NEW MEDIA AND CULTURAL HYBRIDISATION: A STUDY OF UNDERGRADUATE STUDENTS IN SILCHAR TOWN OF INDIA

Sayan Dey
Research Scholar,
Assam University, Silchar,
Assam, India

ABSTRACT

With the burgeoning of technology enabled communication, interactional transactions have become heavily dependent and concentric upon webbed web. Be it social, political or cultural- every aspect of contemporary human sustenance has gone for a toss and a state of interweavements has been attained. Now-a-days it is quite obvious that new communication networks empowered with digital technologies and internet are foremost tools which have enabled enterprise of completely new representation of information production and dissemination, cultural production, management and control. This research work proposes to understand the impact of New Media Technologies on the undergraduate students of a urban area of North East India, to probe if these technologies are having any cultural implications in terms of juxtaposition of multiple cultures. The paper argues that New Media Applications have brought in a sense of hybrid culture among the youth by affecting the perception and consumption of cultural indicators among college goers.

KEYWORDS: *Hybridisation of Culture, Hybrid Culture, New Media, New Media Applications, Youth*

1. INTRODUCTION

Carey (2006), a renowned communication scholar, tried to capture the expansive dimensions of culture in his book "A Cultural Approach to Communication". Carey deliberated as:

"We create, express, and convey our knowledge of and attitudes toward reality through the construction of a variety of symbol systems: art, science, journalism, religion, common sense, mythology. How do we do this? What are the differences between these forms? What are the historical and comparative variations in them? How do changes in communication technology influence what we can concretely create and apprehend? How do groups in society struggle over the definition of what is real?"

Another prominent scholar in the realms of culture who also happened to be an Anthropologist, Clifford Geertz's definition of culture is: "an historically transmitted pattern of meanings embodied in symbols, a system of inherited conceptions expressed in symbolic forms by means of which men communicate, perpetuate, and develop their knowledge about and their attitudes toward life" (Asad, 1983).

India being a country, rich in ideals and ideologies, values and culture, with the explosion of internet driven New Media in the century, the Indian society

has witnessed a deep cultural penetration or 'invasion' of culture of other societies. The impact of this virtual medium has become so deep rooted in peoples' lives that in attendance, it is very much possible that it might have a profound effect on traditional culture and there is ample scope left for more. How peoples' insight of looking at their lives have changed after the emergence of this new medium in the country is quite interesting to be eligible for research. In this river valley also there is also a considerable population which is exposed to an unprecedented infiltration of New Media technology or applications, and the people prefer accessing them regularly. The study is conducted with a view to see if the invasion of New Media has imbibed users to the things that are propagated through its contents in their own lives or youth just use New Media as a leisure activity.

Culture has a deep and wide role to play in one's life. The custom and cultural models of India revived back in India due to their portrayal in the traditional and old genres of media. Even the invasion of internet driven New Media in our day-to-day lives has resulted into to an imbalance between reality and traditional customs. Dramatised cultural implications as propagated by New Media might have a silent or public influence on peoples' culture, that too in a dramatic way. The study would help to analyse if residents of Silchar city, who are the loyal users of the technologies encompassed by New Media and its applications, are influenced by the cultural diffusion or 'invasion' as propagated by New Media.

The concept of hybridity is in debate since Homi Bhabha (2012) authored his influential work *The Location of Culture*. In this era of globalization transformation in cultures is often equated as the hybridization. It has been essentially a post colonial term with rare occasions of broad discussion.

The notion of hybridity has deep roots with its counterpart: the purity. Hybridity can only be traced when purity is acknowledged. Transcending boundaries can only be aspired when existing boundaries are accepted, conforming to the subsistence of which is to be transcended. Every discipline which debates on hybridity has to define what it perceives to be pure at the first place. If there is nothing pure, the notion of hybridity becomes redundant. Ideologically, individuals and groups may perceive something as pure however epistemologically the idea of purity is never a useful term. Epistemologically purity has deep connections with racism and racial intolerance. For long; power structures have used the notion of purity as a tool for suppression.

