

DEPICTION OF TRENDING CULTURE IN CHETAN BHAGAT'S FICTION

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ABSTRACT

This paper attempts to elucidate the point of change and adaptability with the emerging cultural phenomenon that has been taking root in new shape in the backdrop traditional Indian social set up. Bhagat is the novelist of post modern generation who has been widely read and became one of the popular Indian English writers. His fictions sensitize the new trends of changing culture by presenting the realistic view of the modern Indian society of the middle and lower middle class life. This research aims at bringing forth how the new culture of competition, isolation and dislocation affect the life of modern youth.

Keywords: Chetan Bhagat, Novels, Culture, Tradition, Westernization, isolation, independence.

Introduction

With India's newfound freedom, the novel has taken center stage as the most influential and compelling form of literature. The other literary genres, such as poetry, theatre, and essays, have fallen behind it. After Tagore's Geetanjali-event that won him the Nobel Prize in 1913, it was the novel that bestowed the renowned honor on the globe. The novel is a deeply ingrained form of expression that is primarily intended to be social and that methodically explains the mental and spiritual condition of people. It skillfully depicts the internal conflict, deciphers body language, and creates an ideal, literary figure that is apart from reality.

Chetan Bhagat is regarded as the youth idol of India in the realm of contemporary Indian English literature since his fiction prominently portrays the ethos and isolations of youth. Bhupendra Kesur puts this: He [Bhagat] has touched every aspect of youth's life in the present novel, e.g. campus life, education system, community issues. He focuses on cultural and educational issues in India through the point of view of youth. His writing style is informal as he has used campus slang Indian English in his works. (Kausar, April 2019)

His books can also be classified as serious literary works from the postmodern age. A significant area of study continues to be the social, traditional, and cultural aspects with implicit questions and proposed solutions. Bhagat has painted a picture of the major problems facing today's urban society and how they affect Indian society. Contemporary Indian culture runs through all of Chetan Bhagat's fiction, and his intensely passionate works primarily center on its most pressing problems.

Chetan Bhagat's portrayal of modern economic and social reality combines a dose of social realism with a healthy dose of creativity. All of his writings have focused on his involvement in the development of the Indian English novel and his discontentment with the lack of progress in his country. Indian English literature reflects

Indian way of life and culture. The best-selling and most well-known novelist in India is Chetan Bhagat. His books are realistic portrayals of everyday occurrences in typical Indian homes. Being an author, poet, screenwriter, and motivational speaker, he has a variety of talents. In addition, the younger generation in India views him as more than just a novelist. Numerous prominent organizations have given him recognition and honors. His tweets can cause a public uproar since he hits on some extremely delicate topics including politics, corruption, and societal ills. He was included in the list of the "Top 100 Celebrities of India" by Forbes India. The novels by Chetan Bhagat are not set in the relaxed atmosphere of a small town in India.

The hectic activity of large Indian cities is almost around the corner. The protagonist is a relatable young person who everyone in India can identify with. His books are well-read since they are authentically set in an Indian environment and don't contain any odd characters. Parents, family obligations, dating, sex, medications, suicides, and other significant immature and adult challenges impacting contemporary Indian adolescents are just a few of the significant issues explored in Chetan's writings. In Chetan Bhagat's writings, enjoyment is prioritized over contemporary society.

He expresses his concerns about the present-day India whether he speaks about young people, their issues, contemporary culture, multiculturalism, love, friendship, attitudes toward sex, and marriage. The author's use of a narrative style helps to quicken the pace of the action. The author benefits from a quick pacing of the narrative. A new genre of Indian English writing was established by semi-autobiographical novels. Rajkumar Hirani, a filmmaker from Bollywood, chose to turn the book into a motion picture.

