



Globalization and Social Change

HS233

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Review Lecture

- “ Social impact of globalisation
- “ Social Class
 - Resources
 - Power
 - Authority
- “ **Social Class:** A group of individuals who occupy a similar position in the economic system of production
- “ Types of social class
- “ Marxian theory of class
- “ Max Weber's classification of class

Review Lecture

- “ **What are resources:** money, land, assets
 . distinction made between **wealth** .
 monetary value of all own and **income** .
 amount of money brought in through
 wages, investment, etc.
- “ **What is power:** ability to get your work
 done
- “ **What is authority:** control, particularly in
 the face of resistance

Review Lecture

“ New Middle Class

- Salaried workers as members of new middle class
- New middle class are the *new heroes of consumer culture*

“ Consumption

- Consumption is social and cultural processes involving cultural signs and symbols and not economic utilitarian process

Review Lecture

- ” Conspicuous Consumption: motivated by a desire to impress others with the ability to pay particular high prices for prestige products, it is a form of consumption which is inspired by the social rather than by economic or physiological utility of products
- ” Effects of utility of conspicuous consumption can be categorised as:
 - *Bandwagon effect*
 - *Snob effect*
 - *Veblen effect-*

Review Lecture

- “ Identity: refers to selfhood
- “ Identities are constructed along axes of ethnicity, gender, nationality, religion, generation, and so on.
- “ Identity is very fluid
- “ Conspicuous consumption and identity

Review Lecture

- “ Defining wastes
- “ Changing nature of wastes
- “ Waste production in developing countries
- “ Categorization and sources of wastes
- “ Municipal Solid Wastes (MSW)
- “ MSW generations are result of practices of everyday life.

Review Lecture

- ” Waste Production in Patna
- ” Categories of waste produced:
 - Food
 - Electrical appliances and gazettes (E-wastes)
 - Personal care products and sanitary items
 - Real estates
 - Transport vehicles
- ” Health impacts due to improper management of wastes in Patna

Review Lecture

- “ Defining development
- “ Globalisation and development
- “ Positive aspects of globalisation on development
- “ Negative aspects of globalisation on development
- “ Theory of development of underdevelopment (A.G. Frank)
- “ NGOs

Review Lecture

- “ NGOs in India (31lakh)
- “ NGOs & development
- “ Why NGOs go where they go
- “ Development tourists
- “ Major focus on general development
- “ Second area of thrust are education & health (very specific issues)
- “ NGOs are more accountable to their donors than to their recipient communities
- “ NGOs create restricted development

Review Lecture

- “ Youth- period of transition from childhood to adulthood
- “ Age group between 10-19 years
- “ Experiences various changes
- “ Most vulnerable to change
- “ Are the greatest consumers
- “ Peripheral youth