Abstract

The present study on “Socio-cultural Dualism: Process of Growth of Westernisation and Its Impact on Kerala Economy” is a probe into the dualistic nature of Kerala society in its social, cultural and economic spheres. This research is an attempt to analyse the changing trends of Kerala society and the various factors that influenced the growth of westernisation in Kerala. The role of European colonialism, Christian religious missionary activities and the role of migration are critically appraised in the study. Social scientists have done enormous studies to discuss about the dualistic and pluralistic nature of world society. This research is an effort to analyse the dualistic nature of Kerala society with special reference to J. H. Boeke theory of social dualism. Rapid changes are occurring in Kerala’s social, cultural and economic structure of the society especially within family, marriage, divorce, sexuality, ageing generation, feminism, tourism, education, migration, media, language, literature, food and beverages, dress, fashion, habits and hobbies, occupation, consumerism, credits, savings and deposits, foreign remittance, foreign direct investment (FDI) and foreign trade. These elements are analysed with the help of sample study analysis. The findings of the study prove that western social characteristics are found in the above social, cultural and economic areas of Kerala society. Elements of the western social system and the traditional indigenous system interact, get fused and often replaced in the growth of westernisation. Traditional indigenous characteristic of the society is disappearing due to the pro-western attitude of the present generation.

Key words: Socio-cultural dualism, westernisation, modernisation, globalisation, colonialism and multiculturalism.