Historical Perspective of Cultural Diversity; An Effect of Cultural Change on Student's Performance at University Level in Pakistan

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Pakistani society has diverse cultural change history. After independence society face many cultural domination in different decades of last century. Through globalization, and media activism from nineties, Islamic culture are dominating by Western culture continuously, specifically in Pakistan's cities areas. Both cultures has a lot of differences in the attitude of religion, beliefs, traditions, values and other ways of life. These changes seriously effects the society especially the youth of Pakistan. The purpose of this study is to explore the effect on university students in context of positivity and negativity of western culture and to suggest an appropriate directions in this situation. Data were collected through questionnaire on the observations and the experiences of teachers from four universities of the Punjab. A developed instrument was used to assess positive or negative effects of foreign culture on students behavior.The study results showed that cultural negativity dominate the positive aspects of foreign culture due to double mindedness, family backgrounds, misguidance and lack of counselling facilities. researcher recommend many suggestions on basis of finding, how to cope this situation and how students can avail the benefits of foreign culture and can save him from the negative aspects of this culture.

Introduction

Collection of people's symbols, beliefs, norms, values, artifacts and behaviors are called culture. Through the use of the term "culture," these two labels for these groups or systems have historically evolved in certain regions (sometimes extended to several countries such as Polynesian, African, and Asian cultures) Group culture by ethnic is, Jewish culture, Tuareg culture), or some subspecies of society ("subculture" such as pirate culture, hippie culture, cyberculture, etc.).

As already mentioned, it can be seen as a complete lifestyles of people, containing customs, beliefs, traditions and languages, as well as many different cultures and common subcultures in the world. The main concern of this debate is on two opposite current cultures in this era. One of the Islamic cultures is the "perfect lifestyle" established into view of the Qur'an and Sunnah and the Western culture is In contrast, both signify "the whole approach of life." Conversely, the two lifestyles are completely different. The main difference between cultures comes from the origin of culture. The Qur'an is famous for its Islamic culture and its traditions and cultures (Islam and SalalahHooraja). This is the life of Sahaaba lived after becoming an ignorant culture (Jahliyaah).

Previously, many northern Europeans, particularly Scandinavia, are still polytheists, although Southern Europe from the 5th century is essentially Christian. The country of Pakistan is a Muslim domination. Culture of Pakistan has distinctive beliefs and values and has Islamic influence. Pakistani Islam sets out the ethical rules for thPakistani people. Due to the Westernization of cultural adaptation, people are influenced by Western culture.Society of Pakistan adopt the influences West and reconstruction, according to local needs and concerns. For example, wearing a short shirt and scarf with oriental jeans, mixing camps, mixing music and marriages of love and so on.

The social condition shows that mixing the culture of the "Western community" is very serious on Pakistani society. Westernization is a procedure in which vulnerable sectors of society are trying to modernize. The Pakistani elites (the rich) are mostly westernized and encourage middle and lower classes to imitate them. The first priority of the younger generation is finding a job in a multinational corporation in Western or developed countries.

Pakistani universities are also influenced by Western culture. This behavior is reflected in the appearance of students, dressing, and openness of relationships, bold discussions and summations.

Statement of the Problem

The study discusses the western culture deprivation over Islamic culture by teacher observation. There are a significant change in the lives of Pakistani adolescents. Pakistanis, and especially young people badly influenced from western culture and continuously go away from their religious and society values and ethics. Wearing Jeans shorts or tights with shirts, mixture of Urdu language with English, pop music, unlimited gender relations and love marriages brock the family and society of Pakistan. This situation is very serious in Pakistani universities. Study in hand discover this situation particularly to the students of Pakistani universities.

Objectives of the Study

- To explore the current situation of the students in context ofwestern culture change at university level.
- To discover the negativity and positivity of western cultureon students at university level.
- To assess anoperative culture for students at university level.

