs and twitter also. He is also a medium in bringing an essential change in the publication industry of India.

Keywords: *Globalization, reflected, changes, everyday lifestyle literature, culture, society, media*

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Introduction:

The term Globalization can be defined as the process of change from the aboriginal things into international platform. It is an uninterrupted process for the reality of regional, economies, societies and cultures through universal networks of exchange. Recently, Globalization is seen in all the fields. All sorts of communications are made spectacularly quick and inexpensive because of the different means of communications, social media, and top of all is internet. These communication facilities played very important role in globalization. Globalization has a great impact all over the world. Chetan Bhagat, an asset banker turned into a creative writer and through his writings he always focused on youth, career and issues based on national improvement with the elements of Globalization. He stresses on globalization rather than nationalization. Globalization is an amazing reality seen upon approximately every part of human continued existence. The fast increasing cities and the whole urbanization that we have been witnessing across India are the direct effect of Globalization. The popularity of Bhagat's novels and equally successful Bollywood adaptations and a new type of Indian writers in this genre point out to the fact that popular novel is here to stay in India and has a brilliant and commercially successful future ahead.

It is universally acknowledged that there seems a close and interrelative process between a piece of literature and culture, society and its media adaptation. The exchange of thoughts and ideas has caused tremendous change in behavior, living standard and lifestyle of the people worldwide. No country remained unaffected of this change. This change has been witnessed in India. "Globalization has been identified with the policy reforms of 1991 in India." (Tanveer Malik) Globalization began in India with the

introduction of New Economic Policy in 1991. Economic activities cannot be separated from social, political, cultural aspects. Indian culture has undergone the transformation of lifestyle. Indian culture is an example of deep rooted tradition, customs and conventions. These traditions and conventions have started to lose their hold because of the effects of the globalization. Today, in the world of advanced technology, the readers understand literature not by reading but by watching its adaptation. Due to globalization the world comes closer. We see the reflection of globalization in the novels of Chetan Bhagat with reference to culture, society and media. In the novels of Chetan Bhagat we see the protagonists' wanders in search of love, social justice and meaning of life. They face conflicts with self, family and society on the journey to discover their aims of life. These protagonists are tested by crises in their life and then finally find the best place in the society to demonstrate his unique talent. The nature and method of the adaptation as an interrelative thing between literature and film. His popular novels transformed into films, all over the world people admired the creativity of Chetan Bhagat. He becomes the heart of young generation. When the reader read Bhagat's any novel he supposed himself as a part of that novel. As India is changed by the western culture and lifestyle, Indian culture and tradition have also effects on western minds. No country is unique because of its only geographic characteristics but she is unique because of her cultural and traditional uniqueness also. Geographic uniqueness cannot be easily changed but the cultural uniqueness can be affected because of the globalization. India is developing country. The effects of globalization can be faster and remarkable in the developing country like India. After globalization, Indian English literature started to project the issues like loss of identity, multiculturalism, immigration, hybridization, loss of national or regional identity etc. Globalization speeded the process of intermingling of cultural conventions and marketing of cultural icons 'Yippee', 'Pastha', 'Domono's Pizza', 'MacDonald's Pizza', 'Hakka Nooddles', 'Schezwan Rice', etc. These names can be easily found in metropolitan cities. Chinese, English, American products and brands gained importance than local, Indian brands and names. The celebrations like Friendship Day, Valentine Day, Mother's Day, Father's Day etc. are the effects of globalization. No doubt, globalization has some opportunities and benefits however, some problems regarding culture, tradition, and

ethnicity cannot be neglected. So, the contemporary Indian English literature reflects changes that have occurred in Indian culture, tradition and ethnicity due to globalization.

Across all his novels, it is seen his heroes be it Ryan (Five Point Someone), Shyam and Varun (One Night @ The Call Center), Govind (The 3 Mistakes of My Life), Gopal and Raghav (Revolution 2020), Mhadav (Half Girlfriend), are self-driven and believes in finding out their own destiny. They possess qualities such as inventiveness, ingenuity, firmness, resourcefulness qualities associated with the economic man who enables them to rise above their circumstances and achieve their goals. In the description of the women in Bhagat's novels be it Vidya (The 3 Mistakes of My Life), Aarti (Revolution 2020), Priyanka (One Night @ The Call Center), Neha (Five Point Someone), Riya (Half Girlfriend), or Ananya (2 States), it is observed that despite their distinct personalities, they all uphold the traditional values of family over individualism; they are admired ardently for their feminine charm and physical beauty and they also possess strong personalities. They are admirable in their commitment to establish professional careers in order to gain their independence. It shows the effect of globalization in literature also.

