Society & Social Justice · GS - I

‘Globalisation is generally said to promote cultural homogenisation but due to this cultural specificities appear to be strengthened in the Indian society.’ Elucidate.

EXAM YEAR	PAPER	SUBJECT
2018	GS - I	Society & Social Justice

MARKS	WORD LIMIT
15	~250 words

Answer Hint

Cultural homogenisation; cultural hybridisation; local identity; regional languages; revival of traditions; global media; glocalisation; cultural pluralism

Model Answer

Introduction

Globalisation increases the movement of ideas, goods, people and media across borders. Although it can spread standardised cultural practices, it may also encourage communities to reaffirm distinctive identities.

How Globalisation Promotes Cultural Homogenisation

1. **Consumer culture:** International brands, fashion and lifestyles influence consumption patterns.
2. **Digital media:** Global entertainment platforms spread common cultural references and trends.
3. **Lifestyle changes:** Urbanisation and global employment reshape food habits, family structures and social aspirations.

How Cultural Specificities Are Strengthened

1. **Revival of traditions:** Global visibility encourages renewed interest in yoga, Ayurveda, regional crafts and traditional knowledge.

2. **Regional identity:** Social media and digital platforms help promote regional languages, literature, music and cinema.
3. **Diaspora connections:** Indian communities abroad sustain festivals, religious practices and linguistic traditions while sharing them internationally.
4. **Cultural entrepreneurship:** Local artisans, cuisines and handloom products reach wider markets through e-commerce and tourism.
5. **Cultural assertion:** Exposure to global influences may motivate communities to protect local customs and distinguish their identities.

A Dynamic Relationship

The outcome is not simply homogenisation or preservation. Cultural hybridisation creates new forms, such as regional music blended with global genres. Commercialisation, however, can also simplify traditions or marginalise less powerful cultural groups.

Conclusion

Globalisation can simultaneously standardise lifestyles and strengthen cultural distinctiveness. India's challenge is to embrace cultural exchange while supporting linguistic diversity, local knowledge and inclusive cultural preservation.

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