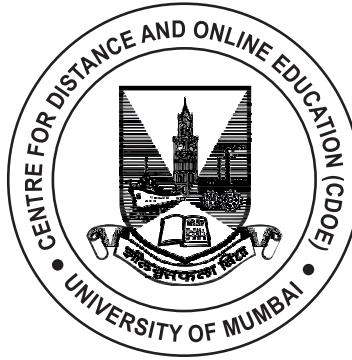


MASOC 1.3



M.A SOCIOLOGY
SEMESTER - I
REVISED SYLLABUS AS PER NEP 2020

SOCIOLOGY OF GLOBALISATION

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M.A SOCIOLOGY

SEMESTER - I

SOCIOLOGY OF GLOBALISATION SYLLABUS

[04 Credits, Lecture hours: 60]

[Total Marks: 100. University assessment: 50; Department/College assessment: 50]

Course Objectives

- 1) The paper aims to delineate the nature & dynamics of globalization.
- 2) The characteristics of & issues relating to globalization are explored.
- 3) It examines the impact of globalization in India & the resistance movements that look critically at globalization.

Course Outcome

- 1) Learner will be able to understand the nature of Globalization
- 2) Learner will be able to discern the networks & scales of globalization
- 3) Learner will be able to critically analyse the agencies of globalization
- 4) Learner will be able to critically analyse the impact of globalization

Unit I Introduction [01 Credit, Lecture hours: 15]

- a) Concepts & Debates: Hyperglobalists, Skeptics, Transformationlists
- b) Globalization and its discontents
- c) Perspectives on Globalization: Marxist, Neo Liberal & Others

Unit II Dimensions of Globalization [01 Credit, Lecture hours: 15]

- a) Economic dimension: Transition from Fordism to Post-Fordism, growth of financial economy
- b) Technological dimension: Network Society -Space of flows & Timeless time, Digital Technologies, Borderless World
- c) Cultural dimensions: Global flows, Multiculturalism, Hybridization, Religious Fundamentalism

Unit III Globalization & Its Agents [01 Credit, Lecture hours: 15]

- a) Multinational Corporations and the Market
- b) Nation-state, International Agencies & N.G.Os
- c) New Technologies and the Media

Unit IV Globalization: The Indian Context [01 Credit, Lecture hours: 15]

- a) Liberalization, Privatization, Globalization-Background & debate
- b) Changing role of the state
- c) Globalization & Impact on Social Equity Programmes & People's movements

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Any other relevant text or reading suggested by the teacher

CONCEPTS AND DEBATES: HYPERGLOBALIST, SCEPTICS, TRANSFORMATIONALIST

Unit Structure

- 1.0 Objective
- 1.1 Introduction
- 1.2 Definitions given by Sociologists and Various Scholars
- 1.3 Definitions given by International Organisation
- 1.4 Perspectives of Globalization
- 1.5 Summary
- 1.6 Questions
- 1.7 Reference

1.0 OBJECTIVES

- To understand the concept of Globalisation.
- To explore the perspectives on Globalisation.
- To analyse the impact of Globalisation on economy, politics and culture.

1.1 INTRODUCTION

Globalisation encompasses various phenomena like worldwide money transfers, technological advancements, international manufacturing, rising tourism, and the diminishing influence of nation-states. Additionally It is also used as a discourse in which the acceptance of globalisation is put forth as being inevitable, irresistible and irreversible. In the simplest way the definition of globalisation is "connection with the world.

Globalisation is a complex phenomenon that transcends borders, affecting various facets of our lives:

Economic Globalisation: This aspect involves the interconnectedness of economies worldwide. It's marked by the proliferation of international trade, investment, and financial flows, facilitated by advancements in technology and communication. Free trade agreements, multinational corporations, outsourcing, and the integration of financial markets are key components.

Social Globalisation: This aspect encompasses the interconnectedness of societies, affecting social relations, lifestyles, and identities. Migration, multiculturalism, and the exchange of ideas about human rights and social justice are part of this facet.

Political Globalisation: This refers to the increasing interrelation and cooperation among nations, leading to the formation of global political institutions, treaties, and alliances. Bodies like the United Nations, the International Criminal Court, and various international treaties on climate change and human rights showcase this interconnectedness.

Cultural Globalisation: It pertains to the diffusion and exchange of cultural elements across borders. This includes the spread of ideas, values, languages, traditions, and popular world wide.

Environmental Globalisation: Globalisation has had a profound impact on the environment. Transnational pollution, resource extraction, and the spread of environmental problems like climate change demonstrate the interconnectedness of environmental issues across borders.

According to sociologists, it is an ongoing process that involves interconnected changes in economic, cultural, social and political spheres of society. Economically, it refers to the expansion of capitalism to include all places around the world into one globally integrated economic system. For example, the World Trade Organisation, multinational corporations like Apple, Microsoft, Amazon etc. Culturally, it refers to the global spread and integration of ideas, values, norms, behaviours, and lifestyle. For example, international cuisines like sushi, pizza, Festivals like Halloween and Valentine's Day have gained popularity in regions. The dominance of English language used for international Businesses.

1.2 DEFINITIONS GIVEN BY SOCIOLOGISTS AND VARIOUS SCHOLARS

Sociologist Luke Martell, in his book "The Sociology of Globalisation" says, globalisation is the "integration of poor countries into a world economy of open competition". He explains that often the process of globalisation begins with a single motive, such as market expansion. But there is a snowball effect (it is a process that starts from an initial state of small significance and then gradually builds upon and becomes larger) and then globalisation becomes a mixed bag of economic, entrepreneurial, and cultural affect.

- a) Anthony Giddens, a prominent sociologist, defines globalisation as the a) "The concept of Globalisation is best understood as expressing fundamentals aspects of time-space distancing. Globalisation concerns the interaction of presence and absence, the interacting of social events and social relations at a distance".

- b) "The intensification of worldwide social relations that link distant localities in such a way that local happenings are shaped by events occurring many miles away."

Concepts and Debates:
Hyperglobalist, Sceptics,
Transformationalist.

For instance, the global climate change movement, with activists like Greta Thunberg, has inspired local protests and initiatives worldwide. COVID-19 pandemic demonstrated how a health crisis originating in one region of the world became a global issue, impacting daily life and policies in distant localities.

Thomas Friedman, a journalist, popularised the idea of globalisation in his book "The World Is Flat," describing it as "the inexorable integration of markets, transportation systems, and communication systems to a degree never witnessed before."

George Ritzer defines "Glocalisation" as the mixing of the global with the local. It is not entirely spontaneous. Nor is it entirely declined from the commercially interests of globalisation.

1.3 DEFINITIONS GIVEN BY INTERNATIONAL ORGANISATION

The term Globalisation was introduced by German-American economist Theodore Levitt and brought it into mainstream business audiences in the late 1980s. In the year 2000, (IMF) International Monetary Fund identified four basic aspects of globalisation i.e. trade and transactions, capital and investment movements, migration and movement of people, and the dissemination of knowledge. The global trade of smartphones, fast food chains like McDonald's, Starbucks, Tim Hortons is a prime example for trade and transactions.

Foreign Direct Investment (FDI): Multinational corporations investing in foreign countries is a key element of capital and investment movements.
Diaspora Communities: The Indian diaspora, for instance, is spread across the world. They maintain strong connections to their homeland, contributing to trade, investment, and cultural exchange between India and their adopted countries.

Online Education: The internet has enabled the global spread of knowledge through platforms like Coursera and edX. Students worldwide can access courses from prestigious universities, promoting the sharing of information and expertise.

The World Trade Organization defines globalisation as "the process of liberalisation, integration, and global connectivity in the exchange of goods, services, and intellectual property."

For example Online marketplaces like Amazon and eBay, connect buyers and sellers across borders, showcasing global connectivity in the exchange of goods and services. Consumers can purchase products from sellers worldwide with ease.

These global organisations, while defining globalisation emphasise the economic and interdependence aspects of globalisation, acknowledging its impact on trade, technology, and international cooperation.

Supporters of Globalisation believe that it brings closer the regions which were never close before, whereas globalisation has benefited some countries, others are left behind with increasing inequality. According to Hans Roslings, globalisation is often accused of the creation of "west and the rest". So in order to study the concept of globalisation it is important to understand the different perspectives.

1.4 PERSPECTIVES OF GLOBALIZATION

There are broadly three perspectives of globalisation which are:

- The Hyperglobalist perspective
- The Sceptical perspective
- Transformationalist

The Hyperglobalist Perspective:

Simply explaining hyper globalists argue globalisation is a positive process of economic growth and increasing prosperity for the majority and the spread of democracy. From the globalist perspective, globalisation's potential benefits are 'to improve the quality of everybody's lives'. Hyperglobalist sometimes also referred to as global optimists.

Hyperglobalist claim that contemporary social relations have become thoroughly globalised. They believe in the prominence of global systems, be they economic, cultural, or political. They argue that multinational corporations, technological advancements, and supranational organisations are key drivers reshaping the world into a more integrated global entity. They also regard globalisation as the single and most important fact of contemporary history. Hence it is the optimistic view of Globalisation.

The supporters of this perspective are

- Thomas Friedman
- Theodore Levitt
- R. Reich and many more.

Thomas Friedman argues that globalisation has occurred because of the global adoption of neoliberal economic policies. Neoliberalism advocates for developing countries to facilitate free trade and market capitalism by reducing barriers, with governments focusing on creating a business-friendly atmosphere for both domestic and international enterprises. For example, China is not the only country benefiting from increasing trade (imports and exports) – China is just one of four nations known as the BRIC Nations (Brazil, Russia, India and China) –These nations embraced measures to reduce trade barriers and create favourable conditions for

business, attracting substantial foreign investment and experiencing rapid economic development.

Concepts and Debates:
Hyperglobalist, Sceptics,
Transformationalist.

Friedman identifies a neoliberal economic set of principles that he calls the "golden straight jacket" that countries need to fit into if they are to achieve success in the global economy.

Beliefs and Assumptions of Hyperglobalist on Globalisation

- **Promote world peace:** They advocate that globalisation brings interconnectedness & interdependence among different societies. It will enhance mutual cooperation which finally establishes world peace which is essential for human security and economic well-being. An example would be the European Union, where economic integration and shared interests among member states have contributed to a prolonged period of peace among countries that were historically prone to conflict.
- **Faster Economic Growth:** Globalisation promotes foreign direct investment which leads to infrastructural developments. For example, In the UAE, FDI has driven impressive infrastructure projects, including the construction of iconic skyscrapers, advanced transportation systems, and world-class airports like Dubai International Airport. For instance, China's opening to global trade and investment led to remarkable infrastructure improvements, such as the development of high-speed rail networks and modernization of cities, propelling the country's economic ascent.
- **Optimum resource utilisation:** The underdeveloped nations are rich in resources, however they do not have appropriate technology to harness them. But through globalisation there would be technological flow, which would finally benefit under developed and developing nations. For example in India globalisation facilitated the transfer of solar technology. The country, rich in sunlight but facing energy challenges, embraced solar power solutions, bringing sustainable and clean energy to remote and underdeveloped regions. Another example of Ghana, which, through international partnerships and technology transfer, improved its cocoa processing capabilities, adding value to its raw cocoa exports and enhancing its economy.
- **Neglect the national economy:** They believe that the national economy is not important because the national economy is dependent upon global circumstances. After the USSR dissolved in 1991, hyperglobalists believed that globalisation became a strong reality. In simple terms, they think the world has become more interconnected. Countries started working together more closely, and things like ideas, money, and goods moved around the world faster. This happened because barriers between countries decreased, and technology improved communication and trade. Hyperglobalists see this time as a period when the world became like a closely connected community, and what happened in one place could affect many others.

In Sociology, Hyperglobalist perspectives emphasise the idea that globalisation has led to the diminishing significance of nation-states in favour of a global interconnected system. Economic, cultural, and political processes are becoming increasingly integrated on a global scale. Here are some key points and examples.

- **Economic Integration:** Hyperglobalists argue that multinational corporations operate beyond national boundaries, contributing to a globalised economy. Companies like Apple or Google, with operations worldwide, exemplify this economic interconnectedness. Multinational corporations, such as Amazon, operate across multiple countries, influencing global trade and economies. Amazon's global reach illustrates how a single company can have a significant impact on various markets worldwide, reshaping consumer behaviour and supply chains.
- **Cultural Homogenization:** Example: Hyperglobalists suggest that globalisation leads to a convergence of cultures. The spread of fast-food chains like McDonald's worldwide and the dominance of Hollywood movies are seen as indicators of a globalised culture. The popularity of these brands globally signifies a shared consumer culture, transcending national borders. Additionally, the widespread consumption of streaming services like Netflix or YouTube reflects a shift towards globalised entertainment preferences, blurring cultural boundaries.
- **Political Diminution of Nation-States:** International organisations like the United Nations or the World Trade Organization have gained more power, influencing policies and decisions traditionally within the domain of nation-states. The establishment of global agreements, such as the Paris Climate Accord, showcases efforts to address global issues that transcend national borders, underscoring the diminishing autonomy of individual nation-states in certain policy domains.
- **Technological Advances:** Hyperglobalists highlight the role of technology, especially the internet, in facilitating global communication and interconnectedness. The internet, in particular, has transformed global communication. Platforms like Facebook and Twitter not only connect individuals but also facilitate movements and activism transcending national boundaries.

It is important to note that while hyperglobalist perspectives highlight these trends, there are also other perspectives such as scepticism and transformationalist that offer different viewpoints.

The Sceptics Perspective:

Broadly, sceptics believe that globalisation is a process that has been going on for hundreds of years, and we are simply in another stage of that process. They believe that the nation-state remains the most important component of the world's economy, society and environment. They perceive globalisation as a "myth".

Supporters of Globalisation:

- Ralph Dahrendorf
- Graham Thompson
- Paul Hirst

Concepts and Debates:
Hyperglobalist, Sceptics,
Transformationalist.

The sceptics argue that the side effects of globalisation on society are much greater than its positive effects. It challenges the notion of globalisation as an all-encompassing force. They argue that while there might be increased interconnectedness, it doesn't necessarily imply the erosion of national boundaries or the disappearance of the nation-state. One of the greatest sceptics, Ralph Dahrendorf, foresees a threat to social cohesion due to increase in individualism and competition. People become greedy and sometimes dishonest.

He has expressed fear that we are to enter into an 'authoritarian century' because there would be intense conflict between the upper and lower classes, which would not be resolved peacefully. According to him, only 10 percent of the elite class will be benefited in the globalised economy.

G. Thompson's theory suggests that globalisation can lead to economic inequality, cultural homogenization, and exploitation.

McGrew in his book, *Globalization in Question* (2000), have criticised the hyper-globalizers declaring the concept of globalisation a myth, which conceals the reality of international economy increasingly segmented into three regional blocs in which national governments remain very powerful.

Anthony Giddens favours hyper-globalizers but argues that both hyper-globalizers and sceptics are mistaken. Globalisation, according to him, is not merely economic. As stated earlier, it refers to a set of changes in economic, social, cultural and political spheres and, the sole driving force behind this change is the communication revolution.

According to scepticism, third-world countries are not being integrated into the global economy with the same benefits as first-world countries. They claim that any growth in global economic integration that does not include governmental involvement or international collaboration would expand the gap between the rich and poor.

Assumptions of the Supporters of Sceptics Perspective:

- **Danger to World Peace :** According to the scepticism perspective, globalisation is doing nothing but trying to impose western culture all over the world to which local culture perceives as the threat, which leads to "clash of civilization" as referred to by Samuel P. Huntington. For example, the spread of Hollywood movies overshadowing local film industries, fast food chains like McDonald's, Pizza Hut replacing traditional cuisines, and the dominance of English in international business, potentially marginalising local languages.

- **Poverty rather than faster economic growth :** Globalisation promotes migration which results in a burden on resources, globalisation also leads to mechanisation which rather leads to underemployment & unemployment. For example, Globalization has played a significant role in the growth of India's IT industry, with many multinational companies outsourcing their IT services to Indian firms due to cost advantages. This has led to job creation and economic growth in India. However, it has also resulted in the migration of skilled workers from rural to urban areas, putting pressure on urban resources. Additionally, the emphasis on automation and technological advancements within the IT sector can contribute to underemployment or job displacement for certain skill sets.
- **Nation-states are important :** They are still important and sovereign as they play an important role in national and international affairs. Sceptics, such as Martell believe that the future of world politics will be related to national states and their implementation. In addition, as much as the rise of globalist organisations is occurring, anti-globalist movements can be observed frequently all over the world, meaning that a large number of people in the world are not comfortable with the idea of global governance. In short, sceptics reject the idea of global governance. They believe that what is happening in the name of globalisation is internationalism, regionalism, and neo-liberal policies created by the capitalist order, but nothing else.
- **Gives importance to national economies :** Because according to them the international economy is nothing but the aggregate of national economies. Because a smartphone manufactured in China may incorporate components from various countries, such as semiconductors from South Korea, displays from Japan, and software from the United States. This interconnectedness highlights the interdependence of national economies.

Hence we can finally conclude that they present the "pessimistic" view on globalisation. The last perspective i.e. Transformationalist Perspective will be covered in the next video.

The Transformationalist Perspective

Positioned between the hyperglobalist and sceptical viewpoints, transformationalists acknowledge the impact of globalisation but emphasise that its effects are complex and multifaceted. They believe that globalisation triggers profound changes but doesn't entirely eradicate the significance of nation-states. Instead, it alters their roles and functions within the global context. Transformationalists argue that globalisation should be understood as a complex set of interconnecting relationships through which power is mostly exercised indirectly. They argue that the flow of culture is not one way, from the west to the developing world; it is a two-way exchange in which Western culture is also influenced, changed and enriched by cultures in the developing world. Examples of supporting evidence for the

transformationalist view of globalisation include increasing cultural hybridity and detraditionalization.

Concepts and Debates:
Hyperglobalist, Sceptics,
Transformationalist.

Transformationalists argue that local cultures are not simply swallowed up by western cultures – rather people in developing countries select aspects of western culture and adapt them to their particular needs, a process which Roland Robertson called ‘glocalisation’. For example in India, the adaptation of Western fast food, such as McDonald's or Pizza Hut, is an example of glocalisation. While the global brands bring their Western menu items, they also incorporate local flavours and preferences, offering items like the McAloo Tikki burger or pizza with Indian toppings, showcasing a blend of global and local influences to cater to the Indian market.

Two sociologists who reflect and described as ‘transformationalist’ globalists are Anthony Giddens and Ulrich Beck

Anthony Giddens

In his classic text, *Runaway World*, Anthony Giddens argues that one consequence of globalization is detraditionalization – where people question their traditional beliefs about religion, marriage, gender roles and so on. Giddens uses the concept of ‘detraditionalization’ rather than ‘decline of tradition’ to reflect the fact that in many cases people continue with their traditional ways of life, rather than actually changing them, but the very fact that they are now actively questioning aspects of their lives means cultures are much less stable and less predictable than before globalization, because more people are aware of the fact that there are alternative ways of doing things and that they can change traditions if they want to. Think about how people celebrate festivals like Diwali or Holi. While the traditions are still there, many folks now might choose to celebrate in different ways. While families still light traditional oil lamps and exchange sweets, there's a detraditionalization happening as some people also embrace electric lights, decorative themes, or even eco-friendly practices. The essence of Diwali remains, but the way it's celebrated is evolving as individuals question and adapt traditional customs based on their preferences and changing perspectives.

Ulrich Beck

Ulrich Beck (1992) argues that a fundamental feature of globalisation is the development of a global risk consciousness, which emerges due to shared global problems which threaten people in multiple countries – examples include the threat of terrorism, international nuclear war, the threat of global pandemics, the rise of organised crime funded primarily through international drug trafficking, and the threat of planetary melt-down due to global warming.

On the downside, the constant media focus on such global problems has led to a widespread culture of fear and increasing anxiety across the globe, which has arguably contributed to things such as the heightened anxiety and concerns among people during the COVID-19 pandemic. Extensive media coverage, updates, and discussions about the virus's impact, coupled with

uncertainties, have fueled widespread fear and contributed to increased levels of anxiety as people grapple with the unknown and the potential risks associated with the global health crisis.

Some of the beliefs and assumptions of Transformationalist:

- Globalisation is not a one way process from the West to rest.
- This perspective sees the world as divided into a number of regions - each with their own internal dynamics and global ties (rather than 'the west' dominating 'the rest').
- The flow of culture is a two way exchange. Western culture is influenced, changed and enriched by cultures in the developing world.
- Global media is beneficial. Social networks can assist local cultures to rid themselves of repressive dictatorship.
- Transformationalists see important changes taking place in global flows but emphasise the diverse and unpredictable consequences of the globalisation of culture.

To conclude, globalisation, viewed through various lenses, embodies a complex tapestry of economic, cultural, and social interconnections that have transformed the world. Critics, however, highlight its tendency to exacerbate inequalities, exploit labour, and weaken local cultures and environments. The structuralist perspective delves into the power dynamics shaping globalisation. It scrutinises how multinational corporations, financial institutions, and powerful nations influence global policies and economies, often amplifying disparities between the developed and developing world. Globalisation is a multifaceted phenomenon with far-reaching implications. Its impacts, while undeniably transformative, are inherently double-edged. Embracing its opportunities while mitigating its drawbacks requires a balanced approach that addresses economic disparities, respects diverse cultures, and navigates the intricate power dynamics defining our global landscape. Achieving a truly inclusive and sustainable globalised world demands ongoing dialogue, cooperation, and mindful policymaking.

1.5 SUMMARY

Globalisation has introduced new opportunities for both developing and developed nations, emerging as a pivotal force in global politics since the Cold War, signifying both transformation and persistence. However, it has also presented new hurdles, including increased inequality within and between countries, financial market instability, and environmental degradation. While holding significant potential benefits for global populations, achieving these promises requires a thoughtful management of the globalisation process. Addressing the negative impacts and striving for equitable distribution of its advantages are crucial steps towards fulfilling this potential.

The comprehensive overview of the various perspectives on globalisation. Each viewpoint provides a unique lens to understand this complex phenomenon. Hyper globalists argue globalisation is a positive process of economic growth and increasing prosperity for the majority and the spread of democracy. Next is a sceptical perspective which argues that the side effects of globalisation on society are much greater than its positive effects. And the transformationalist perspective who important changes taking place in global flows but emphasise the diverse and unpredictable consequences of the globalisation of culture. Sociologists like Anthony Giddens, Ulrich Beck, Ralph Dahrendorf, George Ritzer and other scholars provide unique insights into different aspects and consequences of globalisation.

1.6 QUESTIONS

Q1. Explain the concept of Globalisation.

Q2. Elaborate on any perspective of Globalisation.

1.7 REFERENCE

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GLOBALIZATION AND IT'S DISCONTENTS

Unit Structure

- 2.0 Objectives
- 2.1 Introduction
- 2.2 Definition of globalization and its related concepts
- 2.3 Globalization and its discontents
- 2.4 Arguments
- 2.5 Summary
- 2.6 Questions
- 2.7 Reference

2.0 OBJECTIVES

- To highlight the necessity of managing globalization's negative consequences
- To understand the complexities of globalization, understand its diverse effects on economies, cultures, and societies, and evaluate the perspectives of various sociologists.
- To explore the multifaceted dimensions of globalization, its societal impacts, and the nuanced discontents associated with it.

2.1 INTRODUCTION

Globalization and its discontents delves into the complex dynamics surrounding globalization and its discontents. The exploration revolves around the multifaceted implications of globalization, emphasizing its pervasive nature across societies worldwide. Globalization, a phenomenon transcending temporal and spatial boundaries, intertwines diverse facets of human existence, connecting individuals through consumption patterns, cultural exchanges, and information dissemination.

At its core, globalization embodies an intricate process that intertwines societies, impacting our daily lives profoundly. It extends beyond mere economic transactions, seeping into cultural, social, and technological realms. However, this unit aims to dissect the dichotomy within this phenomenon, shedding light not only on its perceived benefits but also on its associated drawbacks.