Globalization in Chetan Bagat's *Five Point Someone*:

Chetan Bhagat's first novel, *Five Point Someone*, adopted a cheerful, sarcastic tone to discover the lives of the exam-oppressed students who force to get admitted into the Indian Institute of Technology and then rebel against the coercive and rigid atmosphere of academic competition. This novel is both an attack on the darker sides of the emergence of Technology in India and the problems of young generation, also sternly criticizes the mechanical life style of Indians in the globalised nation. Themes reflected in Bhagat's novels that are practiced in contemporary Indian realities; especially focusing on how the material and ideological aspects of economic globalization affect the formation of the new middle class. Bhagat puts stress on the observational teaching and hints towards a post-modern thought of incorporating a skill called 'learning by doing'. He believes this technique must help the students in getting free from mugging. Hari, Ryan, and Alok protest against the methods of traditional learning.

“Continuous mugging, testing and assignments, where is the time to try out new ideas.” (Five Point Someone, 25).

Further he questions,

“Where is the room for original thoughts? Where is the time for creativity? (Five Point Someone, 35)

They become frustrated because of tedious academic work. The novel shows the problems of young generation and criticizes technology in India. Studies show that youths of today access social media more than any other. Twitter, Instagram and Snapchat are the latest trends. Although social life is very powerful temptation, but excess use of social media can make youth addict to it and side-track them from their family and later from society.

Globalization in Chetan Bagat’s *One Night @ the Call Center*:

In his *One Night@ the Call Center* (2005), we come across fast growing city structures like Gurgaon where now massive apartments and commercial malls are under construction, where people feel that they are moving through the maze of construction items. The BPO sector rapidly developed in urban India and could create lakhs of jobs by the mid of first decade of 21st century. Bhagat very clearly depicts this Globalized atmosphere in the above mentioned work. The novel satirizes call center culture in India. It also satirizes on our government and shows the reality of America that how it uses the people who work in the call center. Vroom said,

“Our government doesn’t realize this, but Americans are using us. We are sacrificing an entire generation to service their call centers.” (One Night @ the Call Center, 121)

The novel portrays the six employees working at call centers in Gurgaon. Shyam Mehara, the protagonist and narrator, tells a story of lost love, frustration, lack of family attachment, etc. Since the call centers have sprawled its branches all over the world, how can India remain untouched with it? India has also become a major hub of Call Centers.

Call centers have become the symbol of the growing service economy of the country. The novelist has tried to reconstruct the life conditions of the workers in the oppressive work culture of the call centers. *One Night @ the Call Center* is a story of lost love, dissatisfied ambitions, and lack of family affection, pressures of patriarchal set up, and the working environment of a globalized office. The relationship between Military Uncle and his son and between Priyanka and his mother are typical examples of cultural gap. They are suffering from the problem of generational-gap and communication gap. The main cause of the failure of parents-children relationship in orthodox and traditional society. Today's youth, all the time, remain busy in chatting at Facebook, Whats App, Mobile and other internet social sites. The story of Esha resembles to the life of the modern girl in Indian traditional and conservative society. Her story is the story of thousands of modern girls who are easily caught in the web of mistreatment. . Esha surrenders before the corrupt society without understanding the real face of it. She surrenders before her boss for becoming a model. The social scenario is alarming with the breakdown of the value system and utter bewilderment due to lack of the explanation of values with context to the new challenges.

Globalization in Chetan Bagat's *The Three Mistakes of My Life: A Story about Business, Cricket and Religion*:

The 3 Mistakes of My Life: A Story about Business, Cricket and Religion (2008) is the third novel of Chetan Bhagat. It deals with the religious, political, social and cultural problems in the modernized India. The issues like pre-marital sex, marital infidelity, inconsistency in relations have been highlighted- at the juncture of globalization. This novel attempts to connect the persons of different cultures and religions under the uniqueness of Indian. Govind asks Omi about the people moving here and there, he is replied that

“It is quite simple,’ Omi said. ‘The people in saffron
are priests or other holy men from around the city.