The Indian nation is hybrid state – it deviates from its Western counterparts "in the importance it accords to 'pre-modern' political forms . . . because they express different cultural values and traditions that form part of the cultural heritage." (Mitra, 1990). Indian nation has been a hybrid State since its beginning as the nation never had notions of multilingualism as people here have never been monolingual. The litterateurs here have been writing in various languages (The Hindu, 2015).

Indian society has been a complex one. Modern Indian society has been a result of the interaction between social and cultural elements and also the multifaceted Indian tradition which has now transformed into a global entity now. Mutual sense of integration and co-existence has made this civilization a unique experience which is unparalleled in the world. Indian nation has been a receiver of external influences and linkages and a notion of globalization has always been active. Migration and immigration has been a crucial agent in molding the population, civilization, culture and society. Instead of enormous diversity in culture there is increasing cultural convergence because of adaptive requirements on the part of people to deal with the emerging equations. In context of India, the dynamics of society and culture is an extremely intricate phenomenon. The transformations in Indian culture and society have been fueled by both endogenous as well as exogenous processes. Under the influences of modern West, Socio-cultural transformation in India started making its presence felt since the Nineteenth Century and this influence of West have had significant impact on county's culture and societal dynamics. Modernization both in terms of technology and culture were inducted into traditional Indian society came from West. In 20th century, Indian nation has also experienced powerful forces globalization too. Foreign groups like the Portuguese, the Arabs and the likes had close ties with Indian with regard to trades, business and other transactions. At a later stage, Euro-Americans and British influence made significant impact on Indian society. The transformation in Indian society can be described as a heterogeneous progression which triggered the present day globalization in this subcontinent. In this context a well versed idea regarding both Western culture and traditional Indian culture is essential to comprehend further discourse.

The cultural ethos in Indian society has been highly traditional compared to Western cultures wherein cultural values are strongly modern with reference to idealism, rationalism and utilitarianism. Western cultures also boasts of elements of universalism and egalitarianism dissimilar to that of Indian culture which values of holism and hierarchy. Western cultures pursue historicity in context of change compared to Indian notion of continuity and change. Western culture values individualistic approach against

collective approach of Indian culture. Indian nation has been an example of cultural accommodation and synthesis between distinct culture in lieu of conflicts and contradictions. Traditional cultural institutions in India and more specifically religion have been a crucial agent in bringing about accommodation and adaptation between indigenous local and emerging global forces. Globalization has made significant impact on culture which is often complex to comprehend. The implications of globalization has both been hailed and criticized. The affluent and middle class sections have been the most benefitted lot out of globalization while periphery communities have become more marginalized due to globalization.

Globalization has not only touched upon people's lives but has also influenced Indian culture and society. Globalization of cultures has some unique characteristics. Global elements of culture have made appreciable impact on Indian people and consequently Indian elements of culture have spread globally. Consumerism, which has never been a part of traditional Indian society, has made inroads in the Indian society after globalization. Consumer goods are in high demand among elite and middle class Indians which together make up one third of the total population. The media also is spreading and popularizing a culture of consumerism.

Indian youth today is highly aware about changing fashion trends and multinationals and big brands are overtly passing on this consciousness via models and fashion shows published through the accepted channels of media. Indian cities, towns and urban centers today house ever increasing numbers of shopping malls and affluent sections of society see them as preferred buying destinations. Also shifts in patterns of entertainment and leisure activities have undergone alteration in recent times. The notion of socializing has undergone multifaceted shifts. Mass culture and popular culture has become dominant images and visuals across varied platforms of media. New age promotions and advertisements, irrespective of the medium through which they are rolled out, have turned out be very influential in the realm of culture. These new age promotions are influencing masses specially the younger generation. Most of contents in Indian media and entertainment landscape are far away from the real values of Indian society and culture. Promotion of newer elements of culture as perceived by media have influenced Indian notion of culture. The unimaginable growth in computer and IT industry has made internet communication accessible to a sizeable population of Indians for their varied aspirations and need. With the exponential rise in numbers of Smart phones, communication habits and processes of the people have also shifted prior bases.