The problems caused by globalization show many different challenges for societies. These encompass technological disparities in developing nations, economic insecurities resulting in job loss, cultural erosion, and even the exacerbation of global inequalities. Furthermore, scholars and sociologists have underscored the uneven distribution of risks and power imbalances inherent in the globalization narrative, fostering discontent and disquietude among various social strata.

The discourse on globalization's adverse effects necessitates a comprehensive understanding to navigate its complexities effectively. Through the lenses of various sociologists' perspectives and empirical evidence, this unit aims to scrutinize the nuanced repercussions of globalization on societies, urging for a balanced approach to harness its benefits while addressing its discontented outcomes.

2.2 DEFINITION OF GLOBALIZATION AND ITS RELATED CONCEPTS

The terms globalization, globality, globalism, global, and transnational have been used in a number of ways, and various scholars have sought to distinguish the terms conceptually or to define globalization in a more precise manner. For some, globalism should be understood as a free market ideology, Globalization itself has a weak definition and a strong one. In its weak definition, globalization refers merely to the international spread of certain trends; in the strong definition, it refers to a systematic process of development and change, or a new process of social system building at the global level. This echoes the main claims of Immanuel Wallerstein's world-system theory but other sociologists like Roland Robertson prefer new concepts, including "compression of the world" and "global consciousness". "transnational practices" through the transnational corporation, the transnational capitalist class, and the culture-ideology of consumerism via the media by Leslie Sklair, the emerging transnational state apparatus by William Robinson. Anthony Giddens defines as intensification of worldwide social relations via "time/space distancing" or time/space compression by David Harvey, and "social structure as interactive information networks" by Manuel Castells.

2.3 GLOBALIZATION AND ITS DISCONTENTS

Globalization takes place in every society irrespective of time and space. In every age and every space globalization has taken place in exclusion to the pre modern state. Today every society developed or developing, western or oriental, big or small, conservative or liberal experience the process of globalization. This has resulted in intertwining people in all parts of the world including you via the food you eat, the clothes you wear, the music you listen to, the information that you get and the ideas you hold.

Supporters of economic globalization over emphasize the developmental effects of globalization which include, flows of trade and finance. Trade increases growth, especially in poorer countries. Growth increases incomes,

especially for the poor, so eventually there is a convergence of wealth and higher incomes for the poor. Higher income brings better living conditions. Globalization makes the market highly competitive. This makes the goods inexpensive, affordable, available and accessible. Knowledge is spread quickly and efficiently. However, globalization has also got its detrimental effect on society. In course of time, the detrimental effects are noted which are as follows. Globalization uses up finite resources more quickly. It is a threat to sustainable development. Due to rapid spread of industrialisation following globalization, the world carbon dioxide emissions increase speedily. This affects the environment. Climate change follows globalization. Globalization transfers jobs from developed countries to less developed countries. This creates a system of unemployment in the developed countries. Globalization transfers investment spending from developed countries to less developed countries. Globalization tends to move taxation burdens away from corporations onto individual citizens. Corporations have the ability to move to locations where the tax rate is lowest. The tax burdens are ultimately shouldered by individual citizens. Globalization encourages dependence on other countries for essential goods and services. It halts the self-sufficiency of the nations which becomes hazardous for a country's economy. With globalization, goods can often be obtained cheaply from elsewhere. A country may come to believe that there is no point in producing its own food or clothing. It becomes easy to depend on imports. But in abnormal situations, this over dependency creates problems of starvation and procuring basic needs for the nation. Globalization ties countries together, so that if one country collapses, the collapse is likely to ripple through the system, pulling many other countries with it.

The detrimental effects or the discontents of globalization can be explained in detail. Let's break down the discontents of globalization

1. **Technological Disparity in Developing Countries:** The industries in developing countries which still rely on primitive and obsolete technologies. They fail to satisfy the customer's demand and compete in the global market. So they are pushed into sinking states. For instance, local textile industries in certain African countries using traditional looms faced challenges competing with modern textile factories in Asia due to their outdated machinery.
2. **Impact on Women in Developing Countries:** Women in developing countries become the worst victims of the process of globalization. Women with the lack of skill, training become devalued and undermined in the new process of production. They are pushed out of the employment market and are impoverished. An example would be women in South Asian countries who, lacking access to education and skill development, find it difficult to secure employment in emerging industries like technology or manufacturing.
3. **Job Insecurity:** Globalization can lead to increased job insecurity due to outsourcing and automation. An example could be the decline of manufacturing jobs in the United States as companies shifted

production to countries with lower labor costs, causing job losses and economic uncertainty for many workers.

Concepts and Debates:
Hyperglobalist, Sceptics,
Transformationalist.

4. **Rise of Cross-Border Terrorism:** Cross border terrorism becomes an upcoming phenomenon with the process of globalisation. Globalization's interconnectedness can inadvertently facilitate the movement of illicit activities and terrorism across borders. An illustration is the use of global financial networks by terrorist organizations to fund their operations, exploiting loopholes in international regulations.
5. **Cultural Degradation:** Globalization's homogenizing effect can erode local cultures. For instance, the spread of fast-food chains like MC Donald's worldwide can overshadow local culinary traditions, leading to a loss of cultural identity in favor of more globally recognized cuisines.
6. **Economic, Environmental, and Cultural Misery:** The combined effect of economic challenges, environmental degradation due to increased industrialization, and the erosion of cultural values results in overall societal distress. An example could be the pollution and environmental damage caused by unregulated industrial growth in certain developing regions, impacting the health and livelihoods of local communities. Thus, globalisation brings economic, environmental and cultural misery which have stirred the "Anti-globalisation" movement in many parts of the world. UN Secretary General Kofi Annan describes globalization as a positive force, but it's also blind and therefore needs to be carefully harnessed.

While globalization offers numerous benefits, these discontents highlight the need for careful management to mitigate negative consequences and ensure equitable development.

2.4 ARGUMENTS

There are a few arguments by sociologists regarding discontent with globalization.

Anthony Giddens - "Runaway World": Giddens argues that globalization creates a sense of uncertainty due to the rapid changes in social structures and institutions, leading to a loss of control and disorientation

Arjun Appadurai - has highlighted in his theory "Disjuncture and Difference in the Global Cultural Economy" concerns about the erosion of cultural diversity due to globalization, leading to the dominance of Western cultures and the loss of indigenous traditions. Appadurai emphasizes the clash of different cultural flows and the fragmentation of identities caused by globalization, leading to a sense of dislocation and discontent among individuals.

Manuel Castell - in his theory of "Network Society" Castells explores how globalization creates a new social structure characterized by interconnected

networks, arguing that it leads to both opportunities and exclusions, contributing to discontent among marginalized groups

Ulrich Beck - "Risk Society": Beck discusses how globalization increases various risks (environmental, social, economic) and how these risks are unequally distributed, causing discontent and anxiety among different societal groups.

Zygmunt Bauman - Sociologists like Zygmunt Bauman have argued that globalization has widened the gap between the rich and poor, leading to economic inequality and social stratification.

David Harvey - have discussed how globalization has transformed labor markets, leading to job insecurity, exploitation, and the decline of workers' rights.

Naomi Klein - have drawn attention to the negative environmental impacts of globalization, emphasizing the unsustainable exploitation of natural resources and the disregard for ecological consequences in pursuit of economic growth.

Susan George - have argued that globalization, particularly in its neoliberal form, has undermined democratic decision-making processes, concentrating power in the hands of multinational corporations and diminishing the agency of nation-states and citizens.

These sociologists and others have contributed diverse perspectives on the drawbacks and challenges associated with globalization, offering insights into its multifaceted impact on societies worldwide.

General arguments

- **Social and Economic Costs of Globalization:** Globalization can indeed result in increased economic disparity and social challenges. For instance, industries moving to countries with lower labor costs can lead to job losses in higher-cost regions. This was evident in the decline of manufacturing jobs in Western countries due to outsourcing to cheaper labor markets in Asia.
- **Growing Rich-Poor Divide:** While globalization has brought economic growth to many regions, it hasn't been evenly distributed. Developing nations often struggle to compete on an equal footing, leading to widening income gaps. For example, some African countries have seen limited benefits despite engaging in global trade due to various factors like unequal trade agreements and lack of infrastructure development.
- **Increased Spread of Diseases:** The interconnectedness facilitated by globalization has also amplified the spread of diseases. Diseases like AIDS and the more recent examples such as SARS, COVID-19, and avian flu have spread rapidly due to increased travel and trade. These outbreaks often cross borders swiftly, posing challenges for containment and response.

- **Economic Interdependence and Vulnerability:** The interdependence between countries can create vulnerabilities. The 2008 global recession is a prime example, where the financial crisis in one country had cascading effects worldwide due to interconnected markets and financial systems.
- **Environmental Costs:** Globalization's impact on the environment is significant. Increased production and transport result in higher carbon emissions and ecological damage. For instance, the reliance on fossil fuels for global transportation contributes significantly to climate change.
- **Multinational Companies and Environmental Impact:** Multinational corporations sometimes exploit weaker environmental regulations in developing countries, leading to environmental degradation. This includes scenarios where industries pollute waterways or engage in deforestation without sufficient oversight, adversely affecting local ecosystems and communities.
- **Hegemony of Economic Powers:** Major economic powers often wield significant influence over international economic bodies, shaping policies and agreements in their favor. This can result in unequal trade agreements, debt burdens, and a dependency on these powers, creating a form of economic colonization.
- **Trade Liberalization and Unemployment:** While globalization promotes trade liberalization and technological advancement, it can also disrupt local industries and lead to job losses. For instance, automation in manufacturing has led to displacement of workers, impacting local economies.
- **Increased Awareness and Demand for Fairness:** Modern communications have brought attention to global inequalities, fostering demands for fair trade, ethical sourcing, and sustainability. Movements advocating for fair wages, better working conditions, and environmentally friendly practices have gained momentum due to increased awareness through global communication channels.

These points illustrate the multifaceted impacts of globalization, encompassing economic, social, environmental, and geopolitical aspects, shaping the ongoing debates about its benefits and drawbacks.

2.5 SUMMARY

Globalization, unveils a complex landscape of intertwined benefits and discontents. It's an intricate phenomenon spanning societies globally, influencing diverse aspects of life beyond mere economic transactions. This exploration dissects the dichotomy within globalization, shedding light on its extensive implications, including economic disparities, cultural erosion, and power imbalances.

Defined through various lenses, globalization encompasses economic, cultural, and technological dimensions. While supporters highlight its developmental impacts, the discontents highlight multiple challenges. These encompass technological disparities in developing nations, job insecurity, cultural erosion, and environmental degradation. Sociologists like Giddens, Appadurai, Castells, Beck, Bauman, Harvey, Klein, and George emphasize aspects like uncertainty, cultural erosion, exclusion, risk amplification, inequality, labor market transformations, environmental exploitation, and diminished democracy, reflecting the multifaceted repercussions of globalization.

These discontent manifests as technological gaps in developing countries, worsened conditions for women, job insecurities, cross-border terrorism, cultural homogenization, and overall societal distress. Despite globalization's benefits, these drawbacks necessitate careful management to mitigate negative impacts, ensuring equitable development. The multifaceted nature of globalization's effects spans economic disparity, environmental consequences, health challenges, and geopolitical influences, fueling ongoing debates about its merits and drawbacks.

2.6 QUESTIONS

Q1. Discuss the determined effects of Globalisation.

Q2. Discuss the arguments put forward by sociologists with regard to discontent against the globalisation.

2.7 REFERENCE

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PERSPECTIVES ON GLOBALIZATION: MARXISTS, NEOLIBERAL AND OTHERS

Unit Structure

- 3.0 Objectives
- 3.1 Introduction
- 3.2 Marxists Perspective
- 3.3 Supporters of Marxism
- 3.4 Some of the points to summarize the ideology of Marxism's views on globalization
- 3.5 Neo-liberalism Theory
- 3.6 Supporters of Neoliberalism
- 3.7 Postmodernism Theory
- 3.8 Ulrich Beck
- 3.9 Michel Foucault
- 3.10 Jean-François Lyotard
- 3.11 Conclusion
- 3.12 Theory of Constructivism
- 3.13 Theory of Feminism
- 3.14 Theory of Political Realism
- 3.15 Conclusion
- 3.16 Questions
- 3.17 Reference

3.0 OBJECTIVES

- Analyzing globalization through diverse theoretical lenses.
- Evaluating real-world scenarios and case studies, applying each theory to understand and interpret the multifaceted impacts of globalization.
- Applying various theories to contemporary global issues

3.1 INTRODUCTION

Historically, the dominant discourse around globalization has been unidimensional, focusing solely on economics. More recently, a multidimensional discourse has emerged, focusing not only on economics,

but also on social and cultural issues. In this chapter we discuss the theoretical filters that have been used to understand globalization, the consequent world views that affect policies and actions. From the critical lens of Marxists dissecting power dynamics to Neoliberals advocating for free market forces, these ideologies frame the discourse around global integration. Sociological perspectives, meanwhile, delve into the societal impacts, examining how globalization molds cultures, economies, and social structures. This exploration aims to unravel the multifaceted views surrounding globalization and its profound implications on our contemporary society.

Understanding globalization requires a multifaceted approach that considers various lenses through which scholars interpret its complexities. The other perspectives like Constructivism, Feminism, and Political Realism offer unique perspectives on how globalization unfolds, highlighting economic, social, cultural, and political dimensions. Constructivism focuses on social constructions. Feminism examines gender roles and disparities, and Political Realism emphasizes state power dynamics. Together, these theories form a rich tapestry of perspectives essential to comprehending the intricate phenomenon of globalization.

3.2 MARXISTS PERSPECTIVE

Marxists portray the essence of globalization as the establishment of a global capitalist order. Marxism is principally concerned with modes of production, social exploitation through unjust distribution, and social emancipation through the transcendence of capitalism. Marx himself anticipated the growth of globality that ‘capital by its nature drives beyond every spatial barrier to conquer the whole earth for its market’. Accordingly, to Marxists, globalization happens because trans-world connectivity enhances opportunities of profit-making and surplus accumulation.

The core concepts to understand Marxism in brief:

Core Concepts:

- **Distribution Injustice:** Focuses on unequal distribution of resources, like a bakery owner keeping most cakes for themselves.
- **Globalization:** Sees it as driven by profit-seeking corporations exploiting workers globally without fair profit sharing.

Critique of Liberalism & Realism:

- **Globalization's Root Cause:** Believes it stems from capitalist development's specific impulses, serving global surplus accumulation.
- **Liberal Ideology Critique:** Views liberal ideas of freedom and democracy as legitimizing exploitative capitalist relations.

Race Analog:

Perspectives on
Globalization: Marxists,
Neoliberal and others

- Liberal Approach: Offers equal gear but overlooks differing starting points.
- Marxist Perspective: Identifies unequal starting points as the root issue, advocating for restructuring to ensure fairness despite initial disparities..

For the Marxist, globalization is an uneven, hierarchical order between the rich and the poor. To understand this another reference is given i.e. World System Theory proposed by Sociologist Immanuel Wallerstein. Immanuel examines this capitalist accumulation on a global scale on lines between "core", "semi-periphery" and "periphery". Core is the economically developed and powerful centre of the world system, controlling advanced technology, capital, and resources. An example would be Western European countries. In contrast, the periphery encompasses less developed regions, reliant on exporting raw materials and labor to the core while importing manufactured goods. Many African nations fit this profile, exporting natural resources while importing finished products. The semi-periphery serves as an intermediary—less developed than the core yet more advanced than the periphery—acting as a buffer between these two spheres. China's evolution from periphery to semi-periphery due to its rapid economic ascent exemplifies this transition. This theory helps understand global inequalities, power dynamics, and economic dependencies among nations. It highlights how historical events, trade relationships, and economic structures shape the development and interactions between countries in the global system.

For them globalisation deepens the existing world system, weakening of the democratic accountability and popular responsiveness due to increased activities of corporate power. Neo-Marxists highlight inequalities in the global capitalist system, through which developed countries operate or sometimes are operating through Transnational Corporations (TNCs) or linked to hegemonic powers such as the USA, who dominate and exploit developing countries. The revolution in information technology has changed the economic and political meaning of globalization. This has brought imbalance between the nation states and within the nation itself.

3.3 SUPPORTERS OF MARXISM

Michael Hardt, a prominent political philosopher, delves into the Marxist theory of globalization through the lens of his influential book "Empire," co-authored with Antonio Negri. Hardt's ideology reinterprets Marxism in the context of a globalized world, focusing on the shift from nation-states to a more diffuse system of power.

He argues that contemporary globalization creates a new form of sovereignty, termed 'Empire,' where transnational entities and networks of power supersede traditional state control. In this framework, capital, rather than being constrained by national boundaries, operates on a global scale, impacting economies, politics, and societies worldwide.

To illustrate this complex theory, consider the rise of multinational corporations. Companies like Apple or Amazon transcend national borders, controlling resources, labour, and markets globally. Their influence and economic power often rival that of individual nations, showcasing the idea of a borderless economic realm that Hardt discusses.

Moreover, Hardt's perspective also emphasises the importance of resistance and counterpower by the multitude—the diverse groups affected by global systems. Movements like Occupy Wall Street or climate activism showcase how people globally unite against perceived injustices stemming from this globalized power structure, reflecting Hardt's vision of resistance within a globalized world.

3.4 SOME OF THE POINTS TO SUMMARIZE THE IDEOLOGY OF MARXISM'S VIEWS ON GLOBALIZATION

- **Capitalist Expansion:** Marxists see globalization as an extension of capitalism, enabling multinational corporations to exploit resources and labor globally for profit.
- **Imperialism:** Globalization, according to Marxism, perpetuates imperialism, where powerful capitalist nations dominate and exploit weaker economies for their own gain. For instance, European colonization in the past and economic dominance in contemporary times.
- **Labor Exploitation:** It emphasizes how globalization intensifies exploitation by moving production to countries with cheaper labor, often resulting in poor working conditions. Examples include sweatshops in developing countries manufacturing products for multinational corporations.
- **Unequal Development:** Marxists argue that globalization exacerbates global inequalities, creating a wider gap between rich and poor nations. For example, the disparity between developed and underdeveloped countries in terms of wealth and access to resources.
- **Commodification of Culture:** Globalization tends to homogenize cultures, turning them into commodities for mass consumption. For instance, the spread of fast food chains like McDonald's worldwide can be seen as a form of cultural imperialism.
- **Financialization:** Marxists highlight the financialization of the global economy, where speculative finance plays a dominant role, often causing economic instability. The 2008 financial crisis exemplifies how interconnected global financial markets can lead to widespread economic downturns.
- **Dependency Theory:** This perspective within Marxism emphasizes how developing countries become dependent on developed ones due

to unequal trade relationships. The reliance of many nations on Western aid and loans is an example.

- **Environmental Exploitation:** Globalization, driven by capitalist interests, often results in environmental degradation due to unregulated exploitation of natural resources. The deforestation of the Amazon rainforest for agricultural purposes is a pertinent example.
- **Resistance and Solidarity:** Marxists advocate for international solidarity among the working class to combat exploitation. Movements like labor unions and global protests against unfair labor practices demonstrate this solidarity.
- **Alternative Globalization:** Some Marxists propose alternative forms of globalization that prioritize equitable distribution of resources, fair trade, and cooperation among nations to benefit the majority instead of serving capitalist interests.

These perspectives highlight how Marxism critiques globalization, pointing out its potential negative consequences on societies, economies, and cultures while also advocating for alternative approaches to global interaction.

3.5 NEO-LIBERALISM THEORY

Before understanding Neoliberalism it is important to understand what is Liberalism and the difference between Classical Liberalism and Neoliberalism. Liberalism, in a broad sense, prioritizes individual freedoms, equality, and the protection of civil liberties. It emphasizes limited government intervention in both personal and economic matters. This philosophy aims for a society where people have the freedom to make their own choices without excessive restrictions. However, Neoliberalism is an extension of liberalism that places a strong emphasis on free-market capitalism. It advocates for reduced government regulation, privatization of industries, free trade, and the belief that markets should operate with minimal interference. Neo-liberalism often promotes policies aimed at fostering economic growth through market-driven approaches and increased globalization.

Globalization through the lens of Neoliberalism. While the term neoliberalism has been around since the 1930s, its use by scholars and popular media increased in the early 1980s. It was used to describe an ideology that developed around the economic policies and international relations advocated by President Ronald Reagan in the United States and Prime Minister Margaret Thatcher in the United Kingdom.

Neoliberalism has its roots in the classic liberalism developed by economists and political thinkers like Adam Smith, John Locke, and Thomas Jefferson, who advocated for limited government, laissez-faire economics, and the Rights of Man (that government should exist to safeguard the inherent rights of its citizenry). This brought social concerns, like the dignity of the individual, to bear upon economic arguments.

Neoliberalists, however, focus entirely on economics, advocating for the privatisation of industry, fiscal austerity, deregulation, free trade, and reductions in government spending in order to enhance the role of the private sector in the economy. It is not that neoliberalists ignore social issues, but rather they believe economic mechanisms will address all social concerns. They argue that governments are inherently inefficient at creating sustained social and economic progress when compared with free markets. Government regulation and oversight of trade and fiscal policies simply interfere in the free market

Competition is the mechanism for progress in this economic approach to the world, and is the defining characteristic of human interaction. The market, driven by citizens/consumers, determines the value of systems and products, rewards wealth creation, and punishes inefficiency.

Neoliberalists promote all kinds of global competition, whether in markets, employment, technology, communications, the production of goods, or the availability of services. This supports their meta-narrative that more competition creates an equal playing field of opportunity.

3.6 SUPPORTERS OF NEOLIBERALISM

The main scholars who have engaged with aspects of neoliberal thought or policies. Some, like

David Harvey

Friedrich Hayek

Milton Friedman

James Buchanan

have influenced neoliberal economic theories.

David Harvey is a prominent geographer and social theorist known for his work "A Brief History of Neoliberalism". David Harvey suggested the definition of neoliberalism is, David Harvey defines neoliberalism as a political-economic ideology that emphasizes the market as the primary organizing principle for society. He sees it as a set of policies advocating for deregulation, privatization, fiscal austerity, and the promotion of free-market competition. Harvey also views neoliberalism as a project that aims to reconfigure social relations and consolidate power in the hands of corporations and the wealthy, often at the expense of social welfare programs, workers' rights, and democratic institutions.. Harvey proposes with his definition to view neoliberalism, not as the rejuvenation of liberalism in general, but as a distinctive economic theory which in recent times has replaced a more mild-mannered "embedded liberalism", i.e. Keynesian approaches to macroeconomic governance inspired by modern liberalism. Harvey's analysis delves into how neoliberalism has influenced various aspects of our lives, from economic systems to social relations and political power structures.

David Harvey often provides historical and contemporary examples to illustrate the effects and manifestations of neoliberalism:

- **Privatization:** He discusses the privatization of public services like healthcare, education, and infrastructure, pointing out instances where government-run services are replaced by private entities.
- **Deregulation:** Examples include the relaxation of regulations in financial markets, leading to the 2008 global financial crisis, as well as the reduction of environmental and labor regulations.
- **Austerity Measures:** Harvey examines policies that advocate for cutting public spending on social programs, such as welfare, pensions, and healthcare, as a response to economic crises.
- **Globalization and Free Trade:** He discusses how neoliberal policies promote free trade agreements like NAFTA (North American Free Trade Agreement) or the TPP (Trans-Pacific Partnership) that can have wide-ranging effects on economies and workers' rights.
- **Financialization:** Harvey emphasises the increasing dominance of financial markets and speculative activities over the "real" economy, leading to economic instability and wealth concentration.
- **Urbanization and Gentrification:** Harvey also explores the effects of neoliberal policies on cities, discussing urban redevelopment projects that displace lower-income residents and prioritize profit-driven development.

These examples serve to illustrate how neoliberal policies impact various aspects of society, economies, and everyday life.