Research Design and Methodology

The study was naturally descriptive and a quantitative method was used to collect data. A survey technique was used to note the responses of respondents. Teachers from universities of the Punjab were thepopulation of this study. Through cluster sampling technique 4 universities, The University ofPunjab,Minhaajul Quran University,University of Lahore and LUMS were selected. Stratified and random sampling technique was used to select the respondents from different departments of above universities. 100 teachers, 25 from each university were selected through random sampling technique.

Review of the Related Literature

Culture

The word vocal tradition comes from Latin, cultura or cultus. Cultus means to develop it. The most common form of organizations that are closely related to soil cultivation, agricultura. Although the cultural context has begun to be work-related, the question of the type of work and what leads to it is invisible. The Romans associate human traditions with humanitas; human vs animal, city vs village, urban vs rural. However, many thought that it was an unnatural proverb and that the interpretation of the tradition was that of Building, the development of a difficult life inside.

Kroeber and Kluckhohn Repeating the Doctrine and Definition means: "The most commonly used word in the world" culture "- all world languages take guidelines from Latin roots - remains the main idea of the culture or attractiveness. The first significant output was from the German artist Kultur, which was different that culture is "distinct values" from the highest or brightest people. "(Kroeber &Kluckhohn 1952, 35)

Effect on Pakistani Society

Social revolution in Pakistan's social context has different contents and meanings. Pakistani society has changed dramatically since its launch, and the process has continued. The driving force behind this transformation is globalization. Pakistan's society began to experience a great transformation from the early 1990s, the emergence of a free and open world after the Cold War, macroeconomic policies of this era is that, for privatization and liberalization of the domestic and commercial markets, the banking industry by allowing Private banks and state-owned commercial banks compete with the liberalization of the bank, competition for the promotion of scientific, communications and information technology through the privatization of state-owned flourishing assets, the antenna in the form of a dish to reach foreign television channels make possible.

In Western style, given the advances in science and technology and economic development, and in order to achieve quality of life, the underdeveloped society is excited. This inspiration leads to erosion of national identity, especially in Asia and Africa.

Pakistani uses the Western style of everyday life, for example, people often use English as a common language, such as English as a medium, western clothing, western style fast food restaurants, single-family and marriage of love, forien education at all levels, between men and women a desire for a very independent friendship and migration to

Western countries are increasing. Westernization is the procedure of society trying to modernize. The Pakistani elite class (rich) has largely become the West, which is a medium and lower inspiration to imitate them. The first priority of the younger generation is finding a job in a multinational corporation in Western or developed countries.

Reasons of Prevailing the Western Culture

Due to differences in economic and technological abilities, there is no equality in any society of the world. The impact of hybridization in the developed world, especially economically, is particularly significant. Economic factors are the main cause of changes in the people's social life, which determine the social and political conditions and the society and the country power.

Some communities have more resources than others, and they can greatly affect others, with some lacking the necessary resources to penetrate and even resist the influence and power of other societies.

Furthermost significantly, the progression of globalization through strong institutional facilities is compulsory. For example, the effect of dominant international financial institutions such as International Monetary Fund and the World Bank affects numerous countries. The World Trade Organization (WTO) has been applied without regard to the internal conditions of members of the national communities. In a free competition, everyone is competing with everyone; non-developed and developing countries must compete with developed countries. The rules of governments are the same for weak and strong people to survive. This situation causes very contrasting and shocking shocks, especially in vulnerable countries.

Serious differences in the less developed countries have a direct impact on their citizens. In a highly competitive world, underdeveloped governments are a tough task for settling their citizens. This economic disparity has transformed the world into a place of division.

Positive effects of Western Culture

Broadening the Perspectives of Knowledge in Pakistani Society

Like other states, Pakistan is taking advantage of the remunerations of globalization to bring technology provided in the form of, for example, a personal computer, the Internet, mobile phones, fax machines and cable television, and other innovations in modern technology.