OBJECTIVES OF THE STUDY
1. To examine the influence of New Media Technologies on promotion of Western food
2. To examine the influence of New Media Technologies on promotion of Western clothing
3. To find the influence of New Media applications on the various Western celebrations as commemorated by the youth
4. To study whether New Media Technologies is giving rise to a perception of hybrid culture among the young users by changing their pattern of cultural consumption, production and dissemination.

2. REVIEW OF THE LITERATURE
Lindgren (2014) argues that with the evolution of communication technologies mediated through computers, dependence on machine interaction has grown exponentially and thus it has affected lives in more ways than just socially, politically or culturally. Digitally transmitted communication mechanisms have transformed the society into a digitized social sphere with being virtual getting a smooth passage into various dimensions of a society or a culture.

Consalvo (2006) writes that present day video game industry has attained a hybrid status through mix-match of American and Japanese culture in which former has a greater influence. According to her, MNCs and global corporations have been instrumental in shaping this hybrid culture through their products and service ranges targeted for a global market.

Marwan M. Kraidy (2002) asserts that hybridity is the most used and debated term in post colonialism. According to him hybridity is an interdisciplinary concept. Tracking a series of write-ups published in Washington Post, Kraidy gathered that hybridity is nothing but the acceptance of 'Americanisation of Culture' across the globe. He also concluded that hybridity is a theoretical inescapability interwoven with the concepts of hegemony and hybridity in light of significant cultural transnationalism.

Kaisii (2017) argues that globalization has led to both universalization, and hybridization of culture. It mentions about Hallyu or Korean Wave which is a merger of Korean culture and western culture. The article takes the case study of Korean Wave in North East India and the cultural invasion brought in about Korean films in tribal societies. Youths are the most influenced sections of this change and Korean culture is increasing becoming mainstream in tribal states in terms of fashion, movies, style and other cultural elements. The author terms it as Koreanisation. The article also points out that distinctiveness and segregation from mainland culture of India the North East states find it difficult to get attached and

connected with mainland cultural element which is not the case with Korean cultural elements. Both the state and people accepts this flow of Korean culture.

Mesch (2009) discusses about perspectives of social influence of technologies and deterministic nature of technology with regard to connection between society and technology. Innovative medium of internet has significant impact on youth and children as it gives rise to newer forms of inspiration, expression and communication. Internet has brought about young generations who have latest and updated knowledge and skill sets regarding innovations in information and communication technologies. This situation has led to a pattern of learning through experience and culture. The pattern has also resulted in a digital culture in the third space and the participants here have specific social and learning choices.

Straubhaar (2008) argues that users of new media across the globe reflect local, regional, subnational layers of culture and geography they are a part of along with a large number of users who acquire global identities too. Amplification and expansion of latest manifold layers of media production has given rise to persistent cultural hybridization.

RESEARCH METHOD

The locale of the research or study is the heart of Barak Valley namely Silchar town in Assam, India. Silchar is positioned in Barak Valley; it is one of growing cities in the Southern Assam and also is the headquarter of Cachar district of Assam. Both in terms of municipal area and in terms of population, it is the second largest city in Assam. Specifically, urban Silchar is the locale of the research.

The United Nations, for statistical consistency across regions, defines 'youth', as people between the age ranges of 15 to 24 years. In Asia youth population had constituted the largest youth populace in the world in 2015, estimating a whopping 718 million. However by 2060, in Asia the youth population is estimated to experience a decline to 619 million. As per the guidelines of Central Board of Secondary Education (CBSE), India the minimum entry level age to appear in the Class 10th board exam is 14 years, as on last day of December of the year of board examination. According to Secondary Education Board of Assam rules, the minimum entry level age of an examinee should be 15 years "running" to be eligible to appear in the High School Leaving Certificate (HSLC) Examinations. Hence a college is the best place to find people who fall in between the age group of Youth (15-24 years). Further, it is evident that Government Colleges have more variety of students as per demography hence they would be ideal for data collection which resonates to greater society. Hence the researcher had chosen four government colleges situated in Silchar town for collection of the data which were required to analyse the context put under study through survey method among students of Silchar city having access to New Media Technologies. The survey was carried by distributing questionnaires. The universe of the research was the undergraduate students of Silchar city in their respective Municipal area. The sample size was 300 respondents comprising both male and female undergraduate students.