The people in white are the political party people...” (Bhagat 41).

The novel also expresses how caste creates barriers and how social values differ from caste to caste. The novel also deals with the issues of tolerance and confusion that the novelist believes young Indians feel about religious values. It explores the lives of passions of youth in an emerging contemporary society. The characters of *The 3 Mistakes of My Life* are young, ambitious and passionate and have the same moral, social and religious dilemmas as many of the young Indians face today. The novel is also based on the real events of the communal riots that took place in Godhra, Gujarat in 2002 when the Sabarmati train was attacked and its destructive effect. This is the story of three friends in Ahmadabad – Ishan, Omi and Govind – who are struggling for their goals.

Globalization in Chetan Bagat's *2 States: The Story of My Marriage*:

In his, *2 States: The Story of My Marriage* (2009) Bhagat emphasizes the need of inter caste and inter-religious marriages for bringing about unity in diversity in the country. It is more autobiographical than a work of fiction. It presents the problems which the protagonist from North India had to face to marry a girl from South India which clearly delineates the south - north divide in the Indian culture and hints at the inborn cultural and regional prejudices of the common middle class people despite their education and enlightenment. The novel is semi-autobiographical as this is Bhagat's love story and marriage with Anusha, Tamilian girl. Bhagat belongs to Punjabi family. He convinces his parents about his love marriage and requests them to accept his Tamil wife. When Krish's mother proposes Krish to see the photographs of some other educated girls, Krish replies,

“So what? Aren't they all Indian? Can't they

be good human beings?' ... (Bhagat 69)

He shows how multicultural realities affect the modern generation. He wants marriages to take place irrespective of caste, religion and culture and they should be accepted by the parents. He satirizes the Indian marriage ceremonies in which money is spent carelessly. The novel is not only about two parts of India but about the two states of the human mentality that has to choose between hatred and love. There are so many obstacles in this

love story but the broad minded thinking of the protagonist made him successful to achieve his true love. It shows the effect of globalization in the thoughts of Krish.

Globalization in Chetan Bagat's *Revolution 2020: Love, Corruption, Ambition*:

Chetan Bhagat's novel, *Revolution 2020: Love, Corruption. Ambition* (2011) has broken the sales record of his own earlier novels. The novel which also deals with more or less the same theme of an individual colliding with an established system was published at a time when the anti - corruption movement was at its peak in the country. Bhagat explains the competition of IITstudents. When they become unsuccessful in the exam they become frustrated. Gopal is also unhappy about his own performance in the exam. He tries to make his father realize the reality,

“Well, not everyone does, Baba. Nine lakh

fifty thousand of us didn't” (Bhagat 32).

Love, corruption, success and failures in the life of middle class Indians constitute are the main focus of the novels. The novel depicts the lives and challenges of the new generation Indian in the context of economic liberalization and globalization. He conveys a social message of goodness over corruption. Bhagat in his work explains the fact that in the post information society, the patterns of education with the possible experience to global awareness and the unrestricted use of internet and social sites are important for the youth of India in the directions of perversions, sex obsessions, drug addiction and other anti-social evils. In this globalized and technological world, the use of Internet and social sites has become very common among today's youth. Today, the youth have started to count on the accessibility of information that is available on the social media sites. *Revolution 2020* also suggests that revolution is possible only by our own hard work and inner urge. Firm willpower, honesty towards ourselves, devotion for work, and influence in the right direction can lead to desired goal and we can do many impossible works.

Conclusion:

Indian English literature shows effect of globalization on Indian lifestyle values and cultural aspects. No doubt, Indian culture is influenced by the world culture. But especially, there is an effect of western culture on Indian culture. We cannot totally reject or accept the impacts of globalization. We have to be very careful in accepting and rejecting them keeping in our mind our cultural, national, traditional high values. So, we have to highlight our cultural traditional, national, regional, rural values. The secret of his success lies in his thought provoking ideas, usage of simple English, and in-depth analysis of the effects of globalization on Indian society. The novels of Chetan Bhagat that represent the lives and challenges of the new Indian generation in the context of economic liberalization and globalization. Thus, the writers like Chetan Bhagat throw light on the issues like caste system, marriage institutions, changing lifestyles of people, exploitation of students, and corruption in education, politics, business etc. in their novels. They also represent changed cultural, traditional life-styles of the people because of globalization.

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