Others might not fully support neoliberalism but engage with its ideas in their research, such as Anthony Giddens or Manuel Castells, who have examined its societal implications. However, it's important to understand the main points of their thoughts on Neoliberalism:

- **Freedom of the Market:** There should be unrestricted movement of money, goods, and services to markets, both local and international, and the government should not impose any limits on private enterprise.
- **Limited Public Spending:** Government should not be responsible or pay for public and social services such as building roads, bridges, providing drinking water or fund education, health care, public libraries etc.
- **Deregulation:** Governments should withdraw all or most oversight of the market, because the market is believed to regulate itself, and all resources should be used to make profit
- **Privatisation:** Public services should be given to private investors so that their capital value, or profitability, may be enhanced

- **Rewarding individual responsibility over community engagement:** An important neoliberal value is the idea that all human beings can succeed if only they try hard enough. Therefore, if you have not succeeded in society, this is largely your responsibility.
- **A flat world of equal opportunity:** If markets are unrestricted, global flows of products, services and information allow enterprises to flourish anywhere and everywhere there are entrepreneurs willing to put their hard work and merit to use. This also means the best products, goods, and knowledge will emerge from such competition, a positive outcome for consumers everywhere

3.7 POSTMODERNISM THEORY

Postmodernism Theory is a multifaceted lens through which we perceive and interpret the world, challenging traditional notions of reality, truth, and progress. It questions the stability of knowledge, emphasizes cultural diversity, and embraces the fragmented, pluralistic nature of contemporary society. Instead of seeking unified truths, postmodernism celebrates diversity, acknowledging multiple truths, perspectives, and realities. It emphasizes the fragmented nature of knowledge and existence.

In examining the intersection of Postmodernism Theory with Globalization, we delve into a complex terrain where the evolution of society meets the fluidity of cultural, economic, and social landscapes. This exploration navigates the theories proposed by prominent scholars such as Ulrich Beck, Michel Foucault, and Jean-François Lyotard, each offering distinct perspectives on the interplay between postmodernist ideologies and the phenomenon of globalization. This sets the stage for discussing their individual theories and how they relate to the overlapping realms of postmodernism and globalization.

3.8 ULRICH BECK

According to sociologist Ulrich Beck, due to globalizing systems, we are in an information society; however, we are also in a risk society. Ulrich Beck's theory of the "risk society" revolves around the idea that modern societies are increasingly shaped by risks that are created by human actions and technological advancements. He claimed that globalization's ability to bring people closer together presents many man-made risks. He also suggests that traditional risks (like natural disasters) are compounded by new, man-made risks (such as environmental degradation or financial crises) that have global implications.

According to Beck, these risks are not confined within national borders; they transcend them and affect people worldwide. For instance, nuclear accidents like Chernobyl or Fukushima showcased how risks can surpass national boundaries. He argues that in a globalised world, risks become interconnected, and events in one part of the world can have far-reaching consequences elsewhere. The central concept is that risks are socially produced and are integral to modern society.

This theory challenges the traditional understanding of risk as something local or isolated, emphasizing instead the global and interconnected nature of risks in today's world. It calls for a reevaluation of how societies perceive and manage these risks in a globalized context. Other most notably the increased threat of terrorism, cybercrime, surveillance, and environmental damage.

3.9 MICHEL FOUCAULT

Postmodernist Michel Foucault does strive to understand society in terms of knowledge power: power structures shape knowledge. Certain knowledge structures support certain power hierarchies. In the context of globalization, this relationship between knowledge structures and power hierarchies becomes evident.

Consider the language dominance in the global arena. The prevalence of English as the primary language in international business, diplomacy, and technology fosters a knowledge structure that privileges English-speaking cultures. This linguistic hegemony creates power dynamics where those fluent in English hold an advantage in accessing global knowledge networks, thus reinforcing the dominance of certain cultures and countries. Hence globalisation has led to the spread of Western knowledge systems worldwide, often influencing and shaping local cultures. Foucault's perspective highlights how this dissemination of knowledge isn't just about sharing information but also about asserting power dynamics.

Another example lies within technology and media. The concentration of technological power in the hands of a few global corporations dictates the flow and framing of information, shaping public opinion and influencing societal norms and values worldwide. This centralised control over information aligns with Foucault's idea of knowledge as a mechanism of power.

Foucault's theory on knowledge and power in the context of globalisation emphasises how the dissemination of knowledge isn't neutral; it's often intertwined with power dynamics, influencing societies and cultures on a global scale.

3.10 JEAN-FRANÇOIS LYOTARD

Jean-François Lyotard was a French philosopher known for his work in postmodern philosophy. His book "The Postmodern Condition" is a seminal work discussing the nature of knowledge in a postmodern society. In it, he explores how grand narratives or overarching theories about the world have lost their power in a fragmented, diverse, and rapidly changing global society.

One of the ways "The Postmodern Condition" relates to globalization is through its examination of the impact of technology on knowledge. Lyotard argued that technological advances, especially in communication and information technologies, have accelerated the flow of information

globally, challenging traditional structures of knowledge and power. For instance, the internet, by providing access to vast amounts of information from various cultures and perspectives, exemplifies this interconnectedness and the breakdown of traditional hierarchical knowledge systems.

Moreover, globalization's economic and cultural effects are intertwined with Lyotard's ideas. The spread of multinational corporations, global markets, and cultural exchange has created a more interconnected world. However, Lyotard cautioned against assuming this interconnection leads to homogeneity or unity. Instead, he emphasised the plurality and diversity of narratives and knowledge systems existing simultaneously, challenging the idea of a singular, universal truth.

For example, consider how social media platforms allow individuals worldwide to share their stories, opinions, and cultural expressions. This free flow of information challenges dominant narratives and exposes people to diverse perspectives, contributing to a more complex and multifaceted understanding of the world.

In essence, Lyotard's "The Postmodern Condition" explores how the shift towards a globalized world challenges traditional notions of knowledge and truth, emphasizing the importance of acknowledging diverse narratives and perspectives in our understanding of the contemporary world.

3.11 CONCLUSION

Postmodernists argue that today's society is a consumerist society. They assert that we can construct our own lives and identities through the same processes that are used when we go shopping. We can 'pick and mix' parts of our identities according to what we like and want.

This was not the norm in the period of modernity, as there were fewer opportunities to change one's lifestyle in the same way. For instance, a farmer's child would have been expected to stay in the same profession as their family.

This was likely due to the security of the profession and the commonly held value that livelihood should be prioritised over the luxury of choice. As a result, it was common for individuals to stay in one job 'for life'.

In postmodern times, however, we are accustomed to a multitude of choices and opportunities for what we want to do in life. Simply, postmodernists believe we can construct our lives by 'shopping' for what we like.

The takeaways of three different perspectives of globalization which we've covered are :

1. **Neoliberalism Theory:** This theory emphasizes the free market, deregulation, and privatization as key drivers of globalization. It views globalization positively, arguing that it enhances economic efficiency, innovation, and global prosperity through unrestricted market forces.

2. **Marxism Theory:** Marxism theory offers a critical view, asserting that globalization primarily serves the interests of capital and powerful corporations. It highlights exploitation, inequality, and the widening gap between rich and poor nations as inherent consequences of globalization under capitalism.
3. **Postmodernism:** Challenges the universal narratives of globalization, focusing on cultural diversity, fluid identities, and the fragmentation of power structures. It questions grand narratives of progress, arguing that globalization creates multiple, often conflicting, local realities instead of a singular global truth.

3.12 THEORY OF CONSTRUCTIVISM

Globalization has also arisen because of the way that people have mentally constructed the social world with particular symbols, language, images and interpretation. It is the result of particular forms and dynamics of consciousness. Patterns of production and governance are second-order structures that derive from deeper cultural and socio-psychological forces. Such accounts of globalisation have come from the fields of Anthropology, Humanities, Media of Studies and Sociology.

Constructivists concentrate on the ways that social actors ‘construct’ their world: both within their own minds and through inter-subjective communication with others. For example, consider gender roles: the way society constructs and reinforces norms around masculinity and femininity isn't inherent but is shaped through social interactions, conversations, and cultural practices. Similarly conversation and symbolic exchanges lead people to construct ideas of the world, the rules for social interaction, and ways of being and belonging in that world.

Instances that illustrate how constructivism plays out in different contexts:

1. **Language Development:** Children learn language not just by imitating words but by constructing their own understanding through interactions with caregivers. The process involves absorbing linguistic cues, experimenting with sounds, and gradually forming their own coherent understanding of language.
2. **Cultural Norms:** Consider how cultural norms evolve through shared beliefs, traditions, and practices within a community. For instance, the concept of etiquette or manners varies across cultures, and individuals within a culture construct their understanding of what is considered polite or impolite based on these shared interactions and discussions.
3. **Scientific Knowledge:** Scientific theories are constructed through a process of hypothesis, experimentation, and peer review. The scientific community engages in conversation and exchanges of ideas to construct new theories or modify existing ones based on empirical evidence and collective agreement.

4. **Social Media Influences:** On social media platforms, individuals construct their identities, opinions, and values through interactions with others. Users share, discuss, and exchange ideas, leading to the construction of beliefs and opinions that align or diverge based on these conversations.
5. **Political Ideologies:** Political ideologies are constructed through communication, debates, and the dissemination of ideas within a society. Individuals develop their political beliefs through exposure to different perspectives, discussions, and interpretations of societal issues.

In each of these examples, the process of constructing knowledge, norms, or beliefs is shaped by interactions, conversations, and exchanges within social contexts.

3.13 THEORY OF FEMINISM

It puts emphasis on social construction of masculinity and femininity. All other theories have identified the dynamics behind the rise of trans-planetary and supra-territorial connectivity in technology, state, capital, identity and the like.

Biological sex is held to mould the overall social order and shape significantly the course of history, presently globality. Their main concern lies behind the status of women, particularly their structural subordination to men. Women have tended to be marginalised, silenced and violated in global communication.

The notable example highlighting the social construction of femininity and its impact is in advertising. Over time, advertisements have perpetuated gender stereotypes, showcasing women in traditional roles like homemakers or using certain products to conform to societal expectations. This portrayal has influenced perceptions of femininity, shaping societal norms about a woman's place and behaviour.

Another example is the gender pay gap, which reflects structural subordination. Despite advancements, women globally still earn less than men for similar work. This discrepancy underscores systemic biases ingrained within economic systems, illustrating the continued challenges faced by women in achieving economic parity.

Moreover, examining historical movements like the Suffragette movement or contemporary activism like #MeToo showcases women's efforts to challenge their marginalized status and combat systemic oppression, emphasizing the need for social and structural change to empower women on a global scale.

3.14 THEORY OF POLITICAL REALISM

Advocates of this theory are interested in questions of state power, the pursuit of national interest, and conflict between states. According to them states are inherently acquisitive and self-serving, and heading for inevitable competition of power. Some of the scholars stand for a balance of power, where any attempt by one state to achieve world dominance is countered by collective resistance from other states.

Another group suggests that a dominant state can bring stability to world order. The 'hegemon' state (presently the US or G7/8) maintains and defines international rules and institutions that both advance its own interests and at the same time contain conflicts between other states. Globalisation has also been explained as a strategy in the contest for power between several major states in contemporary world politics.

They concentrate on the activities of Great Britain, China, France, Japan, the USA and some other large states. Thus, the political realists highlight the issues of power and power struggles and the role of states in generating global relations.

At some levels, globalization is considered antithetical to territorial states. Which means globalization emphasizes interconnectedness across borders, while territorial states prioritize their boundaries and independent control, making them seem directly opposed to each other. They say, States are not equal in globalization, some being dominant and others subordinate in the process. But they fail to understand that everything in globalization does not come down to the acquisition, distribution and exercise of power.

Globalization also has cultural, ecological, economic and psychological dimensions that are not reducible to power politics. It is also about the production and consumption of resources, about the discovery and affirmation of identity, about the construction and communication of meaning, and about humanity shaping and being shaped by nature. Most of these are apolitical.

Power theorists also neglect the importance and role of other actors in generating globalization. These are sub-state authorities, macro-regional institutions, global agencies, and private-sector bodies. Additional types of power-relations on lines of class, culture and gender also affect the course of globalization. Some other structural inequalities cannot be adequately explained as an outcome of interstate competition. After all, class inequality, cultural hierarchy, and patriarchy predate the modern states.

3.15 CONCLUSION

The discourse surrounding globalization emerges as a rich tapestry woven with diverse theoretical perspectives. These lenses, such as Marxism, Neoliberalism, Postmodernism, Constructivism, and Political Realism, offer varying vantage points to comprehend the intricate interplay of economic, social, cultural, and political facets within our globalized world.

From Marxists dissecting power dynamics within a global capitalist order to Neoliberals championing free-market forces, these ideologies frame the discourse, unveiling the multifaceted implications of global integration. Marxism exposes the uneven hierarchical order between rich and poor, while Neoliberalism extols the virtues of market-driven progress. Postmodernism challenges universal truths, emphasizing diversity, and Constructivism underscores the role of societal construction in shaping realities.

Through these lenses, students embark on a journey to deconstruct globalization's complexities—identifying labor exploitation, cultural homogenization, environmental degradation, and power imbalances as recurring themes. By scrutinizing historical trajectories and contemporary phenomena, these perspectives afford a nuanced understanding of our interconnected world.

Ultimately, this exploration elucidates the multifarious dimensions of globalization, encouraging critical analysis and enabling students to engage with real-world complexities, offering not only a deeper comprehension of global dynamics but also the tools to navigate and envisage alternative trajectories for our shared global future.

3.16 QUESTIONS

Q1. Explain the Marxist/Neoliberal/ Postmodernism /constructivist/Feminist theory of Globalisation.

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ECONOMIC DIMENSION: TRANSITION FROM FORDISM TO POST-FORDISM, GROWTH OF FINANCIAL ECONOMY

Unit Structure

- 4.0 Objectives
- 4.1 Introduction
- 4.2 Features of Fordism
- 4.3 Features of Post Fordism
- 4.4 Reflection of different Sociologists on Fordism and Post-Fordism
- 4.5 Transition in economic growth from Fordism to Post-Fordism
- 4.6 Questions
- 4.7 Reference

4.0 OBJECTIVES

- Recognizing the transition from Fordism to Post-Fordism and its impact on production methods, labor structures, and market dynamics.
- It will help to apply the knowledge to various industries and global contexts, understanding how these shifts manifest in different sectors.

4.1 INTRODUCTION

The evolution of economic systems has been marked by transformative shifts from one dominant model to another. At the heart of this progression lies the transition from Fordism to Post-Fordism, profoundly altering production methods, labor structures, and economic paradigms.

Fordism symbolizes an era characterized by mass production, epitomized by Henry Ford's assembly line manufacturing in the early 20th century. This system emphasized standardized production, hierarchical management structures, and a focus on economies of scale. The hallmark of Fordism was its capacity to create vast quantities of standardized goods at lower costs, thereby revolutionizing manufacturing processes and significantly impacting societal structures.

However, as globalization and technological advancements accelerated, the limitations of Fordism became apparent. The emergence of Post-Fordism marked a departure from these standardized mass production techniques towards more flexible, specialized, and knowledge-based modes of production. This shift introduced greater customization, flexibility, and

innovation in manufacturing processes. It emphasized information, communication, and service-based industries, allowing for the creation of niche markets and customized products to meet diverse consumer demands.

Some of the instances are manufacturing shift, the automotive industry exemplifies the transition. Fordism streamlined car production, exemplified by Henry Ford's Model T assembly line. Contrastingly, Post-Fordism witnessed the rise of lean production methods and just-in-time manufacturing, allowing for customized car models and adaptable production lines by companies like Toyota. Financial Economy Growth, the advent of Post-Fordism also fostered the growth of the financial economy, marked by increased reliance on financial services, speculative investments, and a shift towards a service-based economy. This shift is evident in the rise of financial markets, where the focus shifted from manufacturing goods to trading financial instruments like stocks, bonds, and derivatives.

Understanding this shift from Fordism to Post-Fordism and the concurrent rise of the financial economy is pivotal in comprehending the broader socioeconomic changes and challenges that have shaped contemporary societies.

Fordism

Fordism refers to the age of mass production & consumption, big business & the keynesian welfare state. While post-fordism signals the collapse of this system and the emergence in 1970 and 80 of a new system of emergence and industrial regulation, production consumption & social institution. Fordism is named after Henry Ford, the American car manufacturer who pioneered mass production. Ford introduced the eight-hour, five dollar day for workers on his new car assembly line. This instituted in one more the mechanized production of standard goods, routinized labor process a set working day.

4.2 FEATURES OF FORDISM

Firstly the assembly line signaled the replacement of craft production in the workshop, with mechanized production on the factory floor. The shift from manual or crafts production to automated production. Secondly such a production method involved changes in the labor process, as production was organized into distinct tasks along the assembly line. The technical division of labor simplified and routineised work, as the production process was broken down into the parts and distributed between a number of workers performing specific functions. This allowed for greater supervision of the labor process as exemplified by the scientific management. Thirdly, this method involves production of standardized goods on an expanding scale. Machines are used to produce standardised parts for products which are mass-produced. Products made using this system tend to be cheap. Labour costs are held down as there is little need to employ skilled labor. Thus high-volume production at low unit costs.

Post-Fordism

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Michel J. Piore (1986) is amongst those who believe that capitalist countries have entered a post-Fordism era. He claims that much work is now organized according to the principles of flexible specialization.

4.3 FEATURES OF POST FORDISM

Use of new technology, particularly computers to make manufacturing more flexible. For example computer numerical controlled machine tools can be reprogrammed to perform different tasks.

The use of new technology enables manufacturers to make goods in small batches economically, it no longer costs vast amounts of time to shift from the production of one product to the production of another. New technology helps industry to meet changing demands. Consumers are increasingly demanding more specialised products and the demand for mass-produced articles is decreasing.

Changes in patterns of work & management. As companies become more flexible, they require more flexible & skilled workers. More flexible working requires a more flexible organizational structure, Firms are organised less hierarchically with more communication between departments.

Managerial practices also change. Many companies have adopted a just-in-time system. Whereby large stocks are no longer held in reserve. Instead they are delivered just before they are needed, to the appropriate workers. This not only cut costs but also allows the product to be changed very quickly.

Workers in companies that are changing along these lines need to be more broadly trained, as their work becomes increasingly varied. Because of their long training and the importance of their skills to their companies, they enjoy more job security, and management makes greater attempts to enlist their cooperation.

The theory of flexible specialisation also implies a move away from the concentration of capital in giant co-operation & an increase in the number & importance of small business.

To understand the concept of Fordism and Post-Fordism it can define with some of the typical features of Post-Fordism in contrast to those of Fordism.

Fordism, epitomised by Henry Ford's pioneering assembly line, was characterised by mass production of standardised products within corporate hierarchies. Heavy industry, prevalent in industrial centres like Detroit, dominated national economies. Semi-skilled workers played a key role in this paradigm. contrast, Post-Fordism which emerged in the late 20th century, represents a shift towards flexibility and innovation.

Computer-controlled production, exemplified by the tech industry's manufacturing processes, allows for diversified products such as the various models of smartphones. The organisational shift from corporate hierarchies to horizontal networks is evident in companies like Google, fostering collaborative environments. Specialised skills are now crucial, as seen in the technology sector's polarisation of skills. The international economy takes precedence, illustrated by the global production and distribution network of companies like Apple. New industrial districts, like those in Silicon Valley, emphasise innovation over concentrated industrial centres.

Post-Fordism recognizes differentiative markets, exemplified by the fashion industry's quick response to consumer preferences, a departure from the mass consumption model of Fordism. Clean technology, embodied by companies like Tesla in the electric vehicle sector, reflects an environmental consciousness in Post-Fordist production.

Broadly understanding Fordism and Post-Fordism represent significant shifts in economic organization. Fordism: prevalent during the early to mid-20th century, emphasized mass production, standardization, and assembly line techniques. It aimed for economies of scale, higher productivity, and lower costs through specialized, repetitive tasks. Key takeaways include its focus on centralized mass production, standardized products, and a stable workforce.

On the other hand, Post-Fordism emerged as a response to the limitations of Fordism, promoting flexibility, innovation, and customized production. It involves decentralized production, just-in-time manufacturing, and an emphasis on niche markets. Takeaways from Post-Fordism include its emphasis on flexibility, technology-driven production, and the rise of a more flexible, skilled workforce adaptable to changing market demands.

4.4 REFLECTION OF DIFFERENT SOCIOLOGISTS ON FORDISM AND POST-FORDISM

Fordism

1. **Emile Durkheim:** While not directly addressing Fordism, his work on the division of labor and its effects on society laid foundational ideas for understanding the impact of industrial production systems.
2. **Max Weber:** His theories on bureaucracy and rationalization of work shed light on the hierarchical structures present in Fordist production.

Post-Fordism

1. **Daniel Bell:** He discussed the shift from industrial to post-industrial societies, which is related to the transition from Fordism to Post-Fordism.
2. **David Harvey:** Harvey explored the changing nature of capitalism and the rise of flexible accumulation, a concept connected to the transition from Fordism to Post-Fordism.

3. **Manuel Castells:** He focused on the rise of the network society, a concept linked to the changes brought about by Post-Fordism, especially in terms of communication and globalization.

Economic Dimension:
Transition from Fordism to
Post-Fordism, growth of
financial economy

These sociologists have contributed various theories and perspectives that help understand the societal shifts from Fordism to Post-Fordism, offering insights into the changes in labor, production, and their broader impacts on society.

4.5 TRANSITION IN ECONOMIC GROWTH FROM FORDISM TO POST-FORDISM

Theory of Fordism describes a mode of mass industrial production that may fit into a system of economic accumulation, political order and social reproduction. The concept of Fordism provides a short hand for a large system of economic and social coordination. The analysis focuses on Fordism as an integrated system of production, consumption and regulation. Post Fordism can be understood as a part of an extended system of accumulation and regulation, which produces very different grades of flexible workers and which offer deeply uneven gain from flexibility or mobility.

In times of bewildering change, diversity and uncertainty, we can easily find ourselves stumped for words to adequately describe what we are experiencing. So, social scientists have invented a number of 'post' terms – 'post-industrial', 'postmodern' and 'post-colonial' – to describe aspects of our contemporary societies. In the same vein, 'post-Fordism' describes a form of work organisation that is in many important respects quite different from Fordism. Post-Fordism tries to respond to many of the inherent problems and deficiencies of Fordism.

Dimension 1 - Management

In 1937, Toyota founded, but in 1949,a

amid the chaos of postwar Japan faced a series of strikes and almost collapsed. Eiji Toyoda, who was the founder's nephew, visited a big Ford's Rouge Plant in the United States. He decided that American-style mass production was not for Japan. Toyota hadn't made many cars yet, unlike Ford. Japan's market was small, they lacked money, and there weren't workers willing to work in tough conditions.

This is how Japan's 'lean production' system came into being. Compared with mass production, the new Toyota system was based on smaller batches, less capital, shorter product development time, smaller inventories and, instead of vertical integration where all the divisions of the enterprise came within the control of one company, 'just-in-time' sub-contractual relationships with independent suppliers - meaning Toyota worked closely with suppliers, making sure they could provide parts as soon as needed, keeping things efficient.

In the Toyota plant everyone worked together to solve problems for good. Workers could share their ideas through a suggestion system. They had a system called 'total quality management' that caught mistakes early or stopped them from happening. Toyota also worked closely with car dealers to make cars that people wanted exactly when they wanted them.

Eiji Toyoda made big changes in how work was done, which became popular worldwide. In the 1980s, even the United States wanted to learn from Japan's success. They shifted from strict, top-down management to teamwork and giving workers more say in how things were done. This change was a big deal for workplaces everywhere. The leader is meant to be a mentor or teacher more than an authority figure. This devolution of decision-making and control to self-managing teams is sometimes called 'flattened hierarchy'

Throughout the enterprise, the machine-like command structures of Fordism are replaced in the post-Fordist workplace by the guiding metaphor of organisational 'culture'. Work is like a community. Ideally, the workers identify with the 'mission and vision' of the organisation. They internalise its 'organisational values'. They are able to act independently and responsibly on behalf of the organisation because they have an intuitive feel for it. They develop an intrinsic interest in its success.