The net connections are very simple and cheap. The Internet informs people of the world, innovations and new changes. Advanced communication modalities are externally exposed to the world, so that people are able to take care of everything in life, especially in their general rights and wisdom. The issue of women's rights, human rights, and children's rights is becoming more and more frequent and appearing in the media.

People are more aware of their system choices. As more and more people have access to the media, even uneducated members of the community can discuss the country's socio-political situation, and can like or dislike it.

Literacy

Westernization affect Pakistan's education. Education at all levels in the Pakistani society, regardless of its economic situation, is being paid more attention. People know that if they have to change their lives and improve them, they must study. Given the knowledge and analysis of various issues, new books, scientific articles, and guidelines for online research study can be found on the Internet, it's easy to research. Admittance to foreign scholastic institutions can be simply accessed through the Internet. An external scholarship is based on a free competition. Students are creating training groups on the Internet to exchange knowledge. Employment opportunities are increasing, as the portal provides a developed country for skilled and educated people and immigrant programs, and allows work for highly specialized people. Job opportunities are advertised on the Internet; open at the global level.

The Status of Women

Wakefulness of Globalization is a contribution for the status of women in the community of Pakistan. The situation of women has been rehabilitated and prospects has expanded. The law is introduced to ensure the rights of women in the community. People are more aware and educate their girls as much as their boys. Women's employment opportunities are more than ever, because gender discrimination is eliminated and empowerment. Women's rights are being protected and the rules are in place.

Improvement in Life Quality

Society can improve the quality of life. Economic globalization has opened the way for lending in Pakistan, commercial sponsoring, credit cards and installment policies for various indulgencethings such as microelectronics and automobiles. Individuals can now get luxury goods that they could not pay for in the past.

The Responsibility of the Government is to Share

In the Westernization process, common complications have been recognized in the world. For example, eradicating poverty is not just a nation responsibility but state, it is a global system, and financial institutions are working to solve this problem. Pakistan has ways to improve the country's economic conditions, such as assistance, loans, development planning strategies and expert financial advice. To increase the participation of women and children in Pakistani society is the agenda of international donor organizations.

Openness Improve the People's Life

Individuals belonging to the middle class of Pakistani society benefit from the liberation of the West. They use advantage-based opportunities in a competitive world to change their quality of life with a negative trend of corruption and personal influence in Pakistan.

Activeness of Media in Society

Pakistani media have been very active since 2002 and shows the weaknesses of the community and the representative of the various sectors. It discusses and analyzes socio-political and economic issues of society from social conditions. It also affects the thinking of community members, educators and religious channels which are providing appropriate information through simple tools.

Negative Impacts of Western Culture

Rising the Power of English in Pakistan

Like other developing countries in Pakistan, English knowledge offers more jobs for people who know English well. These are controlled by multinational companies that support developed countries. The local language is losing its significance due to viral use of English in society. Their literature disappears, with an emphasis on English language. In Pakistani society, a combination of popular English and national languages, which seems strange, weakens the main, and affects vocabulary.

Courses on Pakistani knowledge, such as Pakistani studies, religious and regional languages have inferior consideration, and students below the average adopt these subjects. It is not important to study national languages such as Urdu, Sindhi, Pashto, Punjabi or Baluchi; the rate for enrolling in these sectors is low. English literature is widely used as an important subject in graduate and postgraduate education. The English Language Learning Center has become a profitable business and has become a social insanity.

Western Societies Projected as Model Societies

Pakistani media is promoting conditions of the Western society as the best political system for human rights and personal liberty, a sustainable economy and a united and free society. It leads to the decline of the value of individual culture and the falling values of social citizens. In particular, for the new age group of fewerdeveloping countries, their nationwidelinguistic, values and history more or less create negative image. In Pakistan, persons tend to prefer importedthings, teaching, speaking, food, clothing / style, parties, family relationships and systems. They reject the mother tongue, customs, beliefs and social and politically aware systems on the basis of modernization and coordination with internationalgrowth.