The Questionnaire had structured and standard question, close ended in nature, to get the idea about the users' preference and approach towards the New Media applications and technologies. The questions were based on questions relating to New Media applications and technologies, its uses and influences (if any) on the population. Undergraduate government colleges of the city under Municipal areas were chosen and questionnaires were distributed for a proportionate study.

The respondents of the survey were divided on the foundation of variables like gender, education, class, economic condition and regional/residential background to perceive the factors responsible or not responsible for forming perceptions or having any influence by the ever growing usage of New Media technologies. The questionnaire framed for the study did put into consideration the investigation of this expanded range of New Media applications and technologies to examine how internet driven New Media Technologies have influenced cultural behaviour and attitudes of the Silchar city.

3. RESULTS AND ANALYSIS

Table 1: How far the New Media Technologies are influencing food habits and whether it is promoting a penchant for western foods among the youth?

Maximum Likelihood Test (Regression Analysis)			
N= 300			
Dependent variable (y) :Western food Method: Maximum Likelihood			
Variables	Coefficient	Z	p> |z|
X1(Food recipe)	-.1258104	-0.42	.674
X2 (Like pages)	-.2034274	-0.64	.522
X3 (Attracting western food)	.683883	2.38	.017
X4 (Use coupon)	.0148369	0.05	.960
X5 (Subscribe pages)	.3138477	0.98	.328
X6 (Information useful or not)	.1607526	0.47	.635
Constant	.596416	1.83	.067
Pseudo R^2 = .0221			

To examine whether New Media Applications have brought in a sense of hybrid culture by promoting a penchant for Western food items among youth undergraduate college students of Silchar town, regression analysis was performed. It is seen that New Media has significantly brought in a sense of hybrid culture by influencing consumption and popularity of Western food items. The above table clearly states that if New Media Applications are attracting youth more towards the Western food items(X3) then there is 68% likelihood of appearance of a mediated hybrid culture where New Media acts as an agent of transition. Impact of New Media on Western food and subsequently hybrid culture is significant at 5% significance level. It can be stated that New Media has made consumption of Western food items more popular and attractive among the youth population.

The table also indicates that if New Media Applications are referred by the youth population to subscribe pages of Western food items (X2) then there is positive significance on the appearance of a sense of hybrid cultures among the youth users.

Factors like referring to online recipes, liking food pages, using coupons and offers and usefulness of information does not positively impact the occurrence of a sense of hybrid culture among youths.

Thus New Media Applications in turn affects the perception of the youth towards western packaged food items and they get attracted towards it. It might be argued that New Media applications have changed food habits of the people and people are consuming more Western foods than earlier. Thus New Media is bringing in intermediary state where peoples' food habits are influenced by online western food culture and it is affecting their real life food consumption pattern. Thus New Media applications are bringing in a state of hybrid culture by influencing the important cultural indicators like food through online influences.

New Media Applications have influenced every aspect of life including food. Western foods have become a part and parcel of peoples' daily lives. Packaged food items and beverages have become preferred options for people specially youth. The penchants for ready to eat foods and instant cooking options have become more popular through New Media Applications. New Media Applications have ushered in a new horizon for Western food products and items among the young population. It has not merely affected the consumption pattern but has altogether created an online market for such packaged food items. Popularization of Western foods over the traditional food items can be contributed to the fact that New Media has glamourised the trend of consumption of Western food among Indian youth. New Media Applications have altered the food habits among youth and they are now consuming more Western foods than ever. This trend has grown exponentially in such a manner that Western food items and products have become a regular feature of youth culture.