The Post-Fordist organisation reflects a shift in the balance of agency in the workplace. Teamwork becomes super important. It means that decisions about how to make things aren't just made by bosses anymore. Now, the people actually doing the work have more say in how things should be done. This changes how power works at work. Instead of one way of doing things like in Fordism, now it's more like a guided democracy where everyone has a say. The idea is that workers should really believe in the company, be part of its team, and share its values. Instead of strict rules, it's more about motivating workers, creating the right culture, and making everyone responsible.

Dimension 2 - Workers' Education and Skills.

In the past, Ford's approach aimed to make jobs easier by breaking them into simpler tasks. Now, machines are doing more of those simple jobs, This means that fewer unskilled workers are needed than before. There is a sense of fear that jobs are being taken by machines. Where, then, will the new jobs be? The answer to this question comes in part in the rise of service and 'knowledge' industries that create new areas of employment. Even in the traditional manufacturing. However, new jobs are emerging in service and knowledge-based industries. Even in traditional sectors, and agricultural sector jobs now need more skills due to complex machinery. Reversing the trend towards de-skilling, which was a characteristic feature of Fordism.

In the newer work style after Ford, being able to do many different tasks, called 'multi-skilling,' is important. Unlike Ford's simpler jobs, now workers need to handle various complex tasks and switch between them during work, known as 'multitasking.' Technology changes quickly, so having a wide range of skills helps you adapt better to constant changes in the job.

When you all go into the actual field to do the actual work it is very important for you that you are already multi-skilled and this is what every sector demands in this competition era. And now you are not only competing with humans but with AI. The more skills and knowledge you have, the easier it is to adapt to this ever-changing environment.

Moving from Ford's way of working to the post-Fordist setup isn't just about having more technical skills. Now, it's about needing workers who can work independently, think creatively, solve problems, seek information when needed, and collaborate well in teams.

Dimension 3 - Markets and Society

The shift towards post-Fordist forms of work has been accompanied by some enormous social transformations. An economy of person-to-person command has been replaced by an economy of self-motivation. However, this only really works if what they want matches what the bosses want. That's why companies focus on training employees to work together, share the company's values, and understand its goals.

In the realm of consumption, too, although there's an appearance of wider choice, this is often only superficially the case. For example, while a car can come in various colors and styles, the fundamental choices underneath aren't that diverse. You might feel like you have to buy certain things, like a car if you don't have access to public transport, and this keeps you stuck in a cycle of earning and spending. Despite companies talking about fairness and teamwork, most workers don't improve their lives by much, if at all, while bosses become significantly wealthier. This leads to a growing gap between rich and poor.

In some places, both the old and new ways of working exist together. As richer countries adopt new, modern work styles, the really tough and dirty jobs often get moved to poorer areas or countries where labor is cheaper. It's like one place depends on the other. This connection creates a big gap between places that have high-tech jobs and those stuck with old-fashioned work. It also shows a divide between richer and poorer countries, areas with well-paid and low-paid workers, and those who can buy fancy, unique things versus those who can only afford basic, mass-produced stuff.

Dimension 4 - Technology

Speed and efficiency is where the resemblance ends. Instead of mass production, the logic of production is now one of differentiation. Every other car on the production line is not just a different colour, it is also a different model. A computerised inventory system passes the windshield to the robot, which gently places it into the correct vehicle on the line. However, around these simple motions – just as simple as the motions of the worker making Ford's Model T – is a deep shift in technological process and organisational logic.

The Toyotashi Plant No. 5 by Toyota is designed with a focus on adaptability and uses advanced information systems driven by feedback

loops. These systems guide robots and manage inventory by constantly evaluating and predicting tasks, allowing for quick software adjustments in production. This approach prioritises flexibility and responsiveness, crucial for the just-in-time inventory system that requires accurate communication and fast supplier response.

Production-line workers now need high levels of skill to be able to deal with the complexities of the technology. The workers on the factory floor all belong to teams, constantly interacting with each other and the information systems, interacting as a group, reading the information flow and taking responsibility by intervening when necessary. These technological and human relationships are often also called 'flexible specialisation'.

Many scholars have criticised the theory of post-fordism on the ground that the proponents of this theory claim that work is developing only in one particular direction. But there is evidence which shows that work can be developed in different ways in different industries. While much work is becoming less skilled and more tightly controlled; other work is retaining or increasing its skill content: and becoming flexible. In the technology sector, particularly in fields like software development or innovative engineering, work has retained or increased its skill content while also embracing flexibility. Jobs in these sectors often require high levels of skill, creativity, and adaptability, displaying a different trajectory compared to the predicted shift towards less skilled and tightly controlled work in certain industries.

Dimension 5 - Globalization and Supply Chains

Post-Fordism has seen the globalization of production networks. Companies now source components or services from multiple locations worldwide to optimize costs and efficiency. For instance, an iPhone's production involves parts manufactured in various countries, highlighting a complex global supply chain. This interconnectedness makes the economy more vulnerable to disruptions but also enhances cost-effectiveness.

Dimension 6 - Gig Economy and Flexible Work

Post-Fordism witnesses the rise of the gig economy, characterized by short-term contracts and freelance work facilitated by digital platforms like Uber or Upwork. Workers have flexibility but lack stability or traditional benefits. This dimension showcases a shift from lifelong employment to a more contingent, project-based work structure.

Dimension 7 - Environmental Sustainability

Unlike Fordism's focus solely on production output, Post-Fordism increasingly emphasizes sustainability. Companies are pressured to adopt eco-friendly practices and reduce environmental footprints. Tesla's emphasis on electric cars and renewable energy solutions reflects this shift towards environmentally conscious manufacturing.

Dimension 8 - Automation and AI Integration

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Advancements in technology have led to increased automation, integrating artificial intelligence (AI) into various industries. For example, Amazon's automated warehouses utilize robots for efficient order fulfillment. This has implications for job displacement, requiring workers to upskill in areas where human expertise complements automated processes.

These dimensions collectively illustrate the multifaceted shifts in the economic, technological, social, and cultural aspects of work, showcasing the complexities and nuances characterizing the transition from Fordism to Post-Fordism across various industries and global contexts.

Conclusion:

The transition from Fordism to Post-Fordism encapsulates a significant shift across economic, technological, social, and cultural dimensions, redefining the nature of work and production. Fordism, with its emphasis on mass production, standardized goods, and hierarchical structures, laid the groundwork for industrialization in the early 20th century. However, the limitations of this system became apparent as globalization and technological advancements accelerated, leading to the emergence of Post-Fordism.

Post-Fordism champions flexibility, innovation, and customization, driven by technological advancements and global interconnectedness. It signifies a departure from centralized mass production to decentralized, specialized, and knowledge-based modes of production. The advent of just-in-time manufacturing, emphasis on skill diversity, and the rise of a service-oriented, globalized economy are hallmarks of this era.

Fordism also remains comfortably alongside post-Fordism in a relationship of uneven development. As developed countries move towards 'new economy' workplaces, the sweatshops and the dirtiest of industrial production are shifted to poorer regions within a country or to the developing world. It seems, at times, that post-Fordism in one place needs Fordism in another. This results in systemic disparities between higher-paid and lower-paid workers, developed and developing regions, and those able to access specialized markets versus those limited to mass-produced goods. Ultimately, it's a complex interplay where one system's advancement relies on the continued existence of the other.

This transition reflects not only changes in production methods but also redefines the role of workers, the structure of organizations, and societal dynamics. It's marked by shifts in management styles, a focus on worker empowerment, the rise of gig economies, heightened environmental consciousness, and increased automation.

In conclusion, the shift from Fordism to Post-Fordism signifies a paradigmatic evolution, where the traditional mass production model gives way to a more adaptive, technologically driven, and globally interconnected approach. Understanding these dimensions is crucial in navigating the

complex landscape of modern economics, technology, and societal structures.

4.6 QUESTIONS

Q1. Explain the features of Fordism

Q2. Elaborate on the transition in economic growth from Fordism to post fordism.

4.7 REFERENCE

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TECHNOLOGICAL DIMENSION: NETWORK SOCIETY - SPACE OF FLOWS & TIMELESS TIME, DIGITAL TECHNOLOGIES, BORDERLESS WORLD

Unit Structure

- 5.1 History of Technological Development:
- 5.2 Network Society
- 5.3 Space of Flows & Timeless Time
- 5.4 Digital Technologies
- 5.5 Summary
- 5.6 Questions
- 5.7 Reference

5.0 OBJECTIVES

- To explore the key milestones in the history of technologies.
- To critically analyze the impact of the network society, digital technologies, and spatial theories on societal structures, interactions, and cultural dynamics.
- To promote an understanding of the interconnectedness of societies worldwide.

5.1 HISTORY OF TECHNOLOGICAL DEVELOPMENT

Technology can be defined as the application of scientific aims to the practical aims of human life. It is the sum total of techniques, skills and methods used in production of goods and services or in accomplishment of services such as scientific investigation. The history of technological development could be understood by different sociologists and their theories on it.

- **Lewis Henry Morgan:** Morgan's concept of three stages of social evolution outlines the progression of human societies through savagery, barbarism, and civilization. In the savagery stage, societies are characterized by simple tools, nomadic lifestyles, and basic social structures focused on survival. For example, indigenous tribes relying on hunting and gathering for sustenance. Next stage is barbaric society which mark an advancement with the development of agriculture, enabling settled communities, pottery, and more complex social organizations. For example, ancient agricultural societies like

the early Greeks or Romans. Last stage civilized societies exhibit high levels of cultural, political, and technological sophistication. They often have organized governments, written languages, advanced technologies, and complex social hierarchies.

- **Leslie White:** White argued the measure by which to judge the evolution of culture was energy. White differentiates between five stages of human development.
 - i) In the first stage, people use the energy of their own muscles.
 - ii) In the second stage, they use the energy of domesticated animals.
 - iii) In the third stage, they use the energy of plants (agricultural revolution).
 - iv) In the fifth stage, they learn to use the energy of natural resources like coal, oil, and gas.
 - v) In the last and fifth stage, they harness nuclear energy.
- **Gerhard Lenski :** Lenski, an American sociologist, focuses on information while explaining about the development of technology. He identifies four stages of human development, based on advances in the history of communication.
 - i) In the first stage, the information is passed by genes.
 - ii) In the second, when humans gain sentience, they can learn and pass information through information.
 - iii) In the third, humans start using signs and develop logic.
 - iv) In the fourth, they can create symbols, develop language and writing.

5.2 NETWORK SOCIETY

Manuel Castells is a sociologist frequently associated with information society and communications research. According to Castells, networks constitute the new social morphology of our societies. He believes there is a radical disconnectedness in contemporary society bringing about a greater sense of autonomy due to technology. Castells believes that “we are passing from the industrial age into the information age”. He talks of how this historical change was brought about by the advent of new information technologies particularly those for communication and biological purposes. He noted how space and time are being transcended in social practices due to the ability to do everything from everywhere thanks to the capacity for ubiquitous perpetual contact in communication technologies. “A number of major social, technological, economic and cultural transformations came together to give rise to a new form of society”. Castells first mentioned the term “network society” in his book “The Rise of the Network Society: The Information Age: Economy, Society and Culture” which was the first part of his Information Age trilogy.

He claimed, “The definition in terms of a network society is a society where the key social structures and activities are organized around electronically processed information networks. So it’s not just about networks or social networks, because social networks have been very old forms of social organization, it’s about social networks which process and manage information and are using micro-electronic based technologies”. Simply put a network society is a society whose social structure is made of networks powered by microelectronic based information and communication technologies. While he explains that networks are not a new form of social organization, they have become a key feature of social morphology, essentially they are new forms of old processes.

According to Castells, three process led to the emergence of this new social structure in the late 20th Century:

- i) the restructuring of the industrial economy to accommodate an open market approach. - Shift from closed, vertically integrated industries to more open and market-oriented structures. This could be seen in the transition from traditional manufacturing practices to globalized supply chains.
- ii) the freedom-oriented culture, the civil rights movement, the feminist movement and the environmental movement. - Civil rights movement advocating for equal rights regardless of race, feminist movement pushing for gender equality, and environmental movement promoting ecological awareness. These movements contributed to societal changes emphasizing freedom and equality.
- iii) the revolution in information and communication technologies. - Rapid advancements in technologies like the internet, personal computers, and telecommunications. These developments facilitated global connectivity, information exchange, and a shift towards an information-based economy.

Different thinkers attempts to explain similar theory and they are:

Barry Wellman’s work “The Network City” - Wellman's concept of the "Network City" refers to the idea that cities are not just physical spaces but also intricate networks of social connections facilitated by communication technologies. He emphasizes how digital communication tools, such as the internet and social media, reshape the way people connect and interact within urban environments. In the Network City, social relationships extend beyond physical proximity, highlighting the importance of virtual connections in shaping the social fabric of urban life. Wellman's work explores the dynamic interplay between technology, social networks, and the urban experience.

Roxanne Hiltz and Murray Turroff’s work “The Network Nation” - "The Network Nation" is a book that explores the impact of computer-mediated communication and networking technologies on society. Published in 1978, it discusses the potential of computer networks to transform how people communicate, collaborate, and access information. The authors delve into

the social implications of emerging technologies, anticipating the profound influence of networked communication on our interconnected world.

James Martin work *The Wired Society* - "The Wired Society" is a book that was published in 1977. In this work, Martin envisions a future where society is extensively connected through electronic communication systems, essentially creating a "wired" world. The term "wired" refers to the use of wired communication technologies like telecommunication networks and computer systems. Martin explores the potential implications of this interconnectedness, discussing how it could reshape various aspects of human life, including communication, information access, and social interactions. The concept aligns with the growing influence of technology and connectivity in shaping the modern world.

5.3 SPACE OF FLOWS & TIMELESS TIME

The Sociology of Space is a sub discipline of sociology. It is based on the social as well as material constitution of space. It is concerned with understanding the social practices, institutional forces and material complexity of how human and space interact.

Two emergent social forms of time and space characterize the network society, while coexisting with prior forms. These are the space of flows and timeless time. Space and time are related, in nature as in society. In social theory, space can be defined as the material support of time-sharing social practices; that is, the construction of simultaneity. The development of communication technologies can be understood as the gradual decoupling of contiguity and time-sharing. The space of flows refers to the technological and organizational possibility of practicing simultaneity without contiguity.

It also refers to the possibility of asynchronous interaction in chosen time, at a distance. Most dominant functions in the network society (financial markets, transnational production networks, media networks, networked forms of global governance, global social movements) are organized around the space of flows. However, the space of flows is not placeless. It is made of nodes and networks; that is, of places connected by electronically powered communication networks through which flows of information that ensure the time-sharing of practices processed in such a space circulate and interact. While in the space of places, based on contiguity of practice, meaning, function, and locality are closely inter-related, in the space of flows places receive their meaning and function from their nodal role in the specific networks to which they belong.

Eminent people who have dealt with the concept of space are:

Manuel Castells - Manuel Castells is a known for his work on the network society. "Space of Flows" refers to the contemporary globalized, interconnected space where information, capital, and cultural flows occur. It emphasizes the importance of networks and communication technologies in shaping our world.

"Timeless Time" is Castells' concept highlighting the accelerated pace of information exchange and decision-making in the digital age. It implies a sense of time that is not bound by traditional temporal constraints, as communication happens instantaneously.

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For example, social media platforms like Twitter create a "Space of Flows" by enabling real-time information sharing globally. The rapid dissemination of news or trends exemplifies the concept of "Timeless Time," as events unfold quickly, transcending traditional time boundaries.

Henry Lefebvre - Lefebvre's theory "Production of Space" explores how social, economic, and cultural forces shape the spaces we inhabit. It consists of three interconnected aspects: perceived space (spaces of daily life), conceived space (planned and designed spaces), and lived space (experiential, individual spaces).

1. **Perceived Space:** This refers to the spaces we encounter in our daily lives. For example, a city's streets, parks, and neighborhoods contribute to our perceptions of space. Lefebvre argued that these spaces are socially constructed and carry symbolic meanings.
2. **Conceived Space:** This involves the planned and designed spaces created by institutions and authorities. Urban planning, architecture, and zoning regulations shape these spaces. An example is a city's master plan that dictates the layout of residential, commercial, and industrial areas.
3. **Lived Space:** This is the space as experienced and lived by individuals. It's influenced by personal perceptions, emotions, and social interactions. An example is how a public square may serve not just as a physical location but also as a place for social gatherings, protests, or cultural events.

Lefebvre's theory highlights the dialectical relationship between these three aspects, suggesting that the production of space involves power struggles and social conflicts. For instance, gentrification processes in urban areas can transform the perceived and lived spaces, impacting the social fabric and dynamics of a community.

David Harvey - David Harvey is a geographer known for his contributions to the understanding of urban and economic processes. Harvey's work, particularly in his book "The Condition of Postmodernity," addresses related concepts.

Harvey emphasizes the importance of the spatial dynamics of capitalism, suggesting that the flow of capital is central to the production and transformation of space. Here are key elements of his theory related to the "Space of Flows":

1. **Time-Space Compression:** Harvey discusses how advancements in transportation and communication technologies have compressed time and space. For example, global financial transactions occurring

in seconds demonstrate the compression of both temporal and spatial distances.

2. **Flexible Accumulation:** Harvey argues that contemporary capitalism is characterized by flexible accumulation strategies. This involves the rapid movement of capital across different spaces to exploit opportunities and maximize profits. The flexibility in capital flows contributes to the creation of a dynamic and interconnected global space.
3. **Globalization of Capital:** Harvey explores how the globalization of capital leads to the spatial restructuring of cities and regions. Transnational corporations, for instance, engage in global production networks, influencing the spatial organization of manufacturing and services.

An example is the way multinational corporations relocate production facilities to different countries based on cost considerations, impacting the spatial organization of labor, infrastructure, and economic activities.

Harvey's perspective adds a critical dimension to the understanding of the "Space of Flows" by emphasizing the role of capitalism in shaping and reshaping spatial configurations.

Georg Simmel, a German sociologist, contributed to the sociology of space in his work, including "Sociology: Investigations on Forms of Sociation." In this context, Simmel explores how spatial arrangements and social interactions intersect. His concerns included the process of metropolitanisation and the separation of leisure spaces in modern economic society.

1. **Spatial Proximity and Social Interaction:** Simmel examines how physical closeness or distance influences social relations. For example, people living in the same neighborhood may develop a sense of community due to their spatial proximity, fostering regular social interactions such as neighborly conversations or community events.
2. **The Metropolis and the Stranger:** Simmel's analysis of urban life focuses on the concept of the "stranger" in the metropolis. In a bustling city, individuals often coexist in close physical proximity, yet maintain a sense of social distance. An example is the anonymity experienced in crowded public spaces like subways, where people may be physically close but remain largely unfamiliar.
3. **The Tragedy of Space:** Simmel reflects on the potential alienating effects of modern urban environments. In large cities, the spatial organization can lead to a sense of isolation. An example is the experience of living in high-rise apartments where residents may be physically close but have limited social interactions due to the design and structure of the space.

Simmel's insights highlight the intricate relationship between spatial arrangements and social dynamics, emphasizing how the physical organization of space can shape social interactions and influence the formation of social bonds or distances.

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5.4 DIGITAL TECHNOLOGIES

The definition of digital technology is digital devices, systems, and resources that help create, store, and manage data. An important aspect of digital technology is information technology (IT) which refers to the use of computers to process data and information.

Globalization has brought about far-reaching changes around the world. This has been driven primarily by the economic progress made by the countries. Technology has played a significant role in speeding up globalization, while globalization itself has been a constant driving force for newer technologies.

Here's a concise timeline highlighting key milestones in the history of digital technologies, from ARPANET to AI, with a focus on their relation to globalization:

1. ARPANET (1969):

- **Invention:** The precursor to the internet, ARPANET was the first network to use the packet-switching technique.
- **Globalization Connection:** Facilitated communication among researchers globally, laying the foundation for a connected world.

2. Microprocessor (1971):

- **Invention:** Intel released the first microprocessor, the 4004.
- **Globalization Connection:** Enabled the development of personal computers, contributing to the globalization of information and commerce.

3. Email (1971):

- **Invention:** Ray Tomlinson sent the first email, creating a new form of communication.
- **Globalization Connection:** Streamlined international communication, fostering collaboration and business across borders.

4. TCP/IP Protocols (1970s):

- **Invention:** Transmission Control Protocol (TCP) and Internet Protocol (IP) became the standard for internet communication.
- **Globalization Connection:** Provided a universal language for networked devices, crucial for global information exchange.

5. World Wide Web (1990):

- Invention: Tim Berners-Lee developed the first web browser and server, creating the WWW.
- Globalization Connection: Revolutionized access to information and commerce on a global scale.

6. E-commerce (1990s):

- Invention: Online marketplaces and electronic payment systems emerged.
- Globalization Connection: Enabled businesses to reach global markets, transforming the nature of commerce.

7. Mobile Revolution (2000s):

- Invention: Smartphones became ubiquitous, integrating various technologies into handheld devices.
- Globalization Connection: Facilitated instant communication, breaking down geographical barriers in business and personal interactions.

8. Cloud Computing (2000s):

- Invention: Cloud services allowed remote data storage and computing.
- Globalization Connection: Supported global collaboration and accessibility of data without physical boundaries.

9. Social Media (2000s):

- Invention: Platforms like Facebook and Twitter gained popularity.
- Globalization Connection: Enhanced global communication and cultural exchange, influencing social and political landscapes.

10. Big Data (2010s):

- Invention: Advanced analytics and processing of vast datasets became possible.
- Globalization Connection: Enabled businesses and governments to make data-driven decisions on a global scale.

11. Artificial Intelligence (AI) (2020s):

- Invention: AI technologies, including machine learning and deep learning, advanced rapidly.
- Globalization Connection: AI applications impact various sectors globally, from healthcare to finance, driving innovation and efficiency.

These milestones collectively form the backbone of the digital revolution, profoundly influencing globalization by connecting people, businesses, and information across the world.

Sociologists and their theories related to digital technologies:

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Jurgen Habermas

Jurgen Habermas, a German sociologist and philosopher, is known for his extensive work on the public sphere and communicative action. One of his key theories is the concept of the "public sphere," which he developed in his book "The Structural Transformation of the Public Sphere" (1962).

Public Sphere:

Habermas defined the public sphere as a space where citizens come together to engage in rational discourse, deliberation, and discussion about societal issues. It was initially conceived as a space separate from government and the market, where individuals could participate in open and inclusive debate. Some of the key elements are:

1. **Rational Discourse:** The public sphere relies on reasoned debate and discussion, where individuals exchange ideas in a rational and inclusive manner.
2. **Inclusivity:** It should be open to all citizens, providing a platform for diverse voices and perspectives.
3. **Autonomy:** The public sphere ideally operates independently of state and economic influences, allowing for free and critical discussion.

Examples:

1. **Historical Coffeehouses:** Habermas traced the emergence of the public sphere to 18th-century European coffeehouses, where people from different social classes gathered to discuss political and social matters.
2. **Contemporary Media:** While traditional media outlets once served as platforms for public debate, the digital age has transformed the public sphere. Online forums, social media, and blogs provide spaces for public discourse, although concerns about filter bubbles and echo chambers have emerged.
3. **Political Activism:** Movements like the Arab Spring or Occupy Wall Street used digital platforms to organize and engage in public discourse, showcasing the evolving nature of the public sphere in the modern era.

Habermas's theory of the public sphere remains influential in understanding how communication and discourse shape democracy and civic engagement. However, contemporary challenges, such as misinformation and polarization, highlight the ongoing evolution and complexity of the public sphere in the digital age.

Anthony Giddens

Anthony Giddens, a British sociologist, is renowned for his work on structuration theory and the consequences of modernity. His ideas are encapsulated in numerous works, including "The Constitution of Society" (1984) and "Modernity and Self-Identity" (1991).

