

The Perceptions of Lifestyle diseases in contemporary Kolkata: A Sociological Study.

Abstract

In this present complex society life has become a mere existence with various challenges. Along with the complexities there are plenty of lifestyle patterns and choices which have evolved to the present scenario. As days are passing the lifestyle discourses and choices are changing, thus people are compelled for adjusting along with it. Also, they are being trapped into various lifestyle diseases. Due to the impact of modernization and neo-liberalization, consumerism developed and all associated features like, dining out, snacking etc. is in vogue. Not only this, the work culture has been immensely impacted due to globalised and cosmopolitan lifestyle. In this paper the researcher is trying to see a representative interpretation of middle class Kolkata in respect to the actual ratio of population. Here relation has been drawn with lifestyle diseases and the different factors for changed lifestyle pattern of kolkatans. The intension here is to see, what kind of diseases are seen most and why. What does the middle class Bengalee of Kolkata understand by the term LIFESTYLE and are there any changes in the religious rituals or cultures for this abrupt change in society, which can actually cause the diseases? Lastly, what special and different kinds of healing lessons or procedures are followed to tackle lifestyle diseases? Though it is well known that lifestyle diseases are a global problem, it does not depend singly upon age, sex, colour, creed, or religion. In a nut shell, how lifestyle orientation at present stage is impacting the middle income group of people, who are struggling between their own terms of life leading along with the new implemented one, and doing a balancing act. They comprise the bulky portion of society and have to succumb to the changes most. They have to bear the changes, so they have different related problems with it too and they resolve it according to their own remedial ways. Thus lifestyle has emerged as an important health-related concept.

Key words- lifestyle discourses, lifestyle changes, lifestyle diseases, religious rituals, globalization and consumerism.