Table 2: How far the online shopping powered by New Media Technologies are changing the idea of fashion among the youth and whether it is promoting western fashion?

Maximum Likelihood Test (Regression Analysis)			
N= 300			
Dependent variable (y) :Western fashion Method: Maximum Likelihood			
Variables	Coefficient	Z	p> |z|
X1(Online buying cloth)	.4197278	1.32	0.220
X2 (subscribe feeds)	-.2239488	-0.67	0.503
X3 (Follow style tips)	.574971	1.80	0.072
X4 (Hassel free buy)	.706214	1.97	0.049
X5 (Rich variety)	.3701495	0.98	0.327
X6 (Efficient service)	.0557165	0.15	0.884
X7 (Enhance fashion knowledge)	.1814736	0.42	0.672
X8 (Easy information)	.5739355	1.37	0.169
Constant	-.6909675	-1.35	0.178
Pseudo R^2 = 0.0684			

To examine whether New Media Applications have brought in a sense of hybrid culture by promoting a penchant for Western clothing items among youth undergraduate college students of Silchar town, regression analysis was performed. It is seen that New Media has significantly brought in a sense of hybrid culture by influencing consumption and popularity of Western apparel items. The table clearly indicates that if youths use new media applications to buy online cloths (x1) then there is 42% likelihood of appearance of a sense of hybrid culture among the young population. Impact of new media application on online buying of apparels and subsequent hybrid culture is significant at 5% significance level. Further the table goes on to read that if youths new media applications to follow style tips and guides (X3) on online buying platforms then there is a 57% likelihood of appearance of a sense of hybrid cultures among youth population.

In addition online new media applications provide hassle free mode of buying cloths and there is a 70 percent likelihood of appearance of a sense hybrid culture. The result here is significant at a 5% significance level. in addition rich variety of apparel stocks and easy information regarding buying of apparels have positive correlation with popularisation of western clothing among youth population and consequently appearance of a sense of hybrid culture

among the student population. The results are significant at a 5% significance level.

Factors like subscribing to feeds regarding online fashion platforms and efficient services of the online ecommerce outlets selling apparels are not positively correlated with the likelihood of appearance of a sense of hybrid culture among youth users.

New Media Applications have fuelled the trend of online buying among youth population. richness of apparel stock and other advantages like reducing real time effort in buying, hassle free procedure, updated knowledge of fashion world have been key factors behind popularisation of online shopping among youth population and more specifically among college goers.

Online outlets are showcasing more and more western fashion among youth and it is quite evident that more exposure towards online buying habit will effectively enhance the western elements of fashion among youth. Thus a sense of hybrid and mediated form of culture is emerging among the youth users though the exposure of online shopping through new media applications. Youth today have readily embraced the elements of western fashion and new media has been an instrument of transition throughout. Thus it can be argued that new media applications have brought in a sense of hybrid culture thereby popularising western fashion among the youth through the promotion of online shopping of cloths.

Table 3: To what extent the New Media Technologies has influenced celebrations and important cultural occasions among youth whether it is promoting the western celebrations?

Maximum Likelihood Test (Regression Analysis)			
N= 300			
Dependent variable (y) :Western celebrations Method: Maximum Likelihood			
Variables	Coefficient	Z	p> |z|
X1(posting in SNS)	-.0663292	-0.20	.842
X2 (Post/share contents)	.3883415	1.29	.196
X3 (Attended events)	-.800877	-0.27	.789
X4 (Western celebration more popular)	.4312668	1.39	.165
X5 (New media helped popularity)	.9223753	2.65	.008
X6 (Western celebration more popular)	.3679119	1.19	.232
X7 (New media made more acceptable)	.6386811	1.99	.046
X8 (Mixed culture)	.6126568	1.75	.080
Constant	-1.472468	-3.24	.001
Pseudo R^2 = 0.1106			

