

## The Study of Cultural Turn in Modern Society

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### ABSTRACT

My paper intends that 'Cultural turn' is a dynamic process that has unfolded in theory, art, and politics since the 19th century. References to the “cultural turn” reflect a broad movement (which progresses differently across disciplines, countries, and traditions) that emphasizes the importance of arts and culture for education, moral growth, social criticism, and change. By the 1980s, these developments had led to an explosion of forms of 'cultural studies', 'identity politics' and 'multiculturalism' in response to changes in capitalist structures and the relationships between economic, cultural and political institutions. The cultural turn was a shift in emphasis in the 1980s and 1990s from institutional activities to the ways in which past events were experienced, shared, disseminated, and encoded into culture. Building on new research on labor, peasants, and, most importantly, women's and gender studies in the 1960s and 1970s, a cultural turn turned to social symbols, such as language, to find new ways of understanding the past. The cultural shift focuses on new methodologies that revisit old data to reveal information about often underrepresented groups.

*Keywords: Cultural Turn, Sociology, dynamic process, Social change*

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Culture consists of beliefs, behaviors, objects, and other characteristics common to members of a particular group or society. Through culture, people and groups define themselves, adhere to society's shared values, and contribute to society. Culture therefore includes many social aspects, including language, customs, values, norms, conventions, rules, tools, technologies, products, organizations and institutions. The latter term “institution” refers to a

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Received: November 4, 2023; Revision Received: November 14, 2023; Accepted: November 18, 2023

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set of rules and cultural meanings associated with a particular social activity. Common institutions include family, education, religion, work, and health care. Simply put, being cultured means being well-educated, knowledgeable in the arts, refined, and well-mannered. Culture and society are inseparable. Culture consists of the 'objects' of society, while society consists of people who share a common culture. When the terms 'culture' and 'society' first took on their current meaning, most people in the world worked and lived in small groups in the same places. In today's world of six billion people, these terms have lost some of their usefulness as more and more people interact and share resources globally. However, people tend to use culture and society in a more traditional sense. For example, being part of a "racial culture".

### *Objectives*

- To identify the reasons for cultural turn in sociology.
- To understand social change through cultural turn.
- To identify the cultural turn as broad movement in sociology.
- To know the cultural turn as dynamic process of the society.

### *Cultural turn in modern society*

A "cultural turn" in the broader social sciences that gave respect and interest to our relationship with the countryside, especially through a new emphasis on landscape, otherness, and the spatiality of nature. Through its conceptual fascination with difference and its methodological fascination with ethnography, cultural studies have provided an important palimpsest overlay on the existing landscape of knowledge.

Reasons for cultural turn: Cultural change can have many causes, including the environment, technological inventions, and contact with other cultures. Cultures are exposed to external influences through contacts between societies, which may trigger or hinder social change and changes in cultural practices. Wars or competition for resources can affect technological advancements or social dynamics. Cultural ideas can also be transferred from one society to another through diffusion or acculturation. Discovery and invention are mechanisms of social and cultural change. Discovery refers to the search for new knowledge in an existing field. Typically, this involves discovering new insights into a particular behavior or ritual. Invention is the creation of a new device or process. New discoveries often lead to new inventions by people.

Social change through cultural turn: Culture can be defined as "the social process by which people communicate meaning, make sense of their world, construct identity, and define beliefs and values". According to Georg Simmel, culture means "the education of the individual through external forms objectified in the course of history." Culture can therefore be interpreted on a wide spectrum, from purely individualistic solipsism to objective forms of social organization and interaction. Cultural change refers to the movement supporting the transformation of society through invention, discovery, or contact with other communities. It is an important element in contemporary society. The term "cultural change" is used by sociologists and public policy to refer to the ways in which societies change. Societies acquire new cultural traits, behaviors, social norms, and consequently create new social structures. This level of social change occurs as a result of contact with other societies (e.g., war or mass migration), the invention and diffusion of innovations (a car or a smartphone in every pocket?), and discoveries.

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Cultural turn is broad movement The Cultural Turn is a movement that began in the early 1970s among scholars in the humanities and social sciences to place culture at the center of modern discussions. This also explains the shift away from positivist epistemology and toward an emphasis on meaning. The cultural turn was described by Lynette Spillman and Mark D. Jacobs in 2005 as “one of the most influential trends in the humanities and social sciences of the past generation.” The cultural turn in the late 20th century is interpreted as referring to either a substantive shift in society or an analytical shift in academia. The former argues that culture plays a more significant role in advanced societies, which fits with the notion of post-modernity as a historical era in which people "emphasizes the importance of art and culture for education, moral growth, and social criticism and change".

Cultural turn is dynamic process: 'Cultural turn' is a dynamic process that has unfolded in theory, art, and politics since the 19th century. References to the “cultural turn” reflect a broad movement (which progresses differently across disciplines, countries, and traditions) that emphasizes the importance of arts and culture for education, moral growth, social criticism, and change. By the 1980s, these developments had led to an explosion of forms of 'cultural studies', 'identity politics' and 'multiculturalism' in response to changes in capitalist structures and the relationships between economic, cultural and political institutions. Culture is dynamic and therefore complex. Culture is not static, it is fluid. In other words, culture is constantly changing every day in subtle and tangible ways. Because people communicate and express their cultural systems in so many different ways, it can be difficult to determine exactly what cultural dynamics are at play. For example, think about talking about a person's attitudes or feelings. In this type of dialogue, Albert Mehrabian (1971). People have been shown to pay attention to words or what is said; the tone or manner in which words are pronounced; The visual presentation of words, often called body language. These are all aspects of culture that are interpreted differently depending on the cultural context. Cross-cultural communication becomes complex and difficult to manage when multiple layers of culture are added to the conversation: time, power and authority, emotions, age, gender, religion, nationality, and even previous cross-cultural interactions.

### CONCLUSION

Thus My paper suggest that Cultural turn' is a dynamic process that has unfolded in theory, art, and politics since the 19th century modern society. References to the “cultural turn” reflect a broad movement (which progresses differently across disciplines, countries, and traditions) that emphasizes the importance of arts and culture for education, moral growth, social criticism, and change. Culture can be defined as “the social process by which people communicate meaning, make sense of their world, construct identity, and define beliefs and values”. 'Cultural turn' is a dynamic process that has unfolded in theory, art, and politics since the 19th century. References to the “cultural turn” reflect a broad movement (which progresses differently across disciplines, countries, and traditions) that emphasizes the importance of arts and culture for education, moral growth, social criticism, and change. By the 1980s, these developments had led to an explosion of forms of 'cultural studies', 'identity politics' and 'multiculturalism' in response to changes in capitalist structures and the relationships between economic, cultural and political institutions. Culture is dynamic and therefore complex.

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### ***Acknowledgment***

The author(s) appreciates all those who participated in the study and helped to facilitate the research process.

### ***Conflict of Interest***

The author(s) declared no conflict of interest.

***How to cite this article:*** Shigli, S.C. (2023). The Study of Cultural Turn in Modern Society. *International Journal of Indian Psychology*, 11(4), 1372-1375. DIP:18.01.121.20231104, DOI:10.25215/1104.121