Structuration Theory:

Giddens' key contribution is the theory of structuration, which seeks to reconcile agency and structure in social theory. He argues that individuals both shape and are shaped by social structures through a continuous process of social practices. It has also had a profound impact on sociological thought, offering a framework that addresses the dynamic interplay between agency and structure. It provides valuable insights into how individuals actively contribute to the ongoing construction and transformation of social systems in the context of modernity

Time-Space Distanciation:

Time-space distanciation, a concept introduced by Anthony Giddens, refers to the ways in which modern technologies and social practices alter the experience of time and space. It highlights how innovations like transportation and communication technologies have reduced the constraints of distance and time, leading to a compression of the world. This phenomenon enables individuals to connect globally, influencing social interactions, economic activities, and cultural exchanges. For instance, global communication, the instant communication afforded by technologies like the internet and smartphones allows individuals to engage in real-time interactions across vast distances. Another example is globalization of markets, rapid transportation and efficient communication contribute to the globalization of markets, as businesses can operate on a global scale with greater ease.

Examples:

1. **Globalization:** Giddens theory is relevant to understanding globalization. As individuals engage in transnational interactions facilitated by technology, they both contribute to and are influenced by the global social structure.
2. **Information and Communication Technologies (ICTs):** The impact of ICTs on daily life exemplifies Giddens' theory. Technologies like smartphones and social media enable individuals to reshape social structures by influencing communication patterns, relationships, and even political movements.

Late modernity, as conceptualized by Giddens, characterizes the contemporary era marked by profound social changes. It is distinguished by the increasing significance of reflexivity, or the constant evaluation and reevaluation of social practices and personal identity. In late modernity,

individuals experience a heightened awareness of the impact of their choices on their lives and the broader social context.

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The key features of late modernity would be, Reflexivity - Individuals are more reflective about their actions and choices, and societal structures are continually scrutinized and subject to change. Risk and Uncertainty - Late modernity is associated with a heightened awareness of risk and uncertainty, stemming from factors like technological advancements, global interconnectedness, and changes in traditional social structures.

Borderless World

In sociology, a "borderless world" refers to the idea that traditional borders and barriers between nations are becoming less significant due to increased interconnectedness and globalization. This concept suggests that cultural, economic, and social interactions transcend national boundaries.

Examples include the global flow of information through the internet, international trade that connects economies, and the exchange of cultural practices and ideas across borders. The borderless world concept highlights the diminishing impact of physical borders on various aspects of society, fostering a more interconnected and interdependent global community.

Virtual Community

In digital technologies, a virtual community creates a borderless world where individuals across the world connect through specific social media, potentially crossing geographical and political boundaries in order to pursue mutual interests or goals. Some of the most persuasive virtual communities operating under social networking services.

The first use of the term "virtual community" appeared in an article by Gene Youngblood written in 1984 about Electronic Cafe, an art project by artists Kit Galloway and Sherrie Rabinowitz that connected five restaurants around Los Angeles and an art museum through a live video link. Participants at each location could interact and share experiences in real-time, fostering a sense of connectedness despite physical distances. The project's outcome was significant in exploring the potential of technology to bridge gaps and create shared spaces. It contributed to the conceptual development of virtual communities and laid the groundwork for future experiments in using technology for social interaction and collaboration.

The term gained popularity when Howard Rheingold wrote the article "The Virtual Community" (1993). Rheingold defines virtual communities as social aggregations that emerge from the Net when enough people carry on those public discussions long enough, with sufficient human feeling, to form webs of personal relationships in cyberspace.

It could also refer to social interactions that develop on the internet when individuals engage in prolonged public discussions, forming personal relationships in the digital realm and this creates a borderless world. This can be illustrated with examples:

1. **Online Forums:** Platforms like Reddit or specialized forums where users discuss specific topics regularly. Over time, users build connections, recognize each other's usernames, and form a sense of community despite the physical distance.
2. **Social Media Groups:** Facebook groups or Twitter communities centered around shared interests. People engaging in discussions, sharing experiences, and supporting each other can foster a virtual community.
3. **Gaming Communities:** Online multiplayer games often give rise to virtual communities. Players collaborate, strategize, and communicate, forming bonds that extend beyond the game environment.
4. **Blogging Networks:** Bloggers who comment on each other's posts, share insights, and engage in discussions create a virtual community. The connections go beyond the individual blogs and form a network.
5. **Online Learning Platforms:** Students in virtual classrooms or discussion forums, where they exchange ideas and collaborate, can form a virtual community in the pursuit of knowledge.

Cyberspace

Cyberspace is a domain characterized by the use of electronics and the electromagnetic spectrum to store, modify and exchange data via network systems and associated physical infrastructure. The term "cyberspace" was popularized by science fiction writer William Gibson in his novel "Neuromancer" (1984). Gibson envisioned a virtual space where information is accessed and shared through interconnected computer systems.

Some of thinkers and their related theories in short:

William Gibson: As mentioned, Gibson's work introduced the idea of cyberspace. His depiction influenced subsequent thinkers and contributed to shaping the understanding of the virtual realm.

Tim Berners-Lee: The inventor of the World Wide Web, Berners-Lee's vision and implementation have played a pivotal role in making cyberspace accessible and interconnected on a global scale.

John Perry Barlow: Co-founder of the Electronic Frontier Foundation, Barlow's "Declaration of the Independence of Cyberspace" (1996) reflects a libertarian perspective advocating for the autonomy and freedom of cyberspace from traditional governance.

Some of the examples which can be drawn are the Internet as Cyberspace - The internet is a prime example of cyberspace, comprising a vast network of interconnected computers and servers worldwide. Users can store, modify, and exchange data seamlessly through this electronic medium. Social media platforms like Facebook, Twitter, and Instagram provide virtual spaces within cyberspace where users engage in the exchange of information, ideas, and social interactions.

Digital Divide

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Digital divide refers to how people from less developed countries tend to have less access to information and communications technologies compared to those from more developed countries, for example most developed regions of the world such as North America or Western Europe, have the highest internet penetration rate at over 80% while the least developed countries such as in Africa and South Asia have less than 30% each.

The disparity in access to cyberspace and digital resources is a concern. Thinkers like Nicholas Negroponte have discussed the need to bridge the digital divide for a more inclusive cyberspace. His seminal work, "Being Digital," emphasizes the importance of universal access to information and technology. Negroponte argues that democratizing access to cyberspace is crucial for fostering global equity and reducing socio-economic disparities.

His concept revolves around providing affordable and widespread access to digital resources, particularly the internet, to empower individuals and communities. One of his notable initiatives was the One Laptop per Child (OLPC) project, aiming to provide low-cost laptops to children in developing countries. By doing so, Negroponte sought to give students the tools to access educational content and participate in the digital age.

Through the OLPC project, Negroponte aimed to break down barriers to information and education, thereby addressing the digital divide. This initiative, though met with challenges, exemplifies his commitment to making technology accessible to marginalized communities. Negroponte's vision aligns with the belief that equal access to cyberspace fosters innovation, economic development, and social progress on a global scale.

It highlighted some of the importance of bridging this gap for a more inclusive cyberspace.

- 1. Access to Infrastructure:** In many regions, especially developing countries, there is a lack of basic infrastructure like reliable internet connectivity and electricity, hindering access to cyberspace. For instance, rural areas may lack the necessary infrastructure, limiting residents' ability to benefit from online education, healthcare, and economic opportunities.
- 2. Socioeconomic Disparities:** Economic factors play a significant role in the digital divide. Low-income individuals may struggle to afford devices like smartphones or computers and reliable internet services, leading to exclusion from the digital realm. This creates disparities in access to educational resources, job opportunities, and online services.
- 3. Educational Inequality:** The digital divide affects education, with students in underprivileged areas facing challenges in accessing online learning resources. This became especially evident during the COVID-19 pandemic when remote learning became the norm.

Students without proper access to devices and internet connectivity fell behind their more privileged counterparts.

4. **Global Disparities:** On a global scale, there are vast differences between developed and developing nations in terms of technological advancement and internet penetration. Developed countries tend to have more extensive digital infrastructures, leading to further disparities in economic development and global influence.
5. **Healthcare Access:** Access to digital health resources is crucial, especially in remote areas. Telemedicine, for example, relies on internet connectivity and digital devices. Without these, individuals in underserved regions may face challenges in receiving timely and efficient healthcare services.
6. **Bridging the Divide:** Initiatives like providing subsidized or free internet access in underserved areas, distributing low-cost devices, and investing in infrastructure development are essential for bridging the digital divide. Educational programs that focus on digital literacy also play a vital role in ensuring that individuals can fully participate in the digital age.

In conclusion, addressing the digital divide involves tackling barriers related to infrastructure, socioeconomic factors, education, and global disparities. Negroponte's emphasis on inclusivity highlights the need for concerted efforts to ensure that everyone, regardless of their background, has equitable access to the benefits of cyberspace.

5.5 SUMMARY

In the exploration of the network society, Manuel Castells emerges as a prominent sociologist, emphasizing the transformative power of information and communication technologies. Castells coined the term "network society," describing a social structure organized around electronically processed information networks. His trilogy, starting with "The Rise of the Network Society," delves into the historical shifts driven by the restructuring of the industrial economy, cultural movements promoting freedom, and the revolution in information technologies.

The concept of the "space of flows" and "timeless time" characterizes the network society. Castells argues that the space of flows, facilitated by electronic communication networks, transcends traditional notions of space and time. Barry Wellman's "Network City" and Roxanne Hiltz and Murray Turroff's "The Network Nation" further explore the impact of digital communication technologies on social structures.

The sociology of space, as explored by Manuel Castells, Henry Lefebvre, David Harvey, and Georg Simmel, adds depth to the understanding of spatial dynamics. Lefebvre's "Production of Space" delves into the social, economic, and cultural forces shaping spaces, while Harvey emphasizes the spatial dynamics of capitalism. Simmel examines the relationship between spatial proximity and social interaction, highlighting the impact of urban environments on social dynamics.

In the realm of digital technologies, a timeline from ARPANET to AI illustrates key milestones shaping globalization. Jurgen Habermas and Anthony Giddens contribute sociological perspectives to digital technologies. Habermas's "public sphere" theory explores the role of rational discourse in democratic participation, while Giddens' structuration theory emphasizes the interplay between agency and structure.

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The borderless world concept, virtual communities in cyberspace, and the digital divide showcase the evolving nature of interconnectedness. Visionaries like Nicholas Negroponte advocate for bridging the digital divide, emphasizing the importance of universal access to cyberspace for global equity.

In summary, the network society, characterized by digitally mediated social structures, undergoes constant transformation. The interplay of space, technology, and societal dynamics shapes the contemporary landscape, presenting both opportunities and challenges in the pursuit of a more inclusive and connected world.

5.6 QUESTIONS

Q1. Trace the history of Technological Development.

Q2. Elaborate on new concept of Network Society.

Q3 Explain how Globalisation has led to technical evolution in the world economy.

5.7 REFERENCE

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CULTURAL DIMENSIONS: GLOBAL FLOWS, MULTICULTURALISM, HYBRIDIZATION, RELIGIOUS FUNDAMENTALISM

Unit Structure

- 6.0 Objectives:
- 6.1 Introduction
- 6.2 Global Flows
- 6.3 Multiculturalism
- 6.4 Hybridization
- 6.5 Religious Fundamentalism
- 6.6 Summary
- 6.7 Questions
- 6.8 Reference

6.0 OBJECTIVES

- To analyse the impact of global flows on economic, social, and cultural landscapes globally.
- Assess the positive and negative consequences of global influences on cultural expressions, identities, and diversity.
- To analyse how globalisation accelerates cultural transitions and contributes to the emergence of a global cultural market.

6.1 INTRODUCTION

Globalization, a multifaceted phenomenon, encompasses the interconnectedness and interdependence of economies, societies, and cultures worldwide. Three fundamental flows characterise this intricate process: the movement of people, the flow of capital, and the transfer of resources. Understanding these flows provides insight into the dynamic nature of globalisation and its impact on various aspects of the global landscape.

6.2 GLOBAL FLOWS

Global flows refer to the interconnected movement of various elements, such as information, goods, services, capital, and people across national borders. In the contemporary world, these flows are essential components

of the globalised system, fostering complex networks that transcend geographic limitations. Information flows swiftly through digital channels, shaping perspectives and influencing societies worldwide. Trade and economic transactions involve the seamless movement of goods and services, contributing to the interdependence of nations. Capital flows traverse the globe, seeking investment opportunities and impacting financial markets on a global scale.

Additionally, human migration creates diverse cultural interactions and influences demographic landscapes. These global flows are not isolated; rather, they form an intricate web of interrelated dynamics, shaping the fabric of the interconnected world. The term encapsulates the intricate nature of the modern globalised era, highlighting the pervasive influence of exchanges that extend beyond national boundaries and redefine traditional notions of isolationism. Understanding global flows is crucial for comprehending the complexities and interdependencies that characterise the contemporary international landscape.

Generally there are three types of global Flows and they are:

1. **Flows of People:** This refers to the movement of individuals across borders for reasons such as employment, education, or seeking refuge. The push-pull theory posits that individuals migrate due to a combination of factors, including economic opportunities (pull) and adverse conditions in their home country (push). For instance, the influx of skilled professionals to developed countries, such as Indian IT professionals in the United States, illustrates the impact of globalisation on the global labour market.
2. **Flows of Capital:** Capital flows involve the movement of financial assets, investments, and capital between countries and regions. Modern portfolio theory suggests that investors diversify their portfolios globally to mitigate risks and enhance returns. Examples like Foreign Direct Investment (FDI) by multinational corporations, like Chinese companies investing in African infrastructure projects, demonstrates the cross-border movement of capital and its role in shaping economic development.
3. **Flows of Resources:** Resource flows encompass the exchange and distribution of natural resources, energy, and raw materials on a global scale. Comparative advantage theory argues that nations specialise in producing goods or services with lower opportunity costs, leading to efficient resource allocation globally. The trade in oil between oil-rich Middle Eastern countries and energy-dependent nations in Asia exemplifies the importance of resource flows in meeting global demand and sustaining economic growth.

The three flows of globalisation—people, capital, and resources—contribute to the intricate web of interconnectedness, shaping the economic, social, and cultural landscapes globally. As these flows continue to evolve, understanding their theoretical underpinnings and real-world examples is

crucial for comprehending the complexities and consequences of globalisation on a diverse array of societies and economies.

As we have already established, globalisation refers to the increasing pace and scope of interconnections crisscrossing the globe. Anthropologist Arjun Appadurai has discussed this in terms of five specific “scapes” or flows: ethnoscapescapes, technoscapes, ideoscapes, financescapes, and mediascapes.

- **Ethnoscape:** Ethnoscape refers to the flow of people across boundaries. While people such as labor migrants or refugees travel out of necessity or in search of better opportunities for themselves and their families, leisure travellers are also part of this scape. Ethnoscapescapes highlight the shifting patterns of people and the impact of migration on the cultural composition of societies. The World Tourism Organization, a specialized branch of the United Nations, argues that tourism is one of the fastest growing commercial sectors and that approximately one in eleven jobs is related to tourism in some way. Tourism typically puts people from developed parts of the world in contact with people in the developing world, which creates both opportunities and challenges for all involved. While there is the potential for tourists to be positively affected by their experiences with “the Other” while travelling, the tourism industry has also received its share of criticisms. The global migration patterns, such as Indian professionals working in Silicon Valley or Mexican immigrants in the United States
- **Technoscape:** Technoscape refers to flows of technology. Apple’s iPhone is just one example of how the movement of technologies across boundaries can radically affect day-to-day life for people all along the commodity chain. Sales records are surpassed with each release of a new iPhone, with lines of customers spilling out of Apple stores and snaking around the block. Demand for this new product drives a fast and furious pace of production. The widespread use of smartphones and social media platforms, facilitating global communication and influencing cultural trends.
- **Ideoscape:** Ideoscape refers to the flow of ideas. This can be small-scale, such as an individual posting her or his personal views on Facebook for public consumption, or it can be larger and more systematic. Missionaries provide a key example. Christian missionaries to the Amazon region made it their explicit goal to spread their religious doctrines. As the experiences of missionary-turned-anthropologist Daniel Everett show, however, local people do not necessarily interpret the ideas they are brought in the way missionaries expect
- **Financescape:** Financescape refers to the flow of money across political borders. Like the other flows discussed by Appadurai, this phenomenon has been occurring for centuries. The Spanish, for example, conscripted indigenous laborers to mine the silver veins of the Potosí mines of Bolivia. The vast riches extracted from this region

were used to pay Spain's debts in northern Europe. The pace of the global transfer of money has only accelerated and today transactions in the New York Stock Exchange, the Nikkei index, and other such finance hubs have nearly immediate effects on economies around the world. For example, the influence of international financial markets on local economies, as seen in the impact of stock market fluctuations on businesses worldwide.

- **Mediascape:** Mediascape refers to the flow of media across borders. In earlier historic periods, it could take weeks or even months for entertainment and education content to travel from one location to another. From the telegraph to the telephone, and now the Internet (and myriad other digital communication technologies), media are far more easily and rapidly shared regardless of geographic borders. For example, Brazilian telenovelas may provide entertainment on long-distance African bus trips, Bollywood films are shown in Canadian cinemas, and people from around the world regularly watch mega-events such as the World Cup and the Olympics from wherever they may live.

Global flows, encompassing trade, information, and people, are integral to our interconnected world. They facilitate cultural exchange, economic growth, and technological advancement. However, challenges such as inequality, environmental impact, and geopolitical tensions underscore the need for responsible and sustainable management of these flows to ensure a balanced and harmonious global community.

6.3 MULTICULTURALISM

In sociology, multiculturalism describes the manner in which a given society deals with cultural diversity. Based on the underlying assumption that members of often very different cultures can coexist peacefully, multiculturalism expresses the view that society is enriched by preserving, respecting, and even encouraging cultural diversity. In the area of political philosophy, multiculturalism refers to the ways in which societies choose to formulate and implement official policies dealing with the equitable treatment of different cultures.

Characteristics of Multiculturalism:

1. **Diversity of Cultures:** Multiculturalism is characterised by the coexistence of various cultural groups within a society, encompassing differences in language, customs, traditions, and values.
2. **Cultural Exchange:** Multiculturalism encourages the exchange of ideas, customs, and traditions among different cultural groups, fostering a rich tapestry of shared experiences and learning.
3. **Tolerance and Respect:** Central to multiculturalism is the cultivation of tolerance and respect for cultural differences, helping to mitigate potential conflicts arising from diverse perspectives.

4. **Political Pluralism:** Multiculturalism often involves political structures that embrace a pluralistic approach, where diverse cultural perspectives are considered in policy-making and governance.
5. **Equal Opportunities:** It strives for equal opportunities for all individuals, regardless of their cultural background, ensuring that everyone has a fair chance to participate in social, economic, and political aspects of society.
6. **Cultural Identity:** Multiculturalism supports the preservation of cultural identities, allowing individuals to maintain and express their unique cultural heritage without fear of assimilation.
7. **Cross-Cultural Collaboration:** It encourages collaboration and cooperation across different cultural groups, promoting a sense of unity and shared goals despite diverse backgrounds.
8. **Legislation and Policies:** Multiculturalism is often reflected in legal frameworks and policies that protect the rights of minority groups, ensuring their participation and representation in various spheres of society.
9. **Cultural Awareness Education:** Multiculturalism involves educational efforts to increase cultural awareness and understanding, fostering an environment where individuals can appreciate and learn from each other's differences.
10. **Challenges and Adaptation:** While promoting diversity, multiculturalism also addresses challenges such as cultural misunderstandings, aiming to create a society where individuals adapt and find common ground despite their diverse backgrounds.

Theories on Multiculturalism:

- **The Melting Pot Theory:** The melting pot theory of multiculturalism assumes that various immigrant groups will tend to “melt together,” abandoning their individual cultures and eventually becoming fully assimilated into the predominant society. Typically used to describe the assimilation of immigrants into the United States, the melting pot theory is often illustrated by the metaphor of a foundry’s smelting pots in which the elements iron and carbon are melted together to create a single, stronger metal—steel. In 1782, French-American immigrant J. Hector St. John de Crevecoeur wrote that in America, “individuals of all nations are melted into a new race of men, whose labours and posterity will one day cause great changes in the world.” Some instances of the theory is that the Melting Pot theory is often applied to describe cultural assimilation in the United States. In this context, various ethnicities, traditions, and languages from immigrants have blended together over time, forming a unified American identity. For instance, the integration of diverse culinary traditions, such as Italian, Chinese, and Mexican cuisines, into American food culture reflects the blending of different immigrant influences into a distinct culinary

identity. Another related example is the city of Mumbai is a microcosm of this diversity, with people from various states, speaking different languages, practicing distinct religions, and celebrating myriad festivals. Despite these differences, there is a shared sense of Indian identity, showcasing how India embraces and integrates diverse cultural elements without necessarily melting them into a single homogenous culture.

- **The Salad Bowl Theory:** A more liberal theory of multiculturalism than the melting pot, the salad bowl theory describes a heterogeneous society in which people coexist but retain at least some of the unique characteristics of their traditional culture. Like a salad's ingredients, different cultures are brought together, but rather than coalescing into a single homogeneous culture, retain their own distinct flavours. In the United States, New York City, with its many unique ethnic communities like "Little India," "Little Odessa," and "Chinatown" is considered an example of a salad bowl society.

The salad bowl theory asserts that it is not necessary for people to give up their cultural heritage in order to be considered members of the dominant society. For example, African Americans do not need to stop observing Kwanzaa rather than Christmas in order to be considered "Americans."

On the negative side, the cultural differences encouraged by the salad bowl model can divide a society resulting in prejudice and discrimination. In addition, critics point to a 2007 study conducted by American political scientist Robert Putnam showing that people living in salad bowl multicultural communities were less likely to vote or volunteer for community improvement projects.

Critics argue that multiculturalism can lead to cultural relativism, where all cultural practices are considered equally valid. This perspective may hinder addressing harmful practices within certain cultures, such as gender inequality or discrimination.

Additionally, some argue that multicultural policies can inadvertently create segregated communities, as individuals may prefer to interact primarily with those of their own cultural background. This can limit social cohesion and integration.

For example, in parts of Europe, critics point to instances where multicultural policies have been accused of fostering parallel societies, where different cultural groups live separately with limited interaction, potentially undermining the goal of a unified society.

6.4 HYBRIDIZATION

Cultural hybridization can be defined as a phenomenon that emerges as a result of interaction between different cultures. This process has gained momentum with the increasing global transportation, advance-

ments in technology, and widespread use of communication tools. As a result, not only cultural changes but also the similarities and differences between cultures have become more visible. Interactions between cultures can occur in various ways, particularly through tourism, migration, trade, and media. However, the main reasons for cultural hybridization include the interaction between cultures as well as factors such as globalisation, modernization, colonialism, international relations, social movements, and cultural activism.

Impact of Globalisation on Cultural Hybridization

The global flow allows cultures to get to know and interact with each other and become hybridised. Globalisation does not mean the elimination of differences between cultures; instead, it results in the emergence of new cultural expressions and forms as a result of the interaction between different cultures. This process enriches cultures while potentially changing cultural identities. For example, cultural elements such as eating habits, clothing styles, and music can differentiate or merge as a result of cultural interaction.

The impact of globalisation on cultural hybridization can lead to the emergence of similar elements in many cultures. For example, fast food culture has become widespread worldwide and popular in many countries. Similarly, music genres and fashion trends have also become popular worldwide due to the influence of globalisation. However, this process also brings cultural fusion. For example, different cuisines can be combined to create a new flavour, or fashion trends can turn into a different style inspired by different cultures.

The impact of globalisation on cultural hybridization can have both positive and negative consequences. It can be said that the interaction between cultures allows for the discovery and understanding of different cultures. As a result of the fusion of different cultures, new cultural expressions emerge, increasing cultural

diversity. However, the impact of globalisation on cultural hybridization can also lead to the changing or loss of cultural identities. With globalisation becoming increasingly debated, the number of academics interested in this field has increased, and social scientists' studies in this area have increased. Arjun Appadurai explains the impact of globalisation on cultural hybridization through the "cultural

flows theory". According to Appadurai, globalisation accelerates cultural transitions, leading to the emergence of a cultural market between different cultures. Within this market, cultures interact with each other, and as a result of this interaction, a new cultural synthesis emerges.

