



EROSION OF TRADITIONAL FOOD CULTURE AND CHALLENGES FACING THE SOCIETY: SOCIOLOGICAL RESEARCH ON SAMMANTHURAI

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Abstract

Food plays a vital role in maintaining the healthy life of a human being. Of them traditional food items are effective and efficient. But nowadays traditional food items are evaporating day by day. In fact it is really not a good phenomenon. There are many books about traditional food culture however there is no any research articles on this topic. So to fill this research gap this research paper was done. As far as traditional foods are concerned they include many herbs and good things for human health. But the younger generation is really very eager to taste the fast and junk food items. The research problem is compared to those days, now a days there are many people affected by the diseases in the high range. They are in the position of facing the health related challenges. The objective of this study is to identify the challenges faced by the society because of the erosion of traditional food culture. To collect the primary data 50 people were interviewed, 2 focus group discussions and direct observation were used. Convenient sample method was used to select the sample from the population. To collect the secondary data books, magazines, internet essays, research articles were used. The major finding of this study is that people are facing many challenges because of reduced consumption of traditional food and consuming fast food. This type of research plays a major role in this modern era.

Keywords: diseases, Fast food, Healthy Traditional food, indigenous food culture.

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