GrowingMaterialism betweenIndividuals

The western endeavor is that individual'seffort to get the same luxury. Materialism has develop the mainstream of societalvariation in Pakistani culture and has evolved as much as emerging countries. This trend increases individualism (pursuing personal happiness, not collective gain), and focuses on its motives for selfish interests and the division of the family system.

The materialism indirect result is competition, and it forces members of the community to strive for the greatest luxury. Pakistanis spend more on luxury cars, cosmetics and perfumes, electronics, clothing and other foreign luxury. Deluxe spend a lot of money to buy imported goods. Therefore, the people of the victims have become the advantages and disadvantages of the groups in the community, and the affordability of

these luxuries is superior to those who cannot feel humiliated, there is an effort to find alternatives such as bribes, corruption, and even criminal prosecution. Desire to become a member of social reputation.

Forming a Cultural Gap in Society

The wealthy Pakistani class have often become westernized because of their ability to afford the luxury of Shiite life; Western fashion acceptance is also reflected. People who cannot afford the way of Western life are different and have different attitudes.

It creates a cultural division in a society in which people have similar roots, but many want to be the Western. This situation weakens interpersonal relationships and leads to social disparities due to traditionalvariances (linguistic, clothing, foodstuff, style) between homogeneous groups in the same region.

Controversy in Values

Each society has its own particular values and has been Longley influenced by many factors, such as religion, civilization and history. In stance, changes in the education sector is warm welcomed and accepted by the Pakistani community, on the other hand, the institution of marital change, such as out of cast marriage, love marriage, and changing in beliefs are generally not accepted. The conflict between the traditional values of Pakistani society and the values of the Western community is increasingly being accepted by various sectors of society, but not accepted by the whole.

Weak SocietiesInspired by Developed World'sExposure

The growth of other societies has caused the mainstream system's dissatisfaction, led to blind searches from other communities, and relations collapse in between the people and the government. Therefore, this dissatisfaction can lead to social collapse ethnic disloyalty, and sometimes it happens that change in ethnic, religious or sectarian conditions is in Pakistan in order to get a best choice. Countries do not support those who need to solve the tasks of the recent world. Therefore, persons are guiding care and faithfulness and refusingpartisan and societal systems. The condition in the border regions of Balochistan is clearly the logic presented here. Westernization is the strong creation of non-state actors.

People Feel Lost When Society Absorbs Foreign Influence

Reception of foreign forces can cause confusion and insecurity. For Pakistani society, they have a sense of identity confusion, social preferences of the majority of foreign cultural property, a part of religion as a priority for the best solution, while this country is the dominant people's life. In the Pakistani society, the process of differentiating ethnic, religious, and religious foundations has become more and more apparent.

WesternismSplits the Society in Classes

The higher classes become severely westernized, and others are trying to copy it. Elite class people are totallydiverse to others. Aryuf Hasan (2003) explores the issue of social class differentiation in Pakistan, and wrote that:

"They cannotcommunicate to the variations taking place all over the place, particularly in learninginstitutes for their children to learn, so the other families will send their kids to state-owned universities." The middle class sent their child in public sector in Pakistan. "As a result, urban and rural culture suffered a serious loss of education, a steady decline in the preservation and development of property and entertainingaccommodations in the public sector" (p. 423)].

Pakistani civilization is separated into several groups based on the economy. The two upper-class wealthy Western-oriented. Their social life is completely different from ordinary people. Follow the top-prosperous Western lifestyle, fashion, clothing, food, education and relationships. They create their own separate worlds, and bring them to local and local conditions. The lack of high classes of participation in social life, causes a social gap, effective in the development of education and the public sector.

Analysis,Findings and Recommendations

Three major objectives were assessed by three parts tool
First partassess the influence level of cultural diversityon university students.
Student'sPercentage

Statement	20%	40%	60%	80%
In universityinfluence ofwestern culture on students are?	10	20	65	5

Out of hundred respondents,, 65 assess 60% and 5 assess 80% while 20 respondents assess 40% and ten said that twenty present students are influenced by western culture.