To examine whether New Media applications have brought in a sense of hybrid culture by promoting western trends of celebration among the young undergraduate college students of Silchar, regression analysis was performed. From the regression analysis done in above table it is clear that if youths share, post contents of Western Celebration through New Media applications (X2) then there is a positive correlation with appearance of a sense of hybrid culture among youth. Further as per the analysis Western celebration has become more popular (X4) the youth college going population and this has a positive correlation with the appearance of a sense of hybrid culture among college going population. Furthermore New Media Applications have helped the popularity of Western Celebration(X5) among youth population and this is significantly connected with the appearance of a sense of hybrid culture among college goers. The analysis suggests that if new media have helped the popularity of western celebration than there is 92% likelihood of appearance of a sense of hybrid culture among the users.

In addition if western celebrations are more popular in India than what they used to be (X5) then there is a positive correlation with the appearance of a sense of hybrid culture among youth undergraduate students of Silchar town.

To add the regression analysis performed clearly indicates if new media applications have made western celebration more acceptable in the society than there is a 63% likelihood of appearance of a sense of hybrid culture among the youth college going population. The result is significant at 5 % significance level. Also if there is an existence of a mixed culture in the society today then there is a 61% likelihood of appearance of a sense of hybrid culture among the young college going users of new media applications. This result is also significantly correlated with the appearance of hybrid culture at 5% significance level.

Table above also states that New Media has a significant impact upon Western celebrations (X2) and thereby promote the hybrid stage of culture. Impact of New Media applications on Western celebration is significant at 10% significance level. If New Media applications promote Western celebrations among

youth users then there is 1. 12 times likelihood is there that New Media applications have also brought in a sense of hybrid culture. New Media platforms as of today have become very popular platform especially among youth to greet and wish their known ones on special occasions like birthday, anniversary and the likes. Youths tune into Social Media during festivals, celebrations and other important events. It is pertinent to mention that data gathered reflects that youths today readily share contents of Westernized celebrations like Valentine's Day, Father's Day, Mother's Day, Halloween etc. on SNS which have made these celebrations more popular and acceptable in the society than yesteryears. The responses also show that New Media applications have helped the popularity of Western celebrations among youth and at times more popular than the indigenous events even. The data also shows a trend where youth has accepted elements of Western culture in their way of living and their perception clearly indicates that New Media has ushered in a state of hybridization of culture where technology plays a key role in intermingling of offline and online culture. In additions data collected asserts that without New Media applications this shift would not have been possible and it has played a pivotal role in laying in a new cultural dimension called hybridization, a state of interweaved and intermingled real life and digital culture.

Table 4:Whether New Media has brought in a sense of hybrid culture by influencing important cultural indicators like food, fashion and celebrations?

Maximum Likelihood Test (Regression Analysis)			
N= 300			
Dependent variable (y) : Hybrid Culture Method: Maximum Likelihood			
Variables	Coefficient	Z	p> |z|
X1(New Media promoting Western fashion)	.6631913	2.28	0.023
X2 (New Media promoting Western Celebration)	1.120362	3.85	0.000
X3 (New Media Promoting Western Food)	.8668255	2.75	0.006
X4 (New Media not promoting Western Food)	.326894	0.10	0.921
Constant	-.7433019	-2.05	0.040
Pseudo R^2 = 0.09 (9%)			

To examine whether New Media applications have brought in a sense of hybrid culture by promoting western trends of food, fashion and celebration among the young undergraduate college students of Silchar, regression analysis was performed. It was seen that New Media has significantly brought in a state of hybrid culture by influencing consumption and production of western cultural elements.

