



3. Briefly discuss the impact of globalisation on culture.

Ans: The Impact of Globalisation on Culture.

1. Globalisation in the last decade (1999-2000) has seen major cultural changes leading to fears that our local cultures would be overtaken.
2. From time to time we listen about heated debates (or discussion) in our society (or on mass media) not just about political and economic issues but also about changes in clothes, styles, music, dance, films, languages, body-languages.
3. The 19th century socio-religious reformers and early nationalists (moderates also debated on culture and tradition. The issues today are in some ways the same ways different. What is perhaps different is the scale and intensity of change.
4. Some of the scholars declares that India's cultural traditional has been wary of the Kupamanduka, the frog that lives its whole life within a well, knows nothing else, and is suspicious of everything outside it. It talks to no one, and argues with no one on anything. It merely harbours the deepest suspicion of the outside world. Fortunately for us we retain our 'traditional' open-minded attitude to this day.
5. All cultures are homogeneous. There is an increasing tendency towards globalization of culture. Globalization refers to the mixing of the global with the local. It is not entirely delinked from the commercial interests of globalization.
6. It is a strategy often adopted by foreign firms while dealing with local traditions in order to enhance their marketability. In India, we find that all the foreign television channels like Star, MTV, Channel V and Cartoon Network use Indian languages, even McDonald sells only vegetarian and chicken products in India and not its beef products, which are popular abroad. McDonald's goes vegetarian during the Navaratri Festival.
7. The strength of Indian culture has been its open-minded approach. Culture cannot be seen as an unchanging fixed entity that can either collapse or remain the same when faced with social change.

4. What is globalisation? Is it simply a market strategy adopted by multinational companies or is genuine cultural synthesis taking place? Discuss.

Ans:

I. Meaning of globalisation:

1. There is no one meaning or definition of the term (or of the word) 'globalisation'. Indeed we find different that different subjects focus on different aspects of globalization for instance, economics may be dealing more with the economic dimensions such as capital flows, Political Science may focus on the changing role of governments.
2. The very process of globalisation is so far-reaching that disciplines have to increasingly borrow from each other to understand both are causes and consequences of globalization.
3. The scope of sociological study is extremely wide. It can focus its analysis of interactions between individuals such as that of a shopkeeper with a customer, between teachers and

students, between two friends or family members.

4. It can likewise focus on national issue such as unemployment or caste conflict or the effect of state policies on forest rights of the tribal population or rural indebtedness.
5. Global social processes such as the impact of new flexible labour regulations on the working class, or that of the electronic media on the young, or the entry of foreign universities on the education system of the country.
6. What defines the discipline of sociology is, therefore, not just what it studies (i.e., family or trade unions or villages) but how it studies a chosen field.
7. Sociology is not defined by what it studies but how it studies. It would be not quite right to state that sociology only studies the social or cultural consequences of globalization. What it does is the use of sociological imagination to make sense of the connections between the individual and society, the micro and the macro, the local and the global.

II. International companies, their adopted strategy and cultural synthesis in India

1. Since April 1, 2001, all types of quantitative restrictions (QR) on imports were withdrawn. It is no surprise now to find a Chinese pear, an Australian apple vying for attention in the local fruit stall. The neighbourhood store also has Australian orange juice and ready to fry chips in frozen packets.
2. What we eat and drink at home with our family and friends slowly changes. The same set of policy changes affects consumers and producers differently.
3. They are obviously also linked to public policies adopted by the government and its agreement with the World Trade Organisation (WTO). Likewise macro policy changes have meant that instead of one television channel we have literally scores today.
4. Sociological imagination enables to make this connects between the micro and the macro, between the personal and public.
5. Among the many economic factors driving globalization, the role of transnational corporations (TNCs) is particularly important.

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