Effect of migration

The hybridization of culture has become even more widespread in the process of globalization with factors such as migration and diaspora. Migration refers to the transition of people to different countries, social,

economic, and cultural environments, increasing cultural diversity. When migrants make this transition, they bring different cultural practices, values, and norms with them, contributing to the cultural diversity in new societies. The cultural interaction of migrants in the countries they go to can lead to the emergence of hybrid cultures.

Diaspora, on the other hand, means people voluntarily or forcibly leaving their communities to live in a different place. While diaspora communities live in different cultural contexts, they also remain attached to their cultures and carry these cultures to new societies. This process helps diaspora communities to preserve their identities, while also leading to various cultural interactions. These interactions can lead to the emergence of similarities between different cultures and the creation of hybrid cultures. In addition to these factors, the development of communication and technology has facilitated cross-cultural interaction and prepared the ground for different cultural elements to be shared. The internet, social media, and other communication technologies increase the interaction between different cultural groups and also accelerate cultural hybridization. Cultural interactions can also arise due to reasons such as increasing tourism and migrant workers.

Emergence of New Cultural Expressions

The blending of cultures leads to the emergence of new cultural expressions, particularly in areas such as music, fashion, cinema, and art. For example, hip-hop music was born as a cross-cultural blend and has become popular worldwide. Additionally, fashion creates new trends through the blending of cultures. Western fashion has become popular worldwide and created cross-cultural interactions. The emergence of new cultural expressions as a result of cultural blending is one of the most important cultural phenomena of our time. Many theorists and academics have conducted studies in this area and obtained important findings. For example, Homi Bhabha argues that cultural blending is an area where a culture interacts with another culture and new cultural identities emerge. Power balances between cultures change in this area, and each culture gains a unique perspective. Similarly, Stuart Hall also argues that cultural blending is a process of producing new cultural identities that emerge from the interaction of cultures.

Critiques of Cultural Assimilation and Homogenization

The increased interaction between cultures as a result of the hybridization process has brought about some critiques, which argue that cultures are entering a process of assimilation and homogenization. The critique of cultural assimilation posits that one culture assimilates and destroys other cultures, or that the dominant culture homogenizes other cultures by making them similar to itself. This critique suggests that the differences between cultures may disappear, leading to the emergence of a uniform culture. For example, Adnan Mahiroglu interprets this situation as follows: In the globalisation process, new habits and customs, particularly those with Western cultural references, are observed to emerge in

many national cultures. Traditions in national cultures, referred to as “customs,” are attitudes and behaviours witnessed by the new generation in the previous generation.

There are alternative approaches that advocate for the preservation of mutual interaction and cultural richness between cultures, despite the criticisms. According to this approach, it is important to understand cultures through dialogue and to value this interaction, as well as to emphasise values such as respect, empathy, and tolerance between cultures, while preserving and enriching the differences between them. This approach can help reduce conflicts between cultures and foster better understanding between people by maintaining cultural diversity

Different theorists and researchers have expressed their views on this subject. For example, Edward Said argues that Western countries have maintained their domination by othering Eastern cultures while Arjun Appadurai advocates that global culture is a heterogeneous structure and that cultural interaction creates richness. Criticisms of cultural assimilation and homogenization arise from concerns that cultures may disappear. Cultures that are under the influence of dominant cultures, especially in areas where cultural minorities live, may be at risk of disappearing over time. This would result in a decrease in cultural diversity. Many studies and research are being conducted on this subject. Factors that lead to the disappearance of cultures include globalisation, tourism, urbanisation, and trade. Therefore, it is important to create awareness at the international level and to develop protection policies for preserving cultural diversity.

6.5 RELIGIOUS FUNDAMENTALISM

The definition of religious fundamentalism refers to the adherence to a religion's most traditional values and beliefs - a return to the basics or fundamental tenets of the faith. It is often characterised by a degree of militancy, as well as literal interpretations of, and a strict reliance on, a religion's sacred text(s). Simply a religious fundamentalism means, it is a strict adherence to the basic principles or "fundamentals" of a religious belief system. It often involves a literal interpretation of sacred texts and resistance to change. For example, some fundamentalist Christians may insist on a literal interpretation of the Bible, while certain Islamic fundamentalists might adhere strictly to the teachings of the Quran without interpretation.

The first known instance of religious fundamentalism was observed in the late 19th century in the United States of America. A liberal branch of Protestant Christianity had emerged which attempted to adapt its views to better accommodate the post-Enlightenment age of modernity, particularly new developments in sciences such as the theory of biological evolution.

Conservative Protestants heavily opposed this, believing that the Bible must not only be interpreted literally, but was also historically accurate. They began a fundamentalist movement that would remain influential for centuries to come.

Globalisation Point of view:

Cultural Dimensions: Global
flows, Multiculturalism,
Hybridization, Religious
Fundamentalism

Anthony Giddens (1999) argues that globalisation and its association with Western values, moral codes, and lifestyles is an undermining force in many parts of the world. Westernisation and its association with equality for women and minorities, free speech, and the promotion of democracy, is regarded as threatening traditional authoritarian power structures and patriarchal dominance.

This, coupled with the influence of Western consumerism and materialism, which is viewed as 'spiritually empty', means that the advent of globalisation has caused significant insecurity among the people. The growth of fundamentalist religion is therefore a product of and a response to globalisation, providing simple answers in an ever-changing world.

One example illustrating Anthony Giddens argument on the impact of globalisation can be found in the rise of nationalist and anti-globalization movements in various parts of the world. As Western cultural values and economic practices permeate different societies, some individuals and communities feel a loss of identity and control. In response, nationalist movements may emerge, advocating for the preservation of local traditions, values, and economic interests. These movements often resist the perceived Westernization associated with globalisation, reflecting a resistance to the perceived erosion of traditional values.

Steve Bruce (1955), however, asserted that religious fundamentalism does not always arise from the same source. He differentiated between two varieties: communal fundamentalism and individualist fundamentalism. Communal fundamentalism, as outlined by Steve Bruce, refers to a form of religious fundamentalism that emerges within a community or group setting. It involves shared beliefs and practices that unite members toward a common religious or ideological goal. On the other hand, individualist fundamentalism is characterised by a more personal and autonomous adherence to fundamentalist beliefs. In this context, individuals may hold and practise fundamentalist views independently, without strong ties to a communal structure. Bruce's distinction highlights the diverse ways in which religious fundamentalism can manifest, either collectively within a community or individually.

Samuel Huntington (1993) argues that a 'clash of civilisations' materialised between fundamentalist Islam and Christianity in the late 20th century. A range of factors, including the declining importance of nation-states resulting in the rising importance of religious identity; as well as increased contact between countries due to globalisation, mean that religious differences between Christians and Muslims are now exacerbated. This has resulted in hostile 'us versus them' relationships, and the increasing likelihood of digging up old conflicts.

Key Features of Fundamentalist Movements:

- 1) **A literal interpretation of religious texts, which are seen as infallible:** They take their 'moral codes' straight from their sacred

texts. A good fundamentalist is supposed to lead their life in accordance with the original sacred text of the religion, and there is little room for flexibility in this. However, one of the major criticisms of Fundamentalism is that religious texts are often obscure and they have been interpreted at some point by whoever is in power, so there is no such thing as a 'literal interpretation'.

- 2) **They regard all areas of social life as sacred:** Fundamentalists tend to impose their views on others in a society, and police people's day to day behaviour closely to make sure that day to day life is being lived in line with their interpretation of the sacred text.
- 3) **They have conservative beliefs:** Fundamentalists tend to support traditional gender roles and are against 'progressive' liberalisation, such as women playing a greater role in work and politics and they tend towards tolerance and even celebration of sexuality diversity.
- 4) **Resistance to Modernity:** Religious fundamentalists often reject or resist modern societal changes, values, and practices. They may view modernity as a threat to traditional religious beliefs and seek to preserve or return to what they perceive as a purer, pre-modern way of life.
- 5) **Call for a Return to the Past:** Many fundamentalist movements advocate for a return to a perceived golden age of the past, viewing it as a time when their religious principles were more faithfully followed. This nostalgia for a bygone era contributes to the rejection of contemporary cultural and social changes.
- 6) **Activism and Political Engagement:** Religious fundamentalism is frequently associated with active involvement in political and social spheres. Fundamentalist groups may seek to influence legislation, education, and public policy to align with their religious worldview. This engagement is often driven by a desire to shape society according to their religious principles.

Difference between Fundamentalism and Communalism

Fundamentalism has gained wide currency in the contemporary world and it refers to a variety of norms, values, attitudes which either judge the fundamentalists or condemn them outright. This word is sometimes used in place of communalism. However, there is subtle difference between the two in below aspects:

While communalism is all about political or economic interests of a particular community, fundamentalism is enforcement of sectarianism with all rigidity for political mobilisation of a community for the power-goals of its elite.

While communalism is the exploitation of sentiments of a religion-based community for a secular goal (i.e. political power) fundamentalism is enforcing narrow sectarian practices for strengthening religious orthodoxy

as well as achieving political power. Thus, there is a very thin line that differentiates fundamentalism with communalism. However, in today's context, both are political instruments and try to mobilise people on religious grounds.

Cultural Dimensions: Global flows, Multiculturalism, Hybridization, Religious Fundamentalism

6.6 SUMMARY

Global Flows: The world is interconnected through three primary global flows: people, capital, and resources. The movement of individuals across borders, capital investment, and the exchange of natural resources contribute to the intricate web of interconnectedness. The push-pull theory explains migration dynamics, with skilled professionals exemplifying the impact of globalization on the global labor market. Capital flows involve investments and financial assets moving globally, shaping economic development. Resource flows, guided by comparative advantage theory, facilitate efficient resource allocation worldwide, as seen in the trade of oil between the Middle East and Asia.

Anthropologist Arjun Appadurai introduces the concept of "scapes" representing different global flows. Ethnoscapes involve the movement of people, shaping cultural compositions globally. Technoscapes depict the flow of technology, influencing daily life and communication. Ideoscapes represent the flow of ideas, ranging from personal expressions on social media to missionary activities. Financescapes involve the global flow of money, impacting local economies through international financial markets. Mediascapes illustrate the rapid exchange of media content worldwide, fostering cultural exchange and influencing trends.

Multiculturalism: Multiculturalism addresses cultural diversity within societies, emphasizing coexistence, cultural exchange, and equal opportunities. It encourages tolerance, respect, and political pluralism, supporting cultural identity preservation and cross-cultural collaboration. Legislation and policies protect minority rights, and cultural awareness education promotes understanding. Theories like the Melting Pot and Salad Bowl describe assimilation and cultural coexistence, respectively, with critiques highlighting challenges such as cultural relativism and potential segregation.

Cultural Hybridization and Globalization: Cultural hybridization, fueled by globalisation, results from interactions between different cultures. This process enriches cultures but may also lead to the changing or loss of cultural identities. The impact of global flows, migration, diaspora, and technological advancements accelerates cultural hybridization, creating new cultural expressions in areas like music, fashion, and art. The emergence of new cultural identities requires responsible management to preserve diversity and prevent cultural assimilation.

Religious Fundamentalism: Religious fundamentalism involves a strict adherence to traditional religious values and beliefs, often marked by militancy and literal interpretations of sacred texts. It emerged in response to modernity and globalisation, providing simplistic answers in a changing

world. Key features include a literal interpretation of religious texts, viewing all areas of social life as sacred, conservative beliefs, resistance to modernity, a call for a return to the past, and activism in political and social spheres. Globalization's influence on fundamentalism is evident in nationalist movements resisting perceived Westernization.

6.7 QUESTIONS

- Q1. What are Global flows? Discuss its three types.
- Q2. What is multiculturalism? Discuss theories on multiculturalism.
- Q3. Define hybridization and explain its impact on cultural hybridization.
- Q4. Explain the concept of religious fundamentalism. Elaborate on how communalism and religious fundamentalism are different concepts?

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MULTINATIONAL CORPORATIONS AND THE MARKET

Unit Structure

- 7.1 Introduction
- 7.2 Understanding MNC as the agent of Globalization.
- 7.3 Immanuel Wallerstein's Theory on MNC
- 7.4 Characteristics of MNC
- 7.5 Roles of MNCs in Globalization process
- 7.6 Types of MNC
- 7.7 Advantages and Disadvantages of MNCs
- 7.8 The Future of MNCs in India
- 7.9 Critiques
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- 7.11 Conclusion
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7.0 OBJECTIVES

- To have a comprehensive understanding of globalisation and its impact on economic systems through the study of Multinational Corporations (MNCs)
- To examine the role of Multinational Corporations (MNCs) in emerging economies such as India.
- To assess the economic, social, and environmental impacts of Multinational Corporations (MNCs) on host countries considering various factors.

7.1 INTRODUCTION

Globalisation is a complex and interconnected process that connects people, cultures, economies and ideas around the world. This includes increased cross-border flows of goods, services, information and capital, breaking down traditional barriers and creating a more interconnected and interdependent world. Globalisation provides developed-country corporations with a competitive advantage. Globalisation benefits developing countries as well since they are more cost-effective and so

attract jobs. Increasing commodities and services, capital, and technology are being transferred across nations. There is one more method for the countries to be linked. This is achieved through international migration. The three major forms of globalisation are political, economic, and cultural globalisation. Through the cross-border movement of products, capital, and labour, globalisation has produced new employment and economic growth. However, development and employment generation are not evenly distributed among businesses or countries.

Multiplication Corporation stands as a beacon of globalization, leveraging technology, trade, and innovation to connect diverse markets worldwide. With a mission to amplify cross-border collaboration, it fosters economic growth, cultural exchange, and technological advancement. Through strategic partnerships and streamlined operations, Multiplication Corporation facilitates the seamless flow of goods, services, and ideas across continents. Its agile approach adapts to evolving market dynamics, driving efficiency and prosperity. By transcending geographical boundaries, it cultivates a network of interconnected economies, catalysing mutual understanding and opportunity. Multiplication Corporation embodies the transformative power of globalisation, catalysing progress and synergy on a global scale.

7.2 UNDERSTANDING MNC AS THE AGENT OF GLOBALIZATION

An MNC is a multinational company that controls and operates production in more than one country. Multinational Corporations or Multinational Companies are enterprises that operate in more than one country other than their native country. Simply, a multinational corporation (MNC) or multinational enterprise (MNE) is a business enterprise that manages production or delivery services in more than one country. Multinational Corporations (MNCs) have a central head office in their home country and secondary offices, facilities, factories, industries, and other assets in other nations.

Since these businesses operate on a global scale, they are sometimes referred to as global enterprises. The main business controls and operates the operations on a global scale. MNCs' products and services are offered in several countries, demanding global management. Multinational corporations may have a significant impact on local economies and even the global economy, as well as play a significant part in international relations and globalisation. Superior technology, a worldwide management and distribution system, and a vision of the world and goal are just a few of this company's characteristics.

A MNC differs slightly from a transnational corporation (TNC), because while MNC's are traditionally national companies with foreign subsidiaries, a TNC does not identify itself with one national home. However, these terms are often used interchangeably. Multinational corporations can have a powerful influence in local economies, and even the world economy.

Multinational corporations (MNCs) are really important globally. According to a definition by Dicken (2007), an MNC is a company that has the power to organise and control its operations in more than two countries, even if it doesn't own them. This means they work in various economic, political, social, and cultural environments. MNCs have been around for a while, like the East India Trading Company and the Hudson's Bay Company. In fact Amazon, Toyota, Google, Apple, Zara, Starbucks, McDonald's, etc. are examples of the most famous international companies in the world.

MNCs are usually measured by something called foreign direct investment (FDI). This means one company investing in another company in a different country to control its operations. FDI has been growing a lot recently, and more than two-thirds of it goes to developed countries, not less developed ones.

7.3 IMMANUEL WALLERSTEIN'S THEORY ON MNC

Immanuel Wallerstein, an American sociologist, popularly known from his theory - world-systems theory, which provides a framework for understanding the global capitalist economy and its historical development. According to Wallerstein, the world-system is a complex social system characterised by an economic division of labour, where certain regions dominate others economically and politically.

The world-system theory identifies three main types of zones within the global economy:

1. **Core:** The core countries are the most economically advanced and industrialised nations. They typically control the majority of the world's wealth, technology, and capital. Examples include the United States, Western European countries, and Japan.
2. **Periphery:** The periphery consists of less developed countries that are economically dependent on the core nations. They often provide cheap labour, raw materials, and agricultural products to the core countries. Many countries in Africa, Latin America, and parts of Asia are considered part of the periphery.
3. **Semi-periphery:** The semi-periphery occupies an intermediate position between the core and the periphery. These countries have some degree of industrialization and economic development but are not as dominant as core nations. Examples include Brazil, South Africa, and South Korea.

Wallerstein argues that the world-system operates as a unified entity, with the core exploiting the periphery and semi-periphery to maintain its dominance. This exploitation takes various forms, including unequal trade relations, debt burdens, and the extraction of natural resources.

Now, how does this theory relate to multinational corporations (MNCs) as agents of globalisation?

Multinational corporations play a crucial role in Wallerstein's world-system theory by facilitating the integration and expansion of the global capitalist economy. They operate across multiple countries, establishing production facilities, distribution networks, and marketing channels in various parts of the world.

Here's how MNCs fit into Wallerstein's framework:

1. **Core Control:** Multinational corporations are often headquartered in core countries and wield significant economic power. They control the flow of capital, technology, and resources across borders, influencing economic policies and shaping global markets.
2. **Exploitation of Periphery and Semi-periphery:** MNCs frequently exploit the resources and labour of peripheral and semi-peripheral countries to maximise profits. They may set up manufacturing plants in these regions to take advantage of lower production costs, lax environmental regulations, and cheaper labour.
3. **Dependency:** Wallerstein's theory highlights the dependency of peripheral and semi-peripheral countries on core nations for technology, investment, and market access. Multinational corporations perpetuate this dependency by dominating key sectors of the global economy and dictating terms of trade.
4. **Globalisation:** Multinational corporations are key drivers of globalisation, the process of increasing interconnectedness and interdependence among countries. Through their operations and investments, MNCs facilitate the flow of goods, services, and capital across borders, contributing to the integration of national economies into the global market system.

Thus, Immanuel Wallerstein's world-system theory provides a structural understanding of the global economy, with multinational corporations playing a central role in perpetuating and exacerbating inequalities between core and peripheral regions. They serve as agents of globalisation by expanding the reach of capitalism and reinforcing the hierarchical division of the world into core, periphery, and semi-periphery zones.

7.4 CHARACTERISTICS OF MNC

1. **Global corporate presence:** Multinational corporations operate in multiple countries across the globe. They establish subsidiaries, branches, or affiliates in different nations to expand their market reach and diversify their operations. For instance, Coca-Cola, a well-known MNC, operates in over 200 countries worldwide with manufacturing plants and distribution networks tailored to local markets.
2. **Usually large and powerful organisations:** MNCs are often among the largest and most influential corporations globally. They possess significant financial resources, advanced technologies, and extensive

market networks. Companies like Google, Apple, and ExxonMobil exemplify the scale and influence of MNCs in various industries.

3. **Complex business model and structure:** MNCs manage intricate business operations due to their expansive geographic footprint and diverse product/service portfolios. Their organisational structures involve multiple layers of management, departments, and subsidiaries. For instance, General Electric operates in sectors ranging from healthcare to aviation, requiring a complex organisational framework to manage its diverse business lines effectively.
4. **Direct investments abroad:** MNCs engage in foreign direct investment (FDI) by establishing subsidiaries, acquiring local companies, or building production facilities in foreign countries. For example, Toyota, a Japanese automobile manufacturer, has manufacturing plants in several countries, including the United States, Thailand, and Brazil, to cater to regional market demands and reduce production costs.
5. **Jobs created abroad whose salary may be higher than locally:** When MNCs expand operations overseas, they often create employment opportunities in the host countries. These jobs may offer higher wages and better working conditions compared to local standards, contributing to economic development and improving living standards. For instance, technology companies like Microsoft and IBM hire skilled workers in emerging markets such as India and China, offering competitive salaries and benefits to attract top talent.
6. **The goal is to improve efficiency, lower production costs, and increase market share:** MNCs strive to enhance operational efficiency, reduce expenses, and capture larger market shares to remain competitive in the global marketplace. They leverage economies of scale, advanced technologies, and strategic partnerships to streamline processes and drive growth. For example, Nike outsources manufacturing to countries with lower labor costs like Vietnam and China to produce athletic shoes at competitive prices, thereby increasing its market share and profitability.
7. **Significant costs associated with foreign navigation rules and regulations:** Operating across borders exposes MNCs to various legal, regulatory, and compliance challenges. They incur expenses related to navigating foreign laws, trade barriers, taxation policies, and cultural differences. For instance, pharmaceutical companies like Pfizer invest substantial resources in regulatory compliance and intellectual property protection when launching products in international markets to ensure compliance with diverse regulatory frameworks and safeguard their innovations.

These characteristics collectively define the nature and operations of multinational corporations, reflecting their global scale, strategic objectives, and impact on economies worldwide.

7.5 ROLES OF MNCs IN GLOBALIZATION PROCESS

- MNCs play a very important role in the process of globalisation. They are in close association with the local and small producers for the integration of the markets located in far-off places. Their role and efforts improve international ties by promoting global investment. The role of MNCs in the process of globalisation is as follows:
- MNCs establish production offices and factories in areas with inexpensive labour and other resources. For instance, Nike has manufacturing facilities in countries like China, Vietnam, and Indonesia, where labour costs are relatively low compared to developed countries. This strategy allows Nike to produce its goods at a lower cost, thus increasing its profit margins.
- MNCs will sometimes set up manufacturing in cooperation with local businesses from across the world. The local company benefits from such collaborative manufacturing in two ways. First, MNCs might contribute funds for further expenditures to increase production speed. Second, MNCs provide the most recent technology for expanding and improving output.
- Several multinational corporations are so large that their wealth exceeds the entire budgets of some underdeveloped countries. This is why they acquire local businesses to expand output.
- Economic globalisation refers to increasing economic interdependence of national economies across the world through a rapid increase in cross-border movement of goods, services, technology and capital. Multinational corporations play a key role in this process.
- MNCs establish control over production by placing orders with small businesses in emerging countries. The manufacturing process is divided into little sections and shared globally. Apple outsources a significant portion of its manufacturing to contract manufacturers, such as Foxconn in China. These contract manufacturers often subcontract work to smaller businesses within the region for components and assembly. It has resulted in bridge commercial and development convergence

7.6 TYPES OF MNC

Multinational Corporations can be viewed as four main organisational types and they are:

1. **A Decentralised Corporation:** A decentralised corporation operates both in its home country and independently in various locations globally. This multinational company can achieve more at a faster pace because it is decentralised. In this setup, each office has the ability to manage its local business autonomously, making its own

decisions. For example: McDonald's is a big company that operates in many countries. Even though it's based in the United States and has the most stores there, it's also in over 100 other countries. Each McDonald's store kind of does its own thing, deciding what food to offer and how to advertise to appeal to local people. This means you might find different menu items at different McDonald's places. They use a system where people can open new McDonald's restaurants anywhere in the world without paying the main office. This helps them grow quickly.