The table here clearly indicates that if New Media promotes western fashion sense (X1) then there is 66% likelihood of appearance of a mediated hybrid culture where New Media acts as an instrument of transition. Impact of New Media on western fashion and subsequently hybrid culture is significant at 5% significance level. It can be argued that New Media applications are referred by the users to buy clothes, accessories etc from online e-commerce platforms. The feeds like newsletters, promotions and offer alerts subscribed through email, SMS, FaceBook pages along with style tips provided are enabling the users cum buyers to get firsthand information about changes in Western fashion trends. Furthermore, online platforms have eased the efforts of physical buying. To add, when it comes to richness in terms of variety, stock and efficiency in services, online shopping platforms are preferred destinations for young buyers. As per the responses gathered it was seen that online outlets are enhancing knowledge of Western styles among the young users and in turn promoting Western fashion.

Table above also states that New Media has a significant impact upon Western celebrations (X2) and thereby promote the hybrid stage of culture. Impact of New Media applications on Western celebration is significant at 10% significance level. If New Media applications promote Western celebrations among youth users then there is 1. 12 times likelihood is there that New Media applications have also brought in a sense of hybrid culture. New Media platforms as of today have become very popular platform especially among youth to greet and wish their known ones on special occasions like birthday, anniversary and the likes. Youths tune into Social Media during festivals,

celebrations and other important events. It is pertinent to mention that data gathered reflects that youths today readily share contents of Westernized celebrations like Valentine's Day, Father's Day, Mother's Day, Halloween etc. on SNS which have made these celebrations more popular and acceptable in the society than yesteryears. The responses also show that New Media applications have helped the popularity of Western celebrations among youth and at times more popular than the indigenous events even. The data also shows a trend where youth has accepted elements of Western culture in their way of living and their perception clearly indicates that New Media has ushered in a state of hybridization of culture where technology plays a key role in intermingling of offline and online culture. In additions data collected asserts that without New Media applications this shift would not have been possible and it has played a pivotal role in laying in a new cultural dimension called hybridization, a state of interweaved and intermingled real life and digital culture.

Furthermore, the regression analysis shows that if New Media promotes Western food habits (X3) among youth then there is 86% probability that New Media will bring in a state of hybrid culture. The data gathered from respondents show that youth consult recipes of food which may be western at times and also subscribe sponsored links of food products, beverages, chains of western packaged food etc. This in turn affects the perception of the youth towards western packaged food items and they get attracted towards it. It might be argued that New Media applications have changed food habits of the people and people are consuming more Western foods than earlier. Thus New Media is bringing in intermediary state where peoples' food habits are influenced by online western food culture and it is affecting their real life food consumption pattern. Thus New Media applications are bringing in a state of hybrid culture by influencing the important cultural indicators like food through online influences. However, if New Media does not exert influence on food habit (x4) then the impact is insignificant.

Regression analysis states that if the p-value for an independent variable is less than significance level, the data collected from the sample population provides satisfactory and enough substantiation to discard the null hypothesis for the whole population. It means that the data support the hypothesis that there is a non-zero correlation. If we introduce changes in the independent variables then we will get associated changes in response across population level. Thus we may argue that the variable(s) is statistically significant and in all probability a meaningful toting up to the regression model. On the other hand, if a p-value is found out to

be greater than the significance level, it is an indication that there is no satisfactory and sufficient evidence is reflected in the sample data to conclude that a non-zero correlation exists.

In the table above we can see that p values for independent variables X1, X2 and X3 all are below the significance level and hence we can argue that there exists a non-zero correlation between the dependent and independent variables. The cause and outcomes are related and having impact on each other. To add, for X4 the p value is greater than the significance level and hence there is no non-zero correlation exists. Thus we can accept the variables X1, X2 and X3 to have influence on the dependent variable whereas for X4 we can refute the variable impact.

R^2 value in the above presentation shows that the independent or explanatory variables explain 9% variation in the dependent variable. Since the model is logistic binary one, therefore R^2 value does not signify much.

4. CONCLUSION

The notion of culture, since time immemorial, has been a continuous, dynamic and evolving concept. With the virtues of availability, immediacy and round the clock access, New Media has given rise to new cultural equations which are interplays of both real and virtual cultures and a state of hybrid culture has been accomplished. In short, the hybridization of culture has become more mainstream. The interaction of digital and real culture within the modality of contemporary culture is itself a discipline of immense importance for the academia and scholars. This interdisciplinary area of study has gained even more prominence in the aftermath of 'postmodernism' and 'globalization'. This was the starting point of this study.

