

The culture and traditions are changing from generation to generation. Why is it happening? What can be done to change it?

Resisting against more powerful cultures, the weaker ones are on the way to oblivion, and perhaps that is why an overwhelming majority of social elites argue that herein lies the root cause of many of today's problems in both developed and developing societies. Some effective cultural activities-activists in plenty of developing regions have started to oppose this unconsciously crippling movement.

It goes without saying that humans are creatures of habit, and people's rituals often have strong ties with the ways people found to survive in a specific region. Many a tradition suits a specific tribe in South of America, but completely contradicts the way people dwell in North America. Thanks to the recent technological advances, individuals nowadays are watching, reading and listening to the same mass media. In this day and age, social media and large entertainment companies can lead the populace to wherever they intend to. That is to say, not only do those living in a remote village mostly follow the same series that people in modern cities watch, but they also listen to the dubbed/translated version of the same news people listen to in developed countries.

Many people in less developed countries subscribe to the view that if they do not find a feasible solution to this widespread plight, sooner or later they will have to say farewell to what they inherited from their beloved ancestors; ; cultural heritage. They claim that gone are the days when the youths respected their traditions. That enlightening the merits of local culture to ordinary people, especially school children, can slow down the devastation of regional tradition is an indisputable fact.

To cut a long story short, a vast majority of individuals, though bitter, have accepted that dying out of a weak culture is an undeniable truth, but on the other hand, a handful of intellectually well-educated people in developing areas are working day and night to prevent this from happening. Had they not educated the locals about their culture, many local languages would have died out by now.