It was concluded that 65 % Pakistani universities studentsare influenced from western culture.

Positive Influence
Western Culture Positive factors

Statement	Agree	Disagree
Westernization increases responsibility of the university administration	36%	64%
Westernization open the borders of info which risequality of education in universities	33%	67%
Westernization improves the conditions of Women in our society	35%	65%
Westernization improves the literacy level of society	50%	50%
Westernization widens the horizons of knowledge among Pakistani students	55%	45%
Westernization increases performance of students	20%	80%
Westernization improves the quality of life of students	27%	73%

The table result shows that, according to what the teacher did in a very Western way in the Pakistani universities, only 2 out of 7 were positive in the category of products.

There are positive factor that have been argued as a cultural traditions of students, but our students have not shown any constructive or positive impact of above culture. On the other hand only 55% agreed that Western culture increased knowledge of students. Even half responded that reading and writing skills improves in western culture influenced students.

On the other hand, 5 indicators show that 73% did not agree that the living lifestyle of students in adopting western culture , in the same way 65% did not agree that there is any change on women conditions by westernization of society. Sixty seven present respondents disagreed with the assumption that Western countries are introducing and opening boundaries of information, to improve educational quality of university in their culture

adopted societies, 64% are not looking that due to modern culture administration feel more responsibility than other culture. A significant proportion of 80% of this surveyed admit that the Western influenced reduces student performance at university level.

Negative Factors of Western Culture

Statements	agree	Disagree
Westernization is producing a cultural gap 'within' the students	81%	19%
Westernization is destroying the character of the students	77%	23%
Westernization is increasing materialism among students	84%	16%
Westernization projects westernized students as model students	76%	24%
Westernization is cause of clash of values among students	83%	17%
Westernization increases the power of English in Pakistani students	83%	13%
Westernization dislocated the students from their roots.	88%	12%

Above table shows that due to westernization in university level there are very high level of negative impacts on students and there was complete negativity in this tool portion.

In negative factor seven fields were analyzedandresults show that,84 percentapprove that Westernization is increasingacquisitivenessbetweenlearners, whereasapprox. seventy seven percentcome to an agreement that Westernization abolishing the student's character in their routine. While 83% agreed that through WesternizationEnglish language powerincreased instudents of Pakistani universities, in the same way 76% agreed that westernize students place as the model students of society. 81% agreed that due to Westernizationstudents feel a cultural gap between them,88% agree that Westernization dislocate the students from their roots and83% agreed that in studentsvalues clash is due toWesternization.

Overall results show thatdestructions of western culture are very high onstudents'of Pakistani universities in all fields of their lifespan.

Recommendation

The social system and political system of a country are always the same, butin the opposite position in Pakistan, society is separated on this issue. Spiritualcrowds have different opinions. The liberals follow their pursuit of liberalism. In shaping the constitution and laws, the government must accept Islamic principles as the principle of organizing the state. In fact, the social situation is exactly the opposite. BearingSpaghetti western values is to guide society about its ideologies.

Pakistan is the result of the Indian Muslim community's aspirations. Islam is the only force that connects people from different ethnic group and is the only final uniqueness of Pakistani society. The Pakistani society essentially needs modernization, but this is not going to follow the concept of the West, but the achievement of Islamic modernity and economics.

An ideal Islamic society supports and presents an open, modern, and universal concept regardless of religion, race or cultural differences. Islam is a society that respects human dignity, individual development, best living requirements and poverty eradication. It is very concerned about the development of education, as much as worrying about improving the family and society as a whole. Emphasis on family cohesion and promotion of good values, prioritizing social harmony, ethics and social welfare.

The concept of Islamic progress emphasizes social justice, harmony and general well-being. This allows private property to compete correctly with the market. Islam is keen to change the positive changes and replace them.

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