

THE ROLE OF TECHNOLOGY CHANGE IN CULTURE IN THIS E-ERA

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ABSTRACT

In the e-world, when we think of culture, technology plays a vital role in it. Culture gets credits by using updated technologies. The invention of new technological equipment knowingly and unknowingly changes the art and culture in both good and bad ways. We could not predict what is going to happen in the future. In art and culture, a drastic change happens by social media, graphic design, art blogs, art applications, 3D printing, e-book, photoshop, 3D hacking, computer-generated paintings, digitally created music etc., When we think of contemporary literature and language, the use of technology varies according to the socio-cultural activities on a particular area, country or the people according to the level of their use.

The Role of Technology Change in Culture in this e-era

A drastic change in the use of technology brings an unexpected influence of art for different purposes. There is a warning bell of the adverse reaction of technology in any field. In graphics, we use the old art picture in a new manner, this is the positive result of technology, but some people are arguing that the originality has lost, because of the increasing use of accessibility and changing the origin according to their wish. Hackers' theft of art and painting by using technology is increasing day by day. The collaboration between culture and technology influence each other. Technology has born from the improvement of culture and culture has improved because of technology. This paper is about the part played by the advantages and disadvantages of technology in culture.

The word technology appeared in the second half of the 19th century. No one can draw a line on how much technology impacts culture. Defining how culture works technologically or how technology works culturally is difficult. Culture is flexible and accepts any technology. The strength and weakness of technology need to be discussed. Technology was accepted as a body of knowledge in the application side, or science in specific areas. Technology in the field of sports, medical, psychology, philosophy, and hobbies

are appreciated. In the field of medicine, psychology and philosophy it studies about the work of the brain. When it comes to thieving our time and one's own intellectual property, money and originality, and making the human being as an artificial character like a puppet, it is refused. Multimedia, digital media and cyberculture are the central talks of technology. If we discuss in deep, we have to ask the question of how to define technology for individual or societal use.

“Lorenzo Simpson defines technology as that constellation of knowledge, processes, skills and products whose aim is to control the transform’ (1995:16)” Technology became central in most of the countries, only a few are left. Technology is shaped by political and economic causes. When we think of culture, it is extended to the “cultivation of mind and body and later intellectual and artistic side of civilization. The word “technoculture” defines the fusion of the two. Culture is unpredictable, at present culture is dynamic and multiple shaped by different classes, different races, of different age group but the only drawback is anyone can look us differently, if we do not have 4G Android and using button phone. This is applicable for all age group. Technology made culture became unstable, messy, confused and even unpredictable.

Many technologies have gone before being used in ways unseen by the inventors. Internet is the perfect example, which was invented by the USA military to decentralize the military activities, later it became the users of anyone including the hackers, because of the vast network without a centre but in the globalization process, one thing we should know about technology especially the internet, it does not give respect to any boundaries or jurisdictions. Technology plays a crucial role in the popular forms of culture. Tourism became the biggest industry in the 20th century. Sports are the trend in industry and technology. Technology leads side by side in all sports. Technology is expensive, expansive and elaborate.

We cannot stop the progress of technology, which is the agent of social change. Instead of Chaucer's age and Jacobean's age nowadays we study the steam age, age of electricity, and information age. Without thinking about anything, we are accepting the change. The total world became a “global village”. “Children are changed from innocent behavior to adult behavior, the private life of individuals become public property”. Like the world has become a global village, the human heart has shrunk and humanity has gone or blinking. Reality TV shows became pornography in everyday life, no one can run or hide in any place, all cameras including private or public watch the mistakes of everybody, and some hidden cameras too working everywhere. All the World a stage and men became actors, without thinking of originality, rapid movement, rapid transport, and rapid death.

Some are certain that technology will have an impact on culture positively. There were divisions in society, and high culture and low culture were there and that divided the hearts of the people. This mentality has eradicated by technology. We have to thank the technology for this. Famous arts and paintings can be reproduced or altered through technology. Some of the beloved oil painters encourage using new technology in recent years. David Hockney is using his iPad as a primary mode to create art. Many of his digital paintings are living in exhibitions and museums. Age-old artists for decades are fascinated by modern technology for many reasons. The Advancements in technology could not be predicted except time.

Technology and culture influence each other. Technology has created the industrial revolution and industrial society. Day by day internet revolution makes even any writer afraid at the time of publishing a book or paper, technology makes what he said as new becomes old. Technology defines trending dresses. Human usage with cell phone or time spent with technology reduces the time spent with another human being. Buying online reduces not only time and money but also human relationships. Technology creates new societies of people like IT and non-IT or users of technology and non-users of technology and creates a great generation gap between them and spoils friendship, relationship, love, family, and culture.

Internet became like, “The Street finds its use for things”. Couture is the work of fashion technology that was the main word for the industrial revolution. Technology plays a crucial role in culture and an agent of social change. Technological changes are seen as autonomous. In the ecstasy of communication (1988) we, are more wired, we react to the television news rather the original, to a computer program the social world, to email or message rather oral communication. Human energy is changed by technology so that it leads the chance of Robots ruling the world one day.

In many hundreds of small ways technology alters our individual and collective behaviour daily that adds up to the cultural changes says the technologists and historians, of course for each of these examples we could find, someone’s behavior can alter the groups’ behavior. It is just harder to do so because how quickly, universally, and unconsciously so many of the norms are forming. Though it may sound like, at times, where these norms are leading us because they are enabling social change like the Arab Spring, global connectedness, new economic realities and pathways, and better government finally it shows it is not fruitful.

Because of technology, we can find or create the communities and relationships that fit our version of thriving, whatever that might be, eternally we are hopeful that we can lean into the good, minimize the bad, and consciously explore the grey areas, which exactly talk so much about how technology is affecting

our lives, relationships, communities, and work.

Disadvantages of technology in Culture:

Technology is almost governing art and culture. Some of the true lovers of culture and art historians fear the reverse impact on the world of culture on the quick use of advancing technology. Graphic designers alter famous paintings. Some are afraid that art that is created digitally in an inauthentic way are hesitated to accept the digital renditions of paintings. They arise question that, is digital painting is a painting? Artists are not convinced, and art purists argue and favor of techniques that are more traditional. Only a few works become famous because of technology and the remaining a vast is becoming shadowed or not used, this makes the readers to forget about the other works. The real artists those who are not willing to use the technology are against the technology. Pirated films are spoiling the life of cinema makers.

When we think deeply it is unpredictable that culture has its relation to technology. When we consider technology, “The ship Titanic is said that is the highest technology ship and ever drowning ship in the sea, but when the ship drowned, a slap on the face of progress”. In that time the scientists and ship makers thought whether we have over believed science and technology?

Machines are more efficient than humans are, so humans are more urged to be machine like to become more efficient. Cultural and technological changes is based on the life of nature and quality of earth. According to Raymond William “Culture is what the whole way of life, ordinary and tradition. Culture is tradition; culture is what we learn from our families for years, what we learn from the whole society, culture is the work selection, challenge, arrangement, the ideas of everyday life and change.

Frederick in 1900 found the progress and criterion of science and technological process led the complaints about the dehumanization in factories”. Consequently, the machines replace humans, which is an embarrassing situation. Technology is working as a yardstick of progress. Virtual models have emerged in all fields instead of using bundled books and human energy. These virtual models can have tests and stresses. Progress in the modern trend has become defined as new, more, advanced, better, cool, neat and more convenient. The modern trend says, culture is moving from simple to complex, from complex to technology, from technology to advanced technology. Culture and technology both are in the hands of man and he has to decide the future.

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