2. **A Centralised Global Corporation:** A centralised global corporation has its primary headquarters situated in its home country. The executive officers and management at this central location supervise both global and domestic offices and operations. Key business decisions are made by the headquarters personnel, rather than by local office managers in foreign countries. Typically, the offices abroad need to report to and seek approval from the personnel at the central headquarters for significant activities. Outsourcing is the practice of hiring a third party to create goods or services for the company. For example, Apple that operates globally, and even though it's based in one place, it gets parts of its iPhones made in different countries like China, Mongolia, Korea, and Taiwan.
3. **An International Division Within a Corporation:** An international division within a multinational corporation takes care of all its operations around the world. This helps with decision-making and handling activities in different countries. But, sometimes, it can be tricky because if the whole company needs to agree on something or take action together, doing things independently might cause problems. Also, it can be a challenge to keep the company's overall brand image intact and consistent globally. Like, every Coca-Cola branch has the freedom to create its own product look and marketing plans to appeal to people in that area.
4. **A Transnational Corporation:** A transnational corporation involves a parent-subsidiary structure whereby the parent company oversees the operations of subsidiaries in foreign countries as well as in the home country. Subsidiaries can make use of the parent's assets, such as research and development data. Subsidiaries may be different brands, as well. The parent usually maintains a management role directing the operations of its subsidiaries, domestic and foreign. For example, Nestle is a big company that operates all over the world. Even though the main office makes big decisions, each part of the company gets to decide a lot about its everyday work. Nestle started as a small village business and grew into a major food company. This shows that Nestle is good at adjusting to different business situations while keeping its main values.

7.7 ADVANTAGES AND DISADVANTAGES OF MNCS

Operating internationally brings both benefits and drawbacks for multinational companies, consumers, and employees such as:

Advantages

Those who view economic globalisation positively cite evidence of per capita GDP growth, decrease in poverty, and a narrowing gap between rich and poor nations. Proponents of economic globalization argue that the economic benefits are widely shared between different parts of society, discounting critics who point to rising inequality between the rich and poor within nations who have joined the global market.

1. **Market Risks:** MNCs face market-specific risks such as fluctuations in demand, changes in consumer preferences, and economic downturns. By operating in multiple countries and regions, MNCs can mitigate the impact of adverse conditions in any single market. For example, if one market experiences a recession, the company may still generate revenue from other markets that are performing well.
2. **Political and Regulatory Risks:** Political instability, changes in government policies, and regulatory environments can significantly affect business operations. By diversifying their presence across different countries, MNCs can reduce their exposure to political and regulatory risks. For instance, if a government imposes stringent regulations or imposes trade barriers in one country, the company can rely on operations in other regions to maintain its overall performance.
3. **Currency and Exchange Rate Risks:** Fluctuations in currency exchange rates can impact the financial performance of MNCs, especially those engaged in international trade. By operating in multiple countries with diverse currencies, MNCs can hedge against currency risks. They can balance revenue and expenses in various currencies, reducing the vulnerability to adverse exchange rate movements.
4. **Supply Chain Risks:** Disruptions in the supply chain due to natural disasters, geopolitical tensions, or supplier issues can disrupt production and distribution. MNCs with diversified supply chains spread across different regions are better equipped to manage and mitigate supply chain risks. They can source materials or components from alternative suppliers in different locations, ensuring continuity of operations even if one supply chain is disrupted.
5. **Competitive Risks:** Global markets are highly competitive, and MNCs face competition from both local and international rivals. Diversifying operations geographically enables companies to gain insights into diverse markets and adapt their strategies accordingly. They can leverage their global presence to counter competitive threats and maintain market share across multiple regions.

Those who view economic globalisation negatively cite evidence of exploitation of the local labour force, funnelling of important resources away from the country itself into foreign exports, and overall dependency of developing countries upon wealthy countries.

1. **Resource Usage and Environmental Degradation:** Multinational companies often exploit local resources without sustainable practices, leading to environmental degradation. This could include deforestation, water pollution, and depletion of natural resources. Since MNCs operate across borders, they might not be subject to strict environmental regulations in some countries, allowing them to prioritise profit over environmental preservation.
2. **Market Position and Monopoly:** Due to their size and financial power, MNCs can dominate local markets, creating barriers to entry for smaller businesses. This dominance can limit competition, stifle innovation, and result in higher prices for consumers. Small businesses may struggle to compete with MNCs, leading to economic imbalance and reduced consumer choice.
3. **Labor Exploitation:** In pursuit of cost savings, some MNCs may exploit labour in developing countries by offering low wages and poor working conditions. They take advantage of differences in labour laws and regulatory enforcement between countries. This exploitation not only harms workers but also perpetuates economic inequality and social injustice.
4. **Cultural Homogenization:** Multinational corporations often promote a standardised, globalised culture through their products and marketing strategies. This can diminish local cultures and traditions, as well as erode cultural diversity. By promoting uniformity in consumer preferences and behaviors, MNCs can undermine the uniqueness of local communities and identities.
5. **Tax Fraud:** MNCs engage in aggressive tax planning to minimise their tax liabilities by exploiting loopholes and differences in tax regulations between countries. They may shift profits to low-tax jurisdictions or use complex corporate structures to avoid paying their fair share of taxes. This deprives host countries of much-needed revenue for public services and infrastructure development.
6. **Dependence on Global Markets:** Host countries that heavily rely on MNCs for employment and economic growth become vulnerable to global economic fluctuations and decisions made by these companies. Any downturn in global markets or changes in MNC strategies can have significant adverse effects on the local economy, leading to job losses and financial instability.

Addressing these disadvantages requires a combination of regulatory oversight, corporate responsibility, and international cooperation to ensure

that MNCs operate ethically and contribute positively to local economies and societies.

7.8 THE FUTURE OF MNCS IN INDIA

The current global trends are favourable for the growth of multinational corporations (MNCs). Countries around the world are privatising government-run industries, and regional trade agreements like the North American Free Trade Agreement and the European Union are reducing barriers to international trade. This creates opportunities for MNCs to enter new markets and utilise existing infrastructure. One potential concern is that MNCs' success in underdeveloped markets could lead to overproduction and a surplus of goods and services. Historically, this has resulted in wage and price deflation, a decrease in corporate activities, and an economic slowdown. However, this is a theoretical risk, and for now, the expansion of MNCs globally are expected to continue. In the context of India, MNCs are attracted to the country for several reasons:

1. **Large Market Potential:** India offers a significant business opportunity due to its vast market size and ongoing economic growth.
2. **Labor Competitiveness:** The availability of a competitive labour force makes India an attractive destination for MNCs.
3. **Government Support:** The Indian government provides support to MNCs through various incentives, including tax benefits for research and development (R&D) activities. These incentives include:
 - 100% deduction of both revenue and capital expenditure on R&D from taxable income.
 - A weighted tax deduction of 125% for sponsored research in approved national laboratories and higher technical education institutions.
 - A weighted tax deduction of 150% for R&D expenditure in government-approved in-house R&D centres in selected industries.
 - Income tax exemption for ten years for companies with the primary objective of research and development.
 - Accelerated depreciation for investments in plant and machinery based on indigenous technology.
 - Customs and excise duty exemptions for capital equipment and consumables needed for R&D.
 - Excise duty exemption for three years on goods developed by a wholly-owned Indian company and patented in at least two countries: India, the United States, Japan, and any country in the European Union.

Policies That Helped MNCs Grow In India

1. **FDI Policy:** Most sectors, including manufacturing, allow 100% Foreign Direct Investment (FDI) without requiring prior approval.
2. **Industrial Licensing:** Licensing is now limited to only five sectors, primarily focused on security, public health, and safety considerations.
3. **Exchange Control:** Investments can be repatriated, meaning the original investment, profits, and dividends can be freely taken back.
4. **Taxation:** Companies incorporated in India are treated as Indian companies for taxation. Additionally, there's a Convention on Avoidance of Double Taxation with 71 countries, including Korea.

7.9 CRITIQUES

Not all observers of economic globalisation have a positive evaluation. Multinational corporations exert powerful influence over local and national governments, often prompting them to enact policies that benefit business, rather than protecting the rights of local people. Thus, economic globalisation in the form of MNCs can lead to exploitation of the local labour force, funnelling of important resources away from the country itself into foreign exports, and overall dependency of developing countries upon wealthy countries.

In addition to the uneven distribution benefits that often occurs, critics also point to the ways that resources are diverted from the local population into foreign exports. For example, some of the land in Cape Verde could be planted and harvested to feed people but is planted instead with cash crops for foreign exchange. Fresh produce is regularly sold or changed to a nonperishable type, such as canned tuna for export, rather than consumed by the population. Widespread malnutrition is one of the effects of this foreign dependency.

Finally, economic globalization may result in unequal economic relations of dependency between developing and developed countries. Instead of acting independently on behalf of the people in the country, governments of developing countries may act more in the interests of MNCs and of other nations on whom they rely on for aid. They may feel that without these forms of economic connection, their country cannot survive.

Thus, dependent relations that were formed in the colonial period continue on today in the form of what many scholars call neocolonialism or economic imperialism.

7.10 CASE STUDY

Case Study: NESCAFÉ plan helping Indian coffee farmers

Introduction: The NESCAFÉ PLAN is making a positive impact on Indian coffee farmers, and we'll look at Mr. Laxhipathi Gowda's experience with it. He's a proud coffee farmer in Margodu Village, Karnataka, where the NESCAFÉ PLAN started in 2012.

Farmer's Background: Meet Mr. Laxhipathi Gowda, a 40-year-old coffee farmer with over 20 years of experience. He lives with his wife and two daughters, Punarva and Monal. Since 2012, he's been part of the NESCAFÉ PLAN, thanks to Nestlé Agronomists who explained its benefits to him.

Sustainable Farming Practices: Mr. Laxhipathi owns a six-hectare farm producing 2,500 kg/hectare of Robusta coffee yearly. Through the NESCAFÉ PLAN, he learned sustainable practices. These include soil testing for better fertiliser use, managing plastic waste, rainwater harvesting for water and soil conservation, and training on improving farm labor skills and safety measures.

Improving Coffee Quality: By implementing post-harvest practices taught by NESCAFÉ PLAN, like drying coffee properly, Mr. Laxhipathi gets premiums for good quality coffee above the market price.

Community Development: NESCAFÉ PLAN doesn't just focus on farming; it helps in community development. Mr. Laxhipathi appreciates the technical support from the NESCAFÉ PLAN team. He also likes the transparent payment system based on coffee quality, helping him understand the importance of maintaining good quality.

Hope for the Future:

Despite challenges like climate changes and coffee price variations affecting daily life, Mr.

Laxhipathi is hopeful. He believes NESCAFÉ PLAN will improve his farm income in the

future and contribute to environmental conservation.

NESCAFÉ PLAN in India: Facts and Figures:

- Launched in 2012 in three main coffee-growing districts: Coorg and Chikmagalur in Karnataka and Wayanad in Kerala.
- Total farmers trained: 1227
- Global Partners: 4C Association

7.11 CONCLUSION

In a big world where countries are closely connected, Multinational Corporations (MNCs) play a major role. These are huge companies that work in many countries, bringing people, cultures, and ideas together. They are like global players driving the world to be more connected and interdependent. MNCs have a strong presence worldwide, operating in different languages and having complex business structures. Some, like

McDonald's, let local offices make decisions, while others, like Apple, have their main office making key choices for global and local branches. There are different types of MNCs, each with its own way of doing business globally. These companies, like Amazon or Nestle, are really big and operate in many places. They're measured by foreign direct investment (FDI), which means investing in different countries to control how they work. MNCs have been around for a long time, and today, there are about 61,000 of them globally, making up a big part of the world's economy. MNCs can bring both good and not-so-good things.

On the positive side, they can sell their products globally, create jobs, and bring new technologies to different places. They also invest in the infrastructure of the countries they operate in. But, there are also concerns about them using up local resources, having too much control in local markets, and not always treating workers fairly. Looking at India, MNCs see it as a great place to do business. India has a big market, a competitive workforce, and the government supports them with incentives like tax benefits. Policies in India have changed to welcome foreign investments, making it attractive for companies like Nestle and others to set up operations.

7.12 SUMMARY

Multinational Corporations (MNCs) are powerful entities operating across multiple countries, managing production, and delivering services on a global scale. They play a pivotal role in the process of globalisation, expanding markets, integrating economies, and perpetuating economic inequalities.

Immanuel Wallerstein's world-system theory contextualises MNCs within a global economic hierarchy, with core nations dominating economically and politically, while peripheral and semi-peripheral regions provide resources and labour.

MNCs facilitate globalisation by establishing global corporate presence, engaging in foreign direct investment (FDI), and creating jobs abroad. They pursue efficiency, lower production costs, and market share expansion while navigating complex regulatory environments.

MNCs operate under various organisational structures such as decentralised, centralised global, international division within a corporation, and transnational. Each structure reflects different levels of centralization and integration across global operations.

Advantages of MNCs include risk mitigation in diverse markets, access to resources, and technological advancements. However, they also face challenges like market risks, political instability, labour exploitation, and cultural homogenization.

In India, MNCs benefit from government support, favourable FDI policies, and incentives for research and development. However, critics argue that MNCs can exacerbate economic inequalities, exploit local labour, and contribute to dependency on developed nations.

Overall, the impact of MNCs on globalisation is complex, involving economic, social, and political dimensions. Their role underscores the need for balanced regulatory frameworks and corporate responsibility to ensure equitable and sustainable globalisation outcomes.

7.13 QUESTIONS

Q1. What are MNCs? Explain its characteristics.

Q2. Discuss the role of MNCs in the process of Globalisation.

Q3. Explain how MNCs play a major role in boosting the economy of a nation.

7.14 REFERENCE

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NATION STATES, INTERNATIONAL AGENCIES AND NGOS

Unit Structure

- 8.1 Objective
- 8.2 Introduction
- 8.3 Meaning of Nation States
- 8.4 Understanding International Agencies
- 8.5 Understanding Non-governmental Organizations.
- 8.6 Sociology and Nation-State, International Agencies, NGOs
- 8.7 Summary
- 8.8 Questions
- 8.9 References

8.0 OBJECTIVES

- To learn about the meaning of Nation state, International Agencies and NGO
- To learn about different international agencies and NGOs working in the field
- To understand the interconnection between these organisations and sociology.

8.1 INTRODUCTION

In this chapter, we will learn about NGOs, international agencies, and nation-states, the three main topics which we will study in this chapter. Let us start with nation-states. They set the policies and dictate how things are conducted inside their boundaries. NGOs are another category. They aid those in need worldwide, such as feeding starving children or assisting families in finding housing. Lastly, there are the international agencies. These individuals are visible as peacekeepers. They work to find solutions to global issues that impact everyone, such as ensuring equitable treatment and maintaining a clean environment. Why is it necessary for us to learn about this? Understanding nation-states, NGOs, and international organizations helps us learn how the world functions. Learning about these topics will also help you get a broader perspective as to how these agencies influence every country directly and indirectly. This chapter will examine the meaning of nation-states, international agencies, and NGOs. We will also learn about some of their functions and some examples.

8.2 MEANING OF NATION STATES

A nation-state is a geographically limited sovereign political entity, also known as a state. It is governed by people who call themselves the nation's citizens. The right of a core national group inside the state (which may include all or a portion of its residents) to self-determination is the foundation for the legitimacy of a nation-state's control over a territory and its people. The state belongs to members of the core national group, who also see the state's approximate area as their homeland. As a result, they insist that other parties acknowledge and honor their authority over the state, both inside and outside of it.

Identifying the definition of a nation-state is a challenging task. A functional definition is a state form that unites a country's political and cultural components, from which it hopes to obtain the right to govern politically and possibly even the status of a sovereign state. There is disagreement over the genesis and early history of nation-states. Two fundamental theoretical issues have been discussed. First, "Is the nation or the nation-state older?" Second, "Is the concept of the nation-state modern or ancient?" Several such theories are still up for dispute among academics.

The concept of a nation-state is most frequently linked to the development of the contemporary state structure, also referred to as the "Westphalian system," in honor of the Treaty of Westphalia (1648). Nation-states have unique traits; while they may seem obvious to us now, they were all established in opposition to pre-national entities. Developing a unified national culture via state policy is the nation-state's most evident effect. National systems of compulsory elementary education, which typically emphasize a common language and historical narratives, are among its most illustrative instances.

- **The nationalization processes :** The idea of a state of and for a nation is upheld by citizenship laws and systems that promote integration within the country and create and maintain a sense of emotional attachment to it. For instance, official national calendars designate certain days as national holidays, which are observed with central rituals of remembrance; nationalization of physical space is promoted by naming neighborhoods, streets, infrastructure (such as roads and bridges), and natural features (such as rivers and mountains) after national heroes and momentous or tragic events in the history of the country. National collective memory is also fostered in these ways. Along with official state symbols like flags and security force uniforms, national collective memory is also fostered by memorial sites and monuments (like those honoring fallen soldiers); in many

nation-states, the language of the core national group is designated as the nation's official language.

➤ **Theories on Nation-state**

There are different theories associated with nation-states–

- **Declarative theory of statehood:** A hypothesis that, according to international law, classifies a state as a person if it satisfies the following requirements: A state must have four things: a government, a permanent population, a defined territory, and the ability to interact with other states. It holds that a state's status is determined by its laws, not by other states.
- **Constitutive theory of statehood:** A notion according to which a state is only considered a person under international law if and when other states acknowledge its sovereignty. The 19th century saw the development of this recognition theory. It said that a state was sovereign if another sovereign state acknowledged it.
- **Westphalian system:** A worldwide order founded on the principles of international law holds that all states, regardless of size, are equal before the law and have sovereignty over their own territory and internal affairs, exclusive of interference from outside forces. The Peace of Westphalia, which ended the Thirty Years' War in 1648, is the source of the doctrine's name.

8.3 UNDERSTANDING INTERNATIONAL AGENCIES

An organization that has members from multiple countries is considered international. Large corporations are examples of international organizations. Others are smaller and focused on a particular goal, such as species preservation. Intergovernmental organizations are prevalent in the world. Intergovernmental organizations are born when many states come together to form an international organization. Globally, there are about 300 intergovernmental organizations.

Several international agencies include ILO, World Bank, UN, WHO, World Bank, and IMF. Here, we will learn about a few of them.

- **International Labour organization :** Samuel Gompers, the American Federation of Labor (AFL) leader in the US, chaired the Labour Commission that produced the ILO Constitution at the beginning of 1919. Nine nations were represented: the United States, Belgium, Cuba, Czechoslovakia, France, Italy, Japan, Poland, and the United Kingdom. The process produced the unique tripartite Organization that unites representatives of companies, labor, and governments in its executive bodies. Security, humanitarian, political,

and economic factors were major in the ILO's formation. In the context of worker exploitation in the industrializing nations of the era, the ILO's founders understood the critical role social justice played in maintaining peace.

There has also been a noticeable increase in the understanding of how interdependent the world's economies are and how cooperation is required to guarantee equal working conditions for all countries competing for market share. Significant historical occurrences that the Organization has participated in include the Great Depression, decolonization, the founding of Solidarność in Poland, the end of apartheid in South Africa, and, more recently, the creation of a morally and fair framework for globalization. It was established in 1919 as a component of the Treaty of Versailles, which ended World War I and was intended to symbolize the notion that social fairness must be the cornerstone of any sustainable, international peace.

The preambles provide a list of reform recommendations, including controlling labor supply and working hours, eliminating unemployment, paying a livable wage, and offering social security to workers, women, and children, which is still relevant today. Along with acknowledging several other essential notions, such as freedom of association and equitable recompense for work of equal value, the Preamble also highlights the importance of vocational and technical education.

- **UNICEF:** UNICEF works in more than 190 countries and territories to protect the rights of all children. UNICEF works to reach the most marginalized children and adolescents in the most challenging places on earth and protect all children's rights everywhere. In over 190 countries and territories, Unicef goes above and beyond to provide children with the survival, well-being, and opportunity to reach their full potential from infancy through adolescence. In addition to promoting good nutrition and child health, clean water and sanitation, high-quality education and skill development, HIV prevention and treatment for women and newborns, and protecting children and teenagers from abuse and exploitation, we are the world's largest vaccine supplier.

Prior to, during, and after humanitarian disasters, UNICEF worked on the ground, offering hope and life-saving aid to families and children. For seventy-five years, UNICEF has worked to improve the lives of children and their families. Despite enormous obstacles worldwide, UNICEF staff fight for every child's right to sufficient housing, food, safety from natural disasters and conflicts, and equality.

- **World Bank :** The World Bank Group consists of five institutions working toward sustainable solutions to end poverty and promote shared prosperity in developing nations; it is a unique global partnership with 189 member countries, employees from over 170 countries, and offices in over 130 places.

By collaboration with governments, IBRD and IDA work together to establish the World Bank, which offers developing countries' governments financial support, policy recommendations, and technical help. While IBRD helps middle-income and creditworthy poorer countries, IDA concentrates on the world's poorest nations.

In collaboration with the private sector, ICSID, MIGA, and IFC work to develop the private sector in developing nations. The World Bank Group offers financial institutions and other private businesses funding, technical support, insurance against political risk, and dispute resolution services through these organizations.

World Bank Group as a whole

Despite having distinct agreements, governing boards, and national memberships, our five organizations collaborate to support our partner nations. The only way to address today's development difficulties is to include the private sector in the answer. However, the public sector lays the foundation for and promotes private investment. The World Bank Group is uniquely positioned to link global financial resources, expertise, and creative solutions to the needs of developing nations because of the complementing responsibilities that each of our institutions plays.

Check Your Progress

1. Which areas does UNICEF work?

2. What is the meaning of Nation state?

List of International Agencies present in India.

Column 1	Column 2
AARDO (New Delhi)	FAO (New Delhi)
Asian African Legal Consultative (New Delhi)	Global Development Network (New Delhi)
Asian Development Bank (New Delhi)	ICGEB (New Delhi)

Column 1	Column 2
Centre for Space Science CSSTEAP (Dehradun)	ICRC (New Delhi)
Commonwealth Education Media (New Delhi)	ICRISAT (New Delhi)
Commonwealth Secretariat (Chandigarh)	IFAD (New Delhi)
FAO (New Delhi)	ILO (New Delhi)
Global Development Network (New Delhi)	IMF SARTTAC (New Delhi)
ICGEB (New Delhi)	International Federation IFRC (New Delhi)
ICRC (New Delhi)	International Finance Corporation (New Delhi)
ICRISAT (New Delhi)	International Monetary Fund (New Delhi)
IFAD (New Delhi)	International Solar Alliance (Gurugram)
ILO (New Delhi)	IOM (New Delhi)
IMF SARTTAC (New Delhi)	Japan International Cooperation (New Delhi)
International Federation IFRC (New Delhi)	League of Arab States (New Delhi)
International Finance Corporation (New Delhi)	New Development Bank (Gandhinagar)
International Monetary Fund (New Delhi)	UN-Habitat (New Delhi)
International Solar Alliance (Gurugram)	UN Office for Project Services (New Delhi)
IOM (New Delhi)	UN Resident Coordinator (New Delhi)
Japan International Cooperation (New Delhi)	UN Women (New Delhi)
League of Arab States (New Delhi)	UNAIDS (New Delhi)
New Development Bank (Gandhinagar)	UNDP (New Delhi)
UN-Habitat (New Delhi)	UNDSS (New Delhi)
UN Office for Project Services (New Delhi)	UNEP (New Delhi)
UN Resident Coordinator (New Delhi)	UNESCO (New Delhi)
UN Women (New Delhi)	UNESCO MGIEP (New Delhi)
UNAIDS (New Delhi)	UNFPA (New Delhi)
UNDP (New Delhi)	UNHCR (New Delhi)

Column 1	Column 2
UNDSS (New Delhi)	UNIC (New Delhi)
UNEP (New Delhi)	UNICEF (New Delhi)
UNESCO (New Delhi)	UNIDO (New Delhi)
UNESCO MGIEP (New Delhi)	United Nations Development Fun (New Delhi)
UNFPA (New Delhi)	United Nations ESCAP APCTT (New Delhi)
UNHCR (New Delhi)	United Nations ESCAP SSWA (New Delhi)
UNIC (New Delhi)	United Nations Military Observer (New Delhi)
UNICEF (New Delhi)	UNODC (New Delhi)
UNIDO (New Delhi)	WHO (New Delhi)
United Nations Development Fun (New Delhi)	WHO SEARO (New Delhi)
United Nations ESCAP APCTT (New Delhi)	World Bank (New Delhi)
United Nations ESCAP SSWA (New Delhi)	World Food Programme (New Delhi)
United Nations Military Observer (New Delhi)	
UNODC (New Delhi)	
WHO (New Delhi)	
WHO SEARO (New Delhi)	
World Bank (New Delhi)	
World Food Programme (New Delhi)	

Source: Ministry of External Affairs

8.4 UNDERSTANDING NON-GOVERNMENTAL ORGANIZATIONS

A non-governmental organization (NGO) is an association of people or groups founded to promote public policies or offer services. NGOs are often unaffiliated with any particular government. The great majority of NGOs are nonprofit institutions, notwithstanding the existence of some for-profit businesses. Certain NGOs, especially those in totalitarian nations, might have been established or managed by governments. Most criteria do not classify political parties and violent or criminal guerrilla groups as NGOs. NGOs work on various human rights, environmental protection, disaster relief, and development assistance issues. Their activities might be local, national, or international in scale. For ethnic communities without their

state, certain non-governmental organizations carry out quasi-governmental duties. Donations and international organizations can fund NGOs.

