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Role Of Technology In Celebrating Festivals

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Abstract

A festival or gala is an event ordinarily staged by a local community, which centres on and celebrates some unique aspect of that community and the Festival. Among many religions, a feast is a set of celebrations in honour of God or gods. A feast and a festival are historically interchangeable.[1]

In Indian culture, there was a time when there used to be a festival every day of the year – 365 festivals in a year – because a festival is a tool to bring life to a state of exuberance and enthusiasm. That was the significance and importance of festivals.[2]

In India there are some of festivals which are celebrated as big event like Dussehra, Diwali, Crismusec. It is that time of the year when we see the festive colours and joyous faces all around.

We find people right from the kids to adults, discussing, planning, shopping or making arrangements for the festive celebrations. Right from a school going kid to a corporate professional, all are eagerly waiting to celebrate the festivals in their own way.

Festivals were different and differently celebrated across all the regions, depending upon that region's geographical and climatic conditions.[1]

But, now impact of modern life style on basis of technology has going to start on changing way of celebrating festivals.

Basic objective of this research paper is to highlight on how technology is changing the way we celebrate festivals, Role of Technology has played in celebrating festivals and also focus on Different ways of celebrating festivals, Technology connected the people but not the culture.

Keywords Festivals, role of technology in celebrating festivals, Use of Technology in Festivals, Different ways of celebrating Festivals, Prons Cons of Uses of Technology in festivals.

Introduction

Can someone imagine life without festival? 365 days working or enjoying holidays only. In this high tech modern and busy world, we have very less time to spend with our family members, relatives and friends.

Festivals are the unique way to meet them. Almost all festivals are related to god or some kind of religious faith. Festival keeps us together. Festivals are celebrated in memory of the victory of truth, victory of light over darkness.[3]

Festival teach us to live together, to support together, makes our belief strong in religion, discipline. During festivals, family members, friends, neighbours and relatives meet together and enjoying. This meeting can make relation stronger forever. Also it gives a chance to know better about our culture and each other.

During festival we are also worshipping God. It is increasing our faith in truth. Now all community peoples celebrate all festival together. This increases feelings of brotherhood. Every festival has some scientific reason to celebrate. Most important thing behind celebrating festival is to spread happiness. Celebrate to make someone smile. We should celebrate our festivals in such a way that we can stop too much waste of money, should not pollute environment.

Life is growing rapidly in modern times with technological advances and social media platforms. It's impact also followed to celebrating festivals with different ways.

In this paper, our aim is to make a survey on Role of Morden technology in festival celebration, Importance of celebrating festivals, Affects of Morden technology in celebrating festivals etc.

Research Methodology

This research paper is conceptual and Exploratory in nature. In order to meet such objective secondary method is adopted. The secondary data was collected through books, periodicals, journal and published material related festivals and Computer Technology for the study.

why festivals are important in our life:[4]

1. Festivals Create Harmony with nature

Festivals are connected around the world with nature and culture. In India Navratri, Dushera, Diwali, Holi, Lohri, Pongal, KarwaChauth, RakshaBandhan, and Shivratri, etc. all these festivals have religious importance.

All are special occasions based on SATYUG (The ERA of truth on Earth), DWAPARYUG, TERTA YUG, etc. stories and real incidents. More described in PURAN AND VEDAS. Currently, we are living in KALYUG.

That day when God killed the devils known as the most beautiful and auspicious for people. Such as RAVAN, HIRNAKASHYAP, KANS, KHARDUSHAN, etc. are killed by God after taking special AVTAR on earth to protect people from victimization and tyranny.

Now in Kalyug or previous era, it does not matter how different we are in color, salary, occupation, job, position, and money we are still taking O2 from trees and plants. We all need water to drink and we all need food to live. And everything around us is a part of God.

Technically, God is a group of good people in Kalyug and the Group of bad people is Devil. We need to identify that.

But all good people and bad people are children of God. God is everything, nature is God. Plants, Trees, birds everything that you see have the part of God.

We humans can't live without plants, trees, water, animals, etc. on the earth. Even this world is impossible without humans and other natural parts. When all part of nature connects with each other for good cause then it creates harmony in the society.

And that's why we all connect on festivals with each other to remember that God is here and we need to follow good natural practices.

So for the development of Nature (humans, animals, water, air, etc.) and harmony between people in society, it's important to celebrate festivals.

2. Festivals Spread Brotherhood and faith

Festivals spread brotherhood or sisterhood and faith in between all the humans. People at festivals are connected with God and lessons. Connection with God creates a positive attitude in their behaviour towards other people.

And positive behaviours towards everyone no matter about cast, religion, colours and occupation and sense of respect for everyone it spreads brotherhood, love, and faith in the society.

That's why festivals are important to celebrate. It's because festivals are the oxygen of society and the life of society, brotherhood and faith are dependent on how much we care about each other.

When everyone follows his/her duty and cares about the other people and the whole part of this nature then the social development begins.

Festivals are a chance to whole people of the country and world to work and connect for a cause.

3. Festivals speed up the economic development

People buy more goods and services during festivals. It's because they get a discount on luxury items and various attractive schemes on products and services from sellers.

Government and private employees get special bonuses, gifts and holidays to celebrate festivals with family.

Everyone arranges and spend money on festivals. That increase banking and cash transactions. More items sold mean more tax collection for the government. More people get money and it increases more investment later.

