



Socio -Cultural consequences of Globalization in housing pattern

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Abstract

This paper aims to study the effect of globalization upon the society and culture. The process of globalization presents members of the society a great many choices for changes in different domains of culture. These changes are reflected in housing pattern. Adaptations of these changes are further reflected in the changes in Behaviour pattern, Attitudes, Ideology, norms and values. Hence, the main objective of this study is to consider the changes in Behaviour pattern, Attitudes, Ideology, norms and values. N. Anderson (1961) observes that- the house is the place where family members do most of their television viewing, reading, indulging in hobbies and general relaxing. Most social contact with relatives and friend occurs in the context of the home. Modernization in Iran dates back to a century ago. However, the modernization process in Iran, just one hundred and fifty years old, has suffered from much turbulence both permeated and unmediated with peculiar social and cultural consequences. (Vida Nassehi, 1985). Research of Methodology in this paper is Systematic sampling. Systematic sampling another design that gives each unit an equal selection probability. This research was undertaken in the city of Kelardasht, a city in Mazandaran in Iran. Kelardasht has a semi-traditional structure which has undergone tremendous changes due to the process of modernization this town and the surrounding

villages. With the advent of technology and means of communication into the town, the life style of the locals has changed significantly. An attempt has been made to understand the effect of the process of modernization upon the various domains of life.

Key words: Socio-cultural change, Globalization, Housing pattern, Behaviour Modernization.

Introduction

Globalization is process of interaction and integration among the people, companies, and governments of different nations, a process driven by international trade and investment and aided by information technology. This process has effect on the enjoyment, on culture, on political systems, on economic development and prosperity, and on human physical well-being in societies around the world. **Parker (1976)** observes that- today the average home has become a more inviting place in which to spend leisure time. The higher standard of living has enabled improvements to be made in the size, appearance and furnishing of many homes. The home furnishing industries with their high-pressure advertising and the home-beautiful magazines have played their part in this process, which has also been helped by relevant school courses and other educational efforts. Recent houses, in addition to their function of preventing from cold and heat, have other functions also. In fact, recent houses, is not only a place of resting and entertainment, but it also has a can have effective role in development and improvement. Thus, house is such that it fulfils various functions in human life. **Fazeli (2009)** states that, -Individualism is one of the important features of modernization. Improving of individualism can affect various fields and houses are one of these fields. Desiring for possessing of a private and an independent house, separatism from family and parental house, specialization of house space (children's room, parental bed room), and vitality of having a private place are elements of individualism which are affected by modernization. In **1970, Srinivas** divided society into traditional and modern under the term modernization. There is a value judgment that modernization is good and desirable and that any obstacle to it arises from conservative elements in the society. Such persons wish to preserve existing social norms and values although the world continuously changes due to modern technology, communication and advanced knowledge. In other words, "a society can flourish only as an open society, which is necessarily a modernized one. Or, to put it differently, modernization is impossible without openness." The idea of socio-cultural changes due to modernization has been a recurring concern for Iranian anthropologists.

Modernization has an impact on the daily life in all its dimensions to an extent that new social structures supersede the old ones, the stratified system changes, modern relationships replace the traditional ones, new jobs are created at the cost of old-fashioned ones, and life styles of people get transform. These are just a few examples of the social consequences of modernization.

Broad Objective-

To understand and analyze the process of globalization of housing pattern in the city of Kelardasht in Iran.

Research of Methodology-

-Area and location of study / Universe of sample-

This research was undertaken in the city of Kelardasht, a city in Mazandaran province. It is about 180 km away from Tehran- the capital city of Iran. Kelardasht is in the west of Mazandaran Province. Kelardasht is considered as one of the most important tourist places in Iran (Salahinejad, A, 1997:16).

The city of Kelardasht has been selected for the present study because-

- i. This city of Kelardasht is a historical place of traditional and historical significance / importance
- ii. The pace of modernization is relatively rapid in the city of Kelardasht.

Sampling-

Proportionate sampling method was used for selection of respondents from different parts of the city of Kelardasht. Census list was used in the process of sampling. 379 households from 7 different areas in the city of Kelardasht were selected for the study.

Techniques applied-

Quantitative information was collected with the help of structured schedule.

Qualitative information was collected with the help of

- i. Participant observations, supplemented by photographs;

- ii. Informal, open-ended and in-depth interviews;

Analysis

Modernization in Iran can be said to have started from the mid-19th century, affecting the whole Iranian society. The process of change started with the contact with the West and a yearning to progress, reform and develop got germinated. (Katouzian, 1994).

Three types of houses can be observed in the city of Kelardasht –

1. Traditional & old houses - Houses constructed by using traditional materials
2. Semi-traditional houses - Houses constructed by using both traditional and modern material in combination.
3. Modern & new houses - House constructed by using modern materials.

1. Traditional houses in Kelardasht:

Up to 25 years ago about 90 % of the houses in Kelardasht were traditional houses. In the local dialect, spoken in kelardasht, the traditional houses are called as “*Kalle-choo*”. Kelardasht has a dense forest cover. Hence, wood constituted the prime components of the houses. The columns and beams i.e. the important structures of the house were made from wood. The walls were made of wood. The gaps in the wall were filled with straw and mud. The walls of the houses were made up of straw and mud. The straw and mud surfaces were white washed by using loam lime. The while lime was prepared by women, who brought the material from long distances.