Bhagat's second novel *One Night at the Call Center* (2005) deals with the hopes and aspirations of the modern youth through the plight of Indian call centre operators. Likewise Bhagat's third novel *The 3 Mistakes of My Life* (2008) shifts the reader to think about the lives of semi-urban youth. As an instance, the Gujarat earthquake, the Godhim massacre, and sectarian strife in Gujarat serve as the backdrop for the tale of three friends. Examining the fictional works of Chetan Bhagat in light of the social, class, and cultural concerns that Indian society faces today. The central tenet of sex-positive feminism is the conviction that sexual liberty is a vital component of women's liberation. The topic of "Trending Culture" is the modern problems associated with the emerging sexual, romantic, and monogamous cultures. Marriage, love, and sex are the cornerstones of social and familial life. It also focuses on the concerns about education that highlight the shortcomings and drawbacks of the Indian educational system.

Illustration of Popular Culture

Chetan Bhagat explores a new culture that results from the fusion of Indian and western civilizations with young adults who seem to be assimilating western culture. Bhagat emphasized in *Five Point* the new IIT existence. Someone. They seem to be contemplating relationships even in their first year of college. According to a popular belief, you shouldn't settle down with someone you slept with on your first date (FPS 7). The students appear to be aware of dating, although having no specific knowledge of it. Man is unable to engage in simple conversation with random ladies he encounters in social or public places. Men who confidently approach women run the danger of being misunderstood. Any woman who approaches a man will be criticized by other women as well as by men for being impatient and unpolite.

In *Five Point*, Bhagat is. Hari and Neha aren't "a forced traditional type with her long light brown hair" (FPS 44), according to someone. They happen to cross paths in a mishap. Neha was honing her driving skills. Later, a few days later, Hari inadvertently runs across Neha on the campus; at this point, she doesn't appear to know him. She, her father, and the shopkeeper are familiar with one another. She believes that "dad is really strict about me (Neha) talking to boys and he will totally flip out if he hears someone friends with a student. Still they spend that evening in an on-shop while it was dark she wanted to go home. When they were about to depart it was Neha who asks for out.

I stood up,

"So, Hari?"

"So what?"

"Aren't you going to ask me out or what?".... the first time you ask a girl for a date, it is like the hardest thing. Almost as stressful as vivas. (FPS 47)

They arrange to meet the following Saturday at the same time, but this time Neha advises him to not be so reserved: "And next time, don't be this timid IIT kid, just ask" The woman urges the young man to be direct and brave rather than to be hesitant. Here, conventional expectations are questioned in an effort to help females adopt a mindset that encourages boys to be more receptive; this mentality is also considered as a contemporary psyche of girls in contemporary culture. Breaking into love's home also appears to be an example of Indian modern culture. Hari breaks into Neha's house at midnight on the day of her birthday. He didn't have money to give her a present, but he still wanted to surprise her on her birthday. He pulls some sunflowers from her garden to rouse her. She opened the door for him to come in and he remarked, "She made me sit on her bed." By letting her partner inside her bedroom at midnight, the modern girl transgresses the established physical limits. Isn't Neha going to want a kiss from him? (FPS 131). He has seen innumerable kisses in movies, but when you give him a good kiss for the first time, his eyes open up like UFO saucers. Before he finally comprehended and gave her a harsh kiss, she had to ask him a second time. I was too terrified and delighted to perform better. I was reprimanded by her with the words, "Oops... not so hard, a baby kiss first." I did, however, receive my first kiss (FPS 131). Notwithstanding the stereotype that girls are shy, the characters in Bhagat seem to have a great deal of guts in rejecting it. Bhagat's female characters exhibit modern characteristics and methods of thinking. They demonstrate a thorough awareness of both their cultural values and the standards, directives, and norms established by their parents. They can embrace and adopt a culture they did not acquire in school but rather through social media because they have a free mind.

Having sexual encounters before getting married is considered to be sinful and unethical in traditional Indian culture. In order to retrieve their files, Hari was dispatched on a mission known as "Operation Pendulum" to get Professor Cherian's office keys. When Prof. Cherian visited his daughter Neha, they planned to break into his house, grab the keys, make a duplicate of the key to his office, and replace the original key there. Hari meets Neha's parents while they are out. While they were conversing and laughing, Hari cuddled up close to Neha and held her. She turned her face his way and they began kissing. "While still holding my hand, she did something she had never done before: she put it on her breast. Wow, my brain started spinning. What has become of this girl? Perhaps she had lost her mind. Operation Tempo was something I surely overlooked and lost my own: We rested on the bed for another 30 minutes, satisfied yet worn out.