Different uses or applications of Technology in Modern Era

Life is growing rapidly in modern times with technological advances and social media platforms. There are a multi-faceted compendium and many-sided synthesis of the development of human lifestyles such as technology, and social media in contemporary life.

Communication outlets and connection sources are changing every part of our lives so fast that it can be difficult to adjust. [5]

Technology has improved the lives of many individuals, with nearly half of adults. For example, in the United States of America, India and other developed countries imagining life without a Smartphone is a very difficult task.

Technology has created amazing tools and resources, putting useful information at our fingertips. Modern technology has paved the way for multi-functional devices like the smartwatch and the smartphone. Computers are increasingly faster, more portable, and higher-powered than ever before. With all of these revolutions, technology has also made our lives easier, faster, better, and more fun. Technology's advancements have provided quicker ways to communicate through instant messaging apps and social media platforms.

Technology has also given us brand new devices in recent decades, like smartwatches, tablets, and voice assistant devices. With these devices, we can do things like transfer money instantly and make purchases for everything from clothes, food delivery, groceries, furniture, and more. Technology has changed how we entertain ourselves, meet each other, and consume all types of media. It's made fun advancements, but it's also made important advancements in safety when it comes to home security and medical devices. [8]

Digital technology has changed what people term as "media." The influence of new technology on media is apparent since a media company isn't necessarily a news platform anymore. A media company is now any company that helps pass information across the globe, including social media platforms like Facebook and Twitter.

We do most of the house cleaning with machines, which actually makes the life very easy. Every day a new machine is invented for human use to ease their lives. According to Emmanuel Mesthene (n.d.), "Technology is neither good nor bad, it is neutral" (page 12). This means that technology can bring us luxuries, but it also can cause problems. It is a matter on how the technology is used.

Areas where applications of technologies are used is shown in following figure.

Role of Technology in Celebrating Festivals

With the advancement in the technology, it has impacted on the festivals too. Under a deep thought? Well, why not? Just think of times when people used clay lanterns and see now, by what percentage do u find clay lanterns during the festivals? It's mostly the synthetic items or goods which are flooding the market.

We have ample number of products, clothes, eatables to choose from. And in countries with such huge populations, how do u think such commodities in these many quantities are produced? Had it been all manmade, it would have taken ages to produce such quantities. But, technology, our dear friend, has made it easier to produce huge quantities and distributed among the mass.

Well, Only a few days left off for the festivals, and you come up with a sudden plan to go to your native and celebrate with your family and friends? OMG!!! Well, nothing to be freaked out. This OMG factor doesn't remain anymore. Just sit in front of your desktop, laptop, mobile, tablet, etc. and open your browser, visit airlines site, book the ticket and make transactions online. [8]

Bravo! And here you are on the day of festival by crossing several miles within a few hours of flight in front of your family. Wow, the idea itself gives a thrill, doesn't it? So, now it must be really easy for you to make out the whole amazing idea was overdriven by our saviour in charge, 'technology'.

Oh, wait! You won't be able to make it out this season and celebrate with family and friends? Upset? Well, you shouldn't be. Our dear Mr. Technology has provided us with devices, network connectivity and Applications through which you can watch your loved ones celebrating in front of your eyes, and you don't feel excluded.

The online market, dominated by Amazon and Flipkart, have become an important part of India's festive season. Their shopping festivals form huge calendar events that attract millions of Indian online shoppers each year. Technology also help for providing new ideas about making different kind of food, decoration related with respective festivals. It also provide festival celebration information to whom they don't know. Technology Connected the people but not the culture[8]

Yes, Thinking that we are contradicting the last section where we were praising Technology and now all of a sudden at the verge of criticizing it? Well, please re-read the sub-heading. Technology has played a vital role in connecting people.

But, Festivals are the reason to connect the cultures. Yes, technology is a medium that helps festivals to gather people and the sense of festivity brings the joy and valour to re-unite the varied cultures a nation carries.

Well, if we observe in-depth, we would observe that celebrating festivals brings in great positivity in day to day personal as well as social affairs. It symbolises and showcases a great unity in our across our nation.

People stay united and get involved with each other while celebrating festivals. The family culture, which we can see is vanishing these days stays intact. Festivals give people staying away from their home working day and night for their family and future a reason and an Occasion to meet their near and dear ones.

Not only these, only these festivals have given an opportunity and a hope to the Soldiers safeguarding our nation out there and brings them home. The seldom essence of festivals and celebrations lies in to firmly hold the roots of human values through inclusiveness and togetherness.

We are losing out on traditional way of celebrating festivals. In older days there was the hustle and bustle in their homes before and after festivals. Things have changed now. Our hectic lifestyle is majorly to be blamed, also since most of the families are nuclear it becomes very difficult to follow all those rituals of celebration.

Conclusion

Festivals are widely celebrated all across the globe all throughout the year. It is not only a cause of celebration or worshipping thy God, but also, carries a hidden responsibility of uniting the mass. [8]

It is a ray of hope that gives people a reason to smile, to stay happy and joyful and Technology helps this ray of hope stay alive.

To celebrate festivals you can use technology for happiness and joyness but not only technology is main aspect of celebrating festivals.

So, here we are in festive journey doing our bit and giving our all an overview of what and how Festivals and Technology mean to us, and how they support each other.

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