The roof of the house was made up of small size and big size wooden panels. These panels were called as “*Lat*”. The houses of Kelardasht were simple and the houses had only one door. The space besides the traditional houses in Kelardasht was called “*Kolom*” and it was used for keeping domestic animals like cow and sheep.

The houses were usually construction with the doors opening in the direction of Gheble (Kaabe in macca), in accordance with the religious belief and considerations.

2. Semi-traditional house:

These are houses which are constructed by using traditional and modern materials in combination. The reasons for changes in the method of construction in city of Kelardasht include immigration of strangers especially from the capital city – Tehran into the city of Kelardasht and the people of from the city of Kelardasht started selling their agricultural land to the outsiders. Disappearance of agriculture land resulted in availability of land for construction of new houses. In Semi-traditional houses both traditional material like wood and modern material like cement and curbstone were used for construction. Decoration of semi-traditional house façade has various designs. In past the floor of the room was made from mud. Now it is made up of stone or cement. Semi-traditional houses do not have kitchen and toilet inside the house. The semi-traditional houses have the kitchen and toilet – outside the house, in the yard. In the Semi-traditional house, the kitchen is closed place Beside the house. The kitchen has wooden windows. The roof of the kitchen is made up of tin plates,, (instead of ‘Lat’ - wooden panels).

3. Modern & New House:

The construction of 15 modern building for Government marks the beginning of the era of modern construction in Kelardasht. During that period, many rich people came from Tehran for construction of expensive villas in European style. Many local individuals in the city of Kelardasht opted for construction of houses in European style. With this beginning, a few years ago, the modern construction has rapidly grown to such an extent that - even traces of traditional and semi-traditional structures have become almost extinct. Very few traditional or semi-traditional structures have survived because the owner belongs to the older generation and these owners do not want their houses to be destroyed.

In most of the cases, where the individuals from older generation have succeeded in preservation of the traditional or semi-traditional structures, their children have succeeded in bringing about innovation and stylish internal changes in the interior of these traditional or semi-traditional structures.

Outside the house:

In the past time, most of the people in the city of Kelardasht used local material such as wood for frame the house. But now the structured of frame has been changed completely. In the olden days, most of the people in the city of Kelardasht used traditional materials for the façade of the house. A change in the trend is observed now days. Modern house have balcony, so most of the members of the younger generation, sitting on the balcony. And they are smoking and drinking (soft drinks) on the balcony. Yard in old houses of Kelardasht was an open space for various activities. The yard also served as a shelter for domestic animals like hens, chicken, sheep, cow – that were kept in the yard. While moving in the open yard in the traditional houses, the women covered their heads with a scarf. Now, the Yard has become a private place for almost all houses. Hence, in the modern day private yard, the women in the family can freely move without covering their head with a scarf.

Inside the house:

The building of villas has brought many changes in the city. The quantum of changes observed in the city of Kelardasht are not comparable with any other city in the province of Mazandaran. In the traditional house, there was more interaction between the members in the family, in absence of separate/individual bedrooms, even for the grown-up children. The new structure of the house includes arrangement for separate /individual bedrooms for grown-up children. In this structure, the social interaction between the family members has considerably decreased. The quality of the social interaction in the traditional structure was certainly rich than the quality of social interaction in the present modern structure. With the advancement of modern technology, life-style of people in Kelarbasht has undergone a change. As a result of these changes the people in Kelardasht are using different types of furniture such as canopies, Sofa and dining tables. These changes are visible from the photographs that have been taken from the houses. The people are getting involved in process of modernisation. As a result of this involvement they are ready to purchase modern furniture without any hesitation. This is reflected in behaviour related to purchase of modern furniture for their house. It is observed that traditional culture bound families are observed to take interest in purchasing new and modern furniture because they are convinced about using modern furniture in their house. Acceptance of modern furniture in the house – has induced among the people, a specific behaviour pattern even for sitting at home.

As there was only one heater (metal furnace) for heating of the entire house, the family members had to sit together. This further contributed to the adherence and unity of the family members. This induced close relationship and interaction between the members in the family. The space around the wooden heater contributed to conversation. Sometimes the nature of conversation was important and between family members - many a times it resulted in decision making for the future, However, now the situation has radically undergone a change with new heaters in almost all rooms of the house, with the advancement of technology, the face to face interaction, adherence and unity among the family members has decreased to a considerable extent.

Their life-style in the past was different from the present. In those days, people were using traditional coils, which they themselves made from goatskin. They were using the sheet of goatskin (which was spread like a mat). With the advancement of modern technology, life-style of people in Kelarbasht has undergone a change. As a result of these changes the people in Kelardasht are using different types of furniture such as canopies, Sofa and dinning tables.

Conclusion:

Voluntary Co-operation among neighbours, during construction of house which was common during the olden days, has now become a history. Separate rooms are available now. With this, the quality of social interaction has decreased. Modern material is used for construction of house and facade of the modern houses. Modern houses and facades of modern houses reflect the prosperity of the people. Now the yard has become restricted and private area. Women in the family can move in the yard without scarf. Now, use of *Takhtekhab* (metal / wooden beds) is very common in the city. Custom of getting *Rakhtekhab* (mattress) in dowry is not prevalent now. Radiators and modern heaters are used for heating in different rooms. With this, the quality of social interaction has decreased. Use of sophisticated furniture, has become a common feature now. Many changes in the Traditional beliefs related to the house, have undergone considerable changes.

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