Here, sexual intimacy could be interpreted as a component of physical closeness, but even after having sex, neither of them seemed to feel guilty; rather, they both seemed to enjoy the amazing movements together, which is proof of the young Indians' complete shift in their mental habits and how that is reflected in their contemporary lifestyle. Students' dating behaviors seem to grow gradually, starting with banter and moving on to more intimate encounters like embraces and kisses before reaching sexual connectedness. Having a sexual partner is viewed as the apex of marital joy in traditional Indian society; in modern culture, it is merely accepted as a normal part of life.

A modernized version of love is necessary for friendship to entirely revolutionize the genre. Platonic love can be understood as friend love, which is to treat a person with respect and care even if you do not feel a romantic attraction to them.

Bhagat depicts Radhika, an Indian girl intelligent enough to work at Goldman Sachs in New York, and her attitude in *One Indian Girl*. It was one of the highest-paying jobs, with a yearly salary of 120,000 dollars, or 48 lakh rupees. In New York, where people recognize and respect her attractiveness, she begins her dating life. She feels inferior to her sister in India because she constantly compares herself to her. She is forced to remain close to her books and hide behind the screen as a result. When she relocated to New York, she met Debu, a Kolkata native who attended Radhika's alma mater, SRCC in Delhi. Although they never got the chance to meet in college, they did in New York.

He gave her a tissue when she spilled some wine on her legs, and despite the darkness, she could see him staring at her legs. At the conclusion of the day, he tells her that he is familiar with good restaurants where they can obtain her favorite Chinese food. Her heart begins to beat more quickly. If this is actually a date, she questions. She was curious to learn more about what was happening. She was considering many ideas. She feels that he is too direct, and she is unsure about whether accepting his invitation will make her appear too flimsy and desperate. Furthermore, she worries, and thinks whether she was a loose woman. She Broods on girls destiny thinking why isn't there a manual on how girls should live in the world. She found it difficult to say "okay. She exerts as much effort to say, "Okay," as if she was carrying seven hefty luggage.

The fundamental tenet is that if a girl perceives herself and others as gendered, she is more likely to behave in a womanly manner and make an effort to emulate the women she observes around her. SL In his study, "Gender Schema Theory and Its Implications for Child Development: Raising Gender-Aschematic Children in a Gender-Schematic Society," Ben claims that every parent, educator, and developmental psychologist is aware that boys and girls develop into "masculine" and "feminine" characteristics at a very young age. Girls and boys, for instance, typically learn to enjoy activities that are deemed appropriate for their sexes by the time they are four or five, as well as to enjoy spending time with other individuals of the same sexe. The process of learning sexually suitable preferences, abilities, character traits, behaviors, and self-concepts is commonly referred to as "sex typing"

In India, it is valued to maintain a psychological and physical barrier between men and women. Misunderstandings regarding sexuality and ethical issues exist. The character of Vidya in Chetan Bhagat's *The 3 Mistakes of My Life* is a superb representation of how a contemporary Indian adolescent might behave and think if they were permitted to interact with someone of the same gender unsupervised. When she converses with Govind, who was a friend of her brothers and who taught her arithmetic, Vidya doesn't come off as a traditionalist. She is more contemporary and romantic, yet she places less value on emotions like care and affection.

Conclusion

Chetan Bhagat incorporates in his writings the conflict between traditional and contemporary societal changes brought on by globalization. People believe that the materialistic economic elite's propensity to mimic Western culture and disseminate the enatz way of life is due to their lack of cultural roots. The perceptions of men and women's roles influence these choices. Even though their family elders don't agree with what they do, the characters in Bhagat's books don't disregard traditional values. Tension might result when their desire for independence and uniqueness conflicts with the traditional, cultural, and social bonds they also cherish. While the majority of the key characters exhibit some preference for the western way of life, they also demonstrate that material possessions are not the most significant aspects of life. More significant than outward indications of money or success is one's own level of happiness. These differences do not result in an outright rejection of ancient values, but rather in a reconsideration of how to adapt to the modern world in a rapidly modernizing India. Chetan Bhagat has paused and considered how society has evolved.

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