Impact of New Media on western fashion and subsequently hybrid culture was found significant. It can be argued that New Media applications are referred by the users to buy clothes, accessories etc from online e-commerce platforms. The feeds like newsletters, promotions and offer alerts subscribed through email, SMS, FaceBook pages along with style tips provided are enabling the users cum buyers to get firsthand information about changes in Western fashion trends. Furthermore, online platforms have eased the efforts of physical buying. To add, when it comes to richness in terms of variety, stock and efficiency in services, online shopping platforms are preferred destinations for young buyers. As per the responses gathered it was seen that online outlets are enhancing knowledge of Western styles among the young users and in turn promoting Western fashion. New Media has a significant impact upon promotion and acceptance of Western celebrations and thereby promotes the hybrid stage of culture.

New Media platforms as of today have become very popular platform especially among youth to greet and wish their known ones on special occasions like birthday, anniversary and the likes. Youths tune into Social Media during festivals, celebrations and other important events. It is pertinent to mention that data gathered reflects that youths today readily share contents of Westernized celebrations like Valentine's Day, Father's Day, Mother's Day, Halloween etc. on SNS which have made these celebrations more popular and acceptable in the society than yesteryears.

Furthermore, the study revealed that if New Media promotes Western food habits among youth then there is high probability that New Media will bring in a perception of hybrid culture. The data gathered from respondents show that youth consult recipes of food which may be western at times and also subscribe sponsored links of food products, beverages, chains of western packaged food etc. This in turn affects the perception of the youth towards western packaged food items and they get attracted towards it. It might be argued that New Media applications have changed food habits of the people and people are consuming more Western foods than earlier. Thus New Media is bringing in intermediary state where peoples' food habits are influenced by online western food culture and it is affecting their real life food consumption pattern. Thus New Media applications are bringing in a state of hybrid culture by influencing the important cultural indicators like food through online influences.

Thus, there is an increasing pressing need for learning, unlearning and relearning the issues and perspectives of culture in light of digital communication technologies. Hybrid culture, which is an intermingling of online and offline culture, has surely opened up innumerable possibilities in the realms contemporary culture, identity and polity.

REFERENCES

1. Asad, T. (1983). Anthropological Conceptions of Religion: Reflections on Geertz. Man, 18(2), p.237.
2. Bhabha, H.K., 2012. The location of culture. routledge.
3. Carey J (2006) A Cultural Approach to Communication. New York: Taylor and Francis.
4. Consalvo, M. (2006). Console video games and global corporations: Creating a hybrid culture. New Media & Society, 8(1), 117-137.
5. Kaisii, A. (2017). Globalization, Hybridization and Cultural Invasion. Asian Communication Research, 14(1), 10-35.
6. Kraidy, M. M. (2002). Hybridity in cultural globalization. Communication theory, 12(3), 316-339.
7. Lindgren.S. (Ed.) (2014). Hybrid Media Culture: Sensing Place in a World of Flows. New York. Routlege.)
8. Mesch, G. S. (2009). The Internet and youth culture. The Hedgehog Review, 11(1), 50-60
9. Mitra, S.K. ed., 1990. The post-colonial state in Asia: dialectics of politics and culture. Teacher Created Materials.
10. Straubhaar, J. D. (2008). Plenary I. Global, Hybrid or Multiple? Global, Hybrid or Multiple?: Cultural Identities in the Age of Satellite TV and the Internet. Nordicom Review, 29(2), 11-29.
11. The Hindu (2015). Hybridity is part of Indian culture. [online] Available at: https://www.thehindu.com/news/cities/Thiruvananthapuram/hybridity-is-part-of-indian-culture/article7031678.ece [Accessed 14 May 2019].