

3. Write a note on culture and leisure with special reference to shopping mall: - (10)

⇒ Everyone needs leisure time and its their personal choice how to spend it. But these personal choices are also be constructed by society and culture. So changes in society reflects on people's relaxation types. In early 20th century, there emerges new urban sectors; a large number of population migrates from rural to urban sectors; changes in family patterns, lifestyles, work patterns etc. are noticed. City centres are especially made for upper and middle class people. For their entertainment, there form a new culture: called shopping mall culture.

Beginning of a new entertainment culture:

During 1960-70 in America, the first shopping mall was created to ensure leisure time spending as well as it supplies everyday needs. That was an experimental project to present a market area in a systematic and attractive way. There is also concern to maintain the social status and create different malls according to upper and middle class people. Not only class consciousness, malls also maintain proper hygiene, a planned market system and some entertaining arrangements (like club, children park, theatre halls etc.) All these opportunities within a building attracts some particular classes.

Purpose:

Before 1960s, there was no structured market system. As urbanisation expands, there requires new market places for different classes. Customer satisfaction and utilise their leisure time by creating new business model was the main reason to build up shopping mall.

New Employment:

Shopping mall, in one hand gives leisure entertainment to higher class people and in other hand it gives employment to lower class. Large number of less educated people got employed in different sectors and became skilled by trainings.

Expanding the city:

At first, shopping mall did not built in city centres as it needs larger land plot. Then the area is connected with the main city. As a result, the ultimate size of the city expands and creates suburban area.

Features of Shopping mall:

Shopping malls are the new way for the families to spend their leisure time. Because it provides entertainment for both children and adults.

- Spacious: Most malls have enough spaces ^{inside} ~~outside~~ with plenty of activities. Some malls have swimming pool, theme park where families can go and have a great time. These spaces have been designed for entertainment purposes.
- Parking facilities: It is necessary to have a parking area where many people come and enjoy. The parking space will make the ~~sp~~ shopping experience worthwhile.
- Top-tier amenities: Malls have multi-storied building. And every floor is full of amenities.

The next stage of Shopping mall:

After the emergence of shopping mall various changes occurred such as, economic changes, cultural changes etc. But in ~~1970s~~ 1980s during the economic crisis unemployment, income shortage, lack of affordability occurred. This led

people to save money and stop spending on entertainment purposes. Due to this crisis middle class people were unable to maintain their previous statuses, but some of the upper class people were still maintaining their statuses. The ~~sp~~ shopping malls were losing a large number of their customers; to overcome this situation they offered various discounts on products so that the middle class can afford it.

Conclusion: (This emergency decision and flexibility ^{keeps} shopping malls run successfully.) The economic conditions of people determines their affordability. And the shopping malls are flexible enough according to customers' affordability. (.....)