NGOs have been around for generations; the Union of International Associations was founded in 1910 by about 130 international organizations as a coordinating body. In order to separate private groups from intergovernmental organizations (IGOs), such as the UN itself, the term "non-governmental organization" was first used around the time of the UN's formation in 1945. Transnational federations of national groups comprise many large international non-governmental organizations (NGOs), including Save the Children, Oxfam International, Amnesty International, the International Federation of Red Cross and Red Crescent Societies, CARE, and the World Wildlife Fund. Other global NGOs with a large membership base include the Sierra Club and Greenpeace. Though they might occasionally obtain foreign money for local projects, most NGOs are modest, grassroots groups not formally associated with any international organization.

NGOs carry out a range of tasks. They frequently contribute local information that governments cannot obtain while also offering information and technical knowledge on various international topics to countries and international organizations (such as specialized agencies of the UN). NGOs can support particular policies like debt relief or the outlawing of landmines (like the International Campaign to Ban Landmines), or they can offer development assistance and humanitarian relief (like the Red Cross, Oxfam, and CARE). NGOs, such as the International Union for the Conservation of Nature, Amnesty International, Human Rights Watch, and Transparency International, may also keep an eye on applying environmental laws or human rights.

NGOs have multiplied after World War II, notably at the municipal and national levels. This has been especially true since the 1970s. Numerous non-governmental organizations (NGOs) have been established globally to tackle environmental preservation, women's rights, and human rights. International non-governmental organizations (NGOs) have grown significantly as global players within the UN, its specialized agencies, and other venues. Globalization, the growing importance of transnational issues like the ones mentioned earlier, the expansion of UN-sponsored international conferences, which frequently feature parallel NGO forums, the communications revolution that has connected people and groups via fax, the Internet, and email, and the spread of democracy that has strengthened civil society are just a few of the factors that have contributed to the growth of NGOs.

Non-governmental organizations (NGOs) exhibit significant variations in scale, structure, and methodology. Yet, they are united by the fundamental conviction that ethical persons, when united, can effectively address human and environmental issues utilizing innovative information use, political maneuvering, and grassroots mobilization. Global efforts against the spread of nuclear weapons, slavery, the ivory trade, whaling, violence against

women, and apartheid in South Africa have all been heavily influenced by non-governmental organizations. Let us look into a few examples of NGO's.

- **Oxfam** : An international movement known as Oxfam is committed to addressing injustice and poverty by combating inequality. They collaborate with individuals and communities at all local and global levels to enact enduring change. Their commitment to the universality of human rights forms the cornerstone of their efforts. Driven by diversity and guided by evidence and personal experiences, Oxfam takes a firm stand against poverty and injustice on a global scale. Globally, the economic models are deemed failures, disadvantaging the world's poorest and most marginalized individuals. This is due to their flawed and inherently unequal concentration of power among a select few. This systemic inequality exacerbates the climate crisis, threatening the livelihoods of millions. Poverty and injustice stem from interconnected forms of inequality perpetuated by these systems, depriving people of agency in shaping their destinies across nations and regions. However, this narrative is evolving, offering hope for change. The potential exists to construct a better world where individuals are emancipated from poverty and women and girls are empowered. This vision entails a world where every person can thrive. Oxfam operates across 85 different regions; the movement is actively engaged in realizing this transformative vision.
- **Human Rights Watch** : Human Rights Watch conducts investigations and documents violations occurring worldwide. Comprising more than 550 individuals from over 70 countries, they encompass journalists, lawyers, and subject matter specialists who protect vulnerable groups, refugees, and underprivileged children, among others, facing risks. Advocating for changes to laws, policies, and practices, they target governments, armed groups, and corporations. Rejecting government support to maintain independence, they carefully scrutinize donations to ensure alignment with their values, mission, and policies. Collaborating with global groups of all sizes, they defend persecuted activists, hold perpetrators accountable, and seek justice for victims.

8.5 SOCIOLOGY AND NATION-STATE, INTERNATIONAL AGENCIES, NGOS

In sociology, the nation-state, international organizations, and non-governmental organizations (NGOs) play a very important role in the development of society. Let us look into this in detail.

- **Nation-State** : Nation-states are very important in structuring societies and managing populations; sociologists often view this as a primary unit of inquiry. Sociologists research how nation-states create and preserve social identities, citizenship, and a sense of belonging within their citizens. They study how nation-states control and uphold the laws, rules, and social norms that influence individual and group

behavior. Sociologists also examine how nation-states create and maintain social inequality along with different stratification systems and social distinction aspects, such as class, race, ethnicity, gender, etc. It can also be seen that Nation-states are becoming more interdependent due to globalization, which impacts the internal policies, economic systems, and cultural dynamics. Sociologists also study how nation-states' legitimacy, sovereignty, and autonomy are impacted by globalization.

For example – Globalization has led to the emergence of multinational companies (MNCs). These companies greatly affect the nation-states' legitimacy, sovereignty, and autonomy. Due to their international operations, multinational corporations (MNCs) reduce the degree of economic sovereignty individual states enjoy. In addition, they take advantage of regulatory competition to force states to reduce standards to draw in investment, undermining their ability to make independent policies. MNCs also have a say in the institutions of global governance, influencing the economic policies that constrain and erode the independence of nation-states. MNCs have the political power to pressure governments to put corporate interests ahead of the general good, which could undermine those governments' legitimacy. This demonstrates how nation-states' conventional functions are called into question by globalization, making sociologists investigate the changing dynamics of power, accountability, and governance in the modern global setting. In a way, the MNCs play a hegemonic role in the countries they enter as business markets. Especially within developing and underdeveloped countries.

- **International Agencies :** Sociologists examine international agencies as significant players in forming global governance frameworks and strategies. They examine the operations, compositions, and procedures for making decisions of global organizations like the World Bank, the International Monetary Fund (IMF), the United Nations (UN), and the World Health Organization (WHO). Sociologists study how international organizations set standards, resolve disputes, and set agendas on everything from development and human rights to health and environmental sustainability. They explore the power dynamics within international agencies, particularly the role of major nations, multinational businesses, and other stakeholders in defining global policies. Sociologists evaluate international agencies' efficacy, accountability, and transparency in tackling global issues and advancing social justice.
- **Non-Governmental Organizations (NGOs):** Sociological study often focuses on non-governmental organizations (NGOs), especially while examining civil society, social movements, and advocacy networks. Sociologists research how non-governmental organizations (NGOs) use networks, resources, and discourses to solve political, social, and economic challenges locally, nationally, and worldwide.

They examine how non-governmental organizations (NGOs) represent underrepresented communities. They give voice to their concerns and fight for people's rights. Sociologists study NGOs' strategy, ideology, organizational structures, and interactions with other entities such as companies, international agencies, and nation-states. Sociologists also study the NGOs' contributions regarding their collective action, participatory governance, and grassroots empowerment. NGOs are seen as agents of social change and democracy.

Check Your Progress

1. Explain the role of Sociologists in International Agencies.

2. What do Sociologists study in an NGO?

8.6 SUMMARY

A nation-state is a geographically limited sovereign political entity, also known as a state. It is governed by people who call themselves the nation's citizens. The right of a core national group inside the state (which may include all or a portion of its residents) to self-determination is the foundation for the legitimacy of a nation-state's control over a territory and its people. The state belongs to members of the core national group, who also see the state's approximate area as their homeland. An organization that has members from multiple countries is considered international. Large corporations are examples of international organizations. Others are smaller and focused on a particular goal, such as species preservation. A non-governmental organization (NGO) is an association of people or groups founded to promote public policies or offer services. NGOs are often unaffiliated with any particular government. The great majority of NGOs are nonprofit institutions, notwithstanding the existence of some for-profit businesses.

The nation-states, international organizations, and non-governmental organizations (NGOs) are interconnected entities. Different social processes, like social stratification, globalization, and collective action,

usually affect the three entities. Examining these actors enhances our comprehension of global power dynamics, inequality, social transformation, and the intricate nature of contemporary societies.

8.7 QUESTIONS

1. Write a note on NGOs.
2. Discuss some of the examples of NGOs.
3. Write a note on international agencies.
4. Explain nation-state.
5. Discuss sociology and nation-state

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NEW TECHNOLOGIES AND MEDIA

Unit Structure

- 9.1 Objectives
- 9.2 Introduction
- 9.3 Digital Technology and social change historically
- 9.4 Meaning of Artificial Intelligence
- 9.5 Augmented Reality
- 9.6 Holograms
- 9.7 Case Study – Robots and Employment for Paralyzed Individuals
- 9.8 3-D printing
- 9.9 The economy of creators
- 9.10 Voice Technology
- 9.11 Blockchain technology
- 9.12 ONDC
- 9.13 Interactive Media
- 9.14 5 G Technology
- 9.15 Sociology and Technology
- 9.16 Summary
- 9.17 Questions
- 9.18 References

9.0 OBJECTIVES

- To learn about different forms of Technology and Media
 - To understand the Sociological aspect of the Technology.
-

9.1 INTRODUCTION

Globalization has brought about changes in every country and several areas of life. It has affected nearly every area, including education, like IB schools. Whether it is medicine, tourism, IT, foreign investment, or technologies. In the context of India, technology has been used in several areas. The efficiency of financial transactions has been greatly boosted and related procedures have been reduced in India thanks to technological breakthroughs like the Aadhaar biometric identification system and the Unified Payments Interface (UPI) for digital payments. UPI has been playing an important role in improving money flow, speeding up

transactions, and streamlining procedures. In the meantime, one of the biggest databases in the world, Aadhaar, provides an illustration of how welfare services and technology can be successfully integrated in the context of identity verification.

The invention of the wheel, printing press, and machines was highly valued for some time. At present, we are witnessing the AI revolution. Technology has been changing very fast. While reading this chapter, several new technologies might also be emerged, released or updated. As sociology students, learning about these new technologies would help you become more aware of your rights, prevent misuse of technology and most importantly, understand social change. Hence, this chapter is being offered to make you more aware of the changing technology and how society is evolving. Learning about new technologies is helpful in several ways; you can build a career around them by researching areas like robotics and ethics, AI and ethics, consumer behavior concerning Technology, etc.

9.2 DIGITAL TECHNOLOGY AND SOCIAL CHANGE HISTORICALLY

Digital Technology represents the significant advancement in human society's socioeconomic development, characterized by its universal connectivity and forceful artificial intelligence. The earliest technical revolutions date back to the Stone, Bronze, and Iron Ages when material transformation was involved. The "industrial revolutions," or energy transformations, including combustion, steam, electricity, and water, constituted in terms of societal modernity. Today's social transformation is centered on information transformation. In the late 1980s, less than 1% of the world's technologically stored information was in digital format; by 2012, that number had risen to over 99%. Humanity can store more information every 2.5 to 3 years than ever in the modern world. These days, the emphasis is on algorithms that turn data into knowledge that can be used automatically. Different new technologies are used in media, so let us learn them one by one.

9.3 MEANING OF ARTIFICIAL INTELLIGENCE

Artificial intelligence (AI) is the idea and practice of creating computer systems that can do tasks like speech recognition, decision-making, and pattern recognition that traditionally needed human intelligence. Natural language processing (NLP), machine learning, deep learning, and other technologies are all included under the broad term artificial intelligence (AI)

- **Uses of Artificial Intelligence :** Artificial Intelligence (AI) has made amazing progress. Artificial intelligence (AI) has surpassed human beings in many intellectual activities, such as voice recognition (which saw a drop in word error rates from 26% to 4% between 2012 and 2016) and certain types of cancer diagnosis. It has also emerged as an integral component of society's fundamental building blocks. Nowadays, a sizeable amount of people trust artificial intelligence (AI) with everyday tasks like autopilots in airplanes and anti-lock braking systems (ABS) in cars, but also allow AI to filter their

political, social, cultural, and economic beliefs. AI controls the energy grid, performs three of every four stock market transactions in the US.

One out of every three marriages in America is because of apps. The merging of biological and artificial intelligence has already begun. The negative aspects of this union are currently beginning to show, such as the loss of privacy, political divisiveness, psychological manipulation, addiction to use, social anxiety, disinformation, and widespread narcissistic personality (Hilbert, 2020).

New artificial intelligence (AI) technologies in India replace conventional farming methods to increase farm productivity, efficiency, and profitability. One illustration is a vineyard that employs sensors to monitor the weather and the condition of the soil and then AI to determine when to fertilize, water, and control pests. The vineyard has saved about half of the water they previously used because of AI.

Another example would be AI-driven robots with real-time ground scanning and anti-weed spraying software fitted with high-precision cameras. This has resulted in a 56% reduction in spraying expenses. The application of AI in agriculture is still in its early stages, with only 2% of cultivators in India employing AI. However, there is much scope with the growing digital connectivity and governmental support, especially for farmers and startups (BBC, 2024).

Deepfake AI

An artificial intelligence technique called "deepfake AI" produces realistic-looking photo, audio, and video hoaxes. The word, which combines fake and deep learning, refers to the technology and the phony information resulting from it.

Deepfakes frequently replace one person with another in already-existing source material. Additionally, they produce wholly unique videos in which real people are shown saying or doing things they never did. The capacity of deepfakes to disseminate misleading information that looks like coming from reliable sources is the biggest threat they pose.

9.4 AUGMENTED REALITY

With augmented reality (AR) technology, one can create a hybrid environment where virtual and physical elements coexist by adding digital information to the real world. AR technology tracks the physical world and superimposes digital content in real time using cameras, sensors, and computer vision algorithms. A range of gadgets, such as tablets, smartphones, smart glasses, and headsets, can be used to enjoy augmented reality. Applications for AR technology can be found in many different sectors, including gaming, entertainment, retail, healthcare, and education. AR technology can completely change how we interact with the world around us with further invention and development.

9.5 HOLOGRAM

A hologram is a three-dimensional, high-resolution image created by replaying a recording of light wave interference patterns. Holograms do not require special glasses like today's stereoscopic technology to generate 3-D experiences.

- **Holograms and its uses in different fields:** Holograms are used in various industries, including healthcare, retail, entertainment, and education. Holograms are being utilized in the medical field to produce three-dimensional images of organs and body components, which can aid medical professionals in diagnosing and planning illnesses. For instance, physicians can inspect a patient's brain using holograms before surgery. It can aid medical professionals in comprehending the patient's anatomy and spotting any possible dangers.

Holograms are being used in education to create interactive learning environments that can aid in students' comprehension of difficult subjects. Students can examine the remains of an old city or learn about the behavior of individual atoms, for instance, by using holograms. It can assist pupils with visualizing ideas that could be challenging to comprehend in the classroom.

Holograms are being used in retail to make interactive displays that educate consumers about products. Holograms are utilized in entertainment to create lifelike figures and revive performers who have passed away.

- **Misuse of Holograms :** Although holographic technology has many beneficial uses, it can also be exploited by criminals for illegal activities. Here are a few possible harmful uses:
 1. **Intelligent Discourse:** Criminals can use Holograms to produce fake messages or warnings or other misleading or deceptive communications that cause panic or confusion among the public.
 2. **Theft of Identity:** It would be difficult for people to tell the difference between actual and holographic people if holograms were used to produce lifelike replicas of people for identity theft or impersonation.
 3. **Violations of Security:** criminals can use Holographic Technology to impersonate security guards or access points, allowing unauthorized people to enter restricted locations.
 4. **Deceptive Practices:** Holograms can be used in fraudulent schemes or financial scams to create imitation goods or services that look real.

1. Discuss Deep Fake AI

2. Explain in few lines Holograms

9.6 CASE STUDY – ROBOTS AND EMPLOYMENT FOR PARALYZED INDIVIDUALS

At Tokyo's DAWN café, remotely operated robot servers provide employment chances for people with serious physical disabilities like ALS. Paralyzed people can operate robots from home and make USD 7.66 per hour; this opens up work opportunities for people receiving medical care. The paralyzed individuals take the orders and speak with the customers via robots. On the other hand, customers engage with the operators via iPad at the cafe thanks to its layout. Through the project, those confined to hospitals can work remotely, mitigating certain obstacles. Even with its meager pay, the program offers participants a valuable diversion from the stresses of everyday life. Despite a brief dip in sales in 2020 due to the pandemic, the increasing global sales of industrial robots over the last ten years demonstrate the growing acceptance of robotic solutions.

9.7 3-D PRINTING

Creating a solid object with three dimensions using a digital file is called additive manufacturing or 3D printing. The "3D printer" does 3D printing which applies material layers one after the other till the object is created. You might think each layer as a thinly sliced cross-section of the printed object. Users may create intricate shapes using 3D printing without using as much material as they would with conventional manufacturing techniques.

In "subtractive manufacturing," the material is hollowed out or carved out using tools like a milling machine. This is not how 3D printing works. On the other hand, physical items can be created via additive manufacturing without using a mold or material block. Rather, it fused and stacked layers of material placed together.

Though 3-D printers are expensive, these technologies are cheaper for students to try, like 3-D pens, which cost around Rs. 600 on Amazon. This shows that, unlike earlier times, technology is becoming accessible to some extent.

9.8 THE ECONOMY OF CREATORS

With the rise of social media, a large number of creators also emerged. People started as a hobby but later even turned it out as a full-time career. In today's time there are food vloggers, travel vloggers, comedy vloggers, movie vlogs there are so many that its different to limit the areas. The popularity of short-form videos and creator-driven platforms is expected to increase, especially if they enable audiences to establish personal connections and relationships with their preferred creators and influencers. The more individualized, niche, and community-driven media known as the creator economy will continue to overtake traditional, mainstream, and mass-market forms of media and entertainment. To imitate the strategies used by sites like YouTube, TikTok, and Twitch, mainstream media will try to present their stars and celebrities as "influencers" and incorporate more user-generated content into their productions. From \$1 billion in 2020 to \$2 billion in 2021, the amount given to creators through the Patreon platform more than doubled, and this growth will probably continue (Forbes).

9.9 VOICE TECHNOLOGY

The voice technology is becoming more widely used in the media and entertainment industry. In the United States, 90.7 million smart speakers are in use, which suggests that a sizable segment of the adult population uses voice-activated Technology. Voice technology is spreading quickly to smart speakers and everyday items like TV remote controls, streaming applications, and earbuds. Media businesses aggressively incorporate speech functions into their offers due to consumers' growing reliance on voice commands for tasks like content discovery. The speech technology is strategically important for media and entertainment companies in marketing and user engagement. Studios and brands understand the potential of voice and are experimenting creatively while being mindful of security and privacy issues. Speech has become a standard feature in media consumption, reflecting a dynamic movement in user behavior that forces industry stakeholders to adapt and investigate the many opportunities speech interfaces bring (Buckley, 2021). Research firm Comscore estimates that Spotify's monthly active users (MAUs) in India are around 55 million. Spotify is India's most popular audio-streaming service in terms of engagement, with nearly 10 billion tracks streamed in the country in January alone. According to Spotify, Bollywood playback artist Arijit Singh outperformed Beyonce regarding app streams last year. Despite most of Singh's performances being in India, he cracked the top 10 on Spotify's Global Top Artists ranking in January. This shows the rapid use of voice technology in India.

A powerful blockchain technology database system lets information be shared transparently inside a company network. Data is kept in blocks that are connected in a chain within a blockchain database. The data is consistent across time because the chain cannot be removed or altered without network approval. Thus, you may track orders, payments, accounts, and other transactions by creating an unchangeable or immutable ledger using blockchain technology. Unauthorized transaction entries are prevented by built-in system features, ensuring consistency in the common view of these transactions.

- **Uses of Block Chain technology :** Numerous sectors, including retail, media and entertainment, energy, and banking, embrace blockchain technology. Blockchain is being used by energy firms to provide peer-to-peer energy trading systems and to simplify the acquisition of renewable energy. Blockchain is used by financial systems, such as Singapore Exchange Limited, to handle market trading and online payments. Blockchain is being used by media and entertainment organizations to manage copyright data, increase efficiency, and save processing costs. Cryptocurrency uses block chain technology. Blockchain is used by retailers such as Amazon to track the flow of goods between buyers and providers. After registration with a certificate authority, parties can add events to the ledger.

A shared database within the network, a distributed ledger, and smart contracts—which let businesses handle business agreements independently of a middleman—are the components of blockchain technology. When preset criteria are satisfied, smart contracts execute automatically, guaranteeing that transactions are carried out confidently. Through creating two sets of keys—a public key shared by all users and a private key exclusive to each member—public key cryptography serves as a security feature that allows users to be individually identified inside a network. This keeps people from tampering with private keys by guaranteeing that transactions are encrypted and confirmed.

9.11 ONDC

An Open Network for Digital Commerce, or ONDC is a collection of open network protocols and specifications intended to promote open communication and connections between buyers, sellers, and technological platforms involved in electronic commerce. It is not a particular technology in and of itself but uses several technologies within itself.

Consider it a guide or blueprint for building an equitable and transparent online marketplace where various participants can communicate with one another without being restricted to closed platforms such as Flipkart or Amazon. Any network-enabled application may find and interact with location-aware, local e-commerce establishments across industries thanks to the ONDC network. It is neither a hosting platform nor a mega aggregator

app. Every e-commerce platform and app now in use can voluntarily adopt and be a link in the ONDC chain. Additionally, network-enabled applications will still manage the end-to-end order lifecycle and onboard vendors and buyers.

9.12 INTERACTIVE MEDIA

Interactive media refers to a kind of communication where a program's outputs rely on the user's inputs. The user's inputs then influence the program's outputs. It uses the methods by which individuals receive, process, and exchange information and interact with one another.

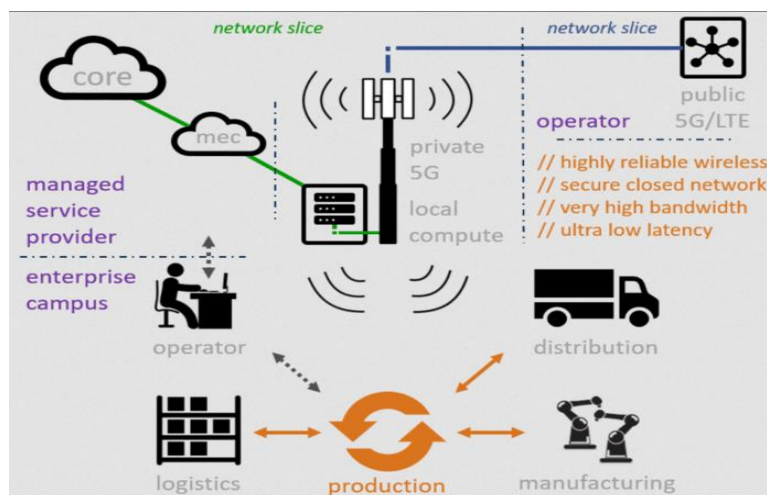
Interactive media fosters connections between individuals and organizations by involving users actively in the text, graphics, video, and audio they consume. "interactive media" describes how people receive, process, and distribute information. Its purpose is to interact and engage