Society & Social Justice · GS - I

To what extent globalisation has influenced the core of cultural diversity in India? Explain.

EXAM YEAR	PAPER	SUBJECT
2016	GS - I	Society & Social Justice

MARKS	WORD LIMIT
10	~150 words

Answer Hint

Cultural exchange; consumerism; media; languages; food and fashion; hybrid identities; cultural preservation

Model Answer

Introduction

Globalisation has intensified the movement of ideas, people, goods and media across borders, significantly influencing India's cultural diversity. Its effects include both cultural homogenisation and the emergence of hybrid identities.

Influence on Indian Culture

1. Lifestyle and Consumption

International brands, fast food, fashion and consumer culture have influenced urban lifestyles, especially among younger generations.

2. Media and Communication

Satellite television, streaming platforms and social media have increased exposure to global music, films, languages and social values.

3. Food and Cultural Practices

Global cuisines have spread across Indian cities, while Indian food, yoga and festivals have gained international recognition. Local traditions often adapt rather than disappear.

4. Languages and Identity

English has expanded opportunities for global communication and employment, but the dominance of major languages and commercial media can disadvantage smaller linguistic traditions.

5. Cultural Hybridisation

Indian music, cinema, fashion and festivals increasingly combine global influences with local practices. This creates new cultural forms rather than simply replacing traditional culture.

6. Risks to Cultural Diversity

Commercialisation of traditions, consumerism and declining transmission of some indigenous practices can weaken local cultural systems. Digital platforms can also amplify cultural stereotypes.

Conclusion

Globalisation has influenced cultural expression and consumption more visibly than it has erased India's cultural foundations. Protecting local languages, indigenous knowledge and cultural institutions while encouraging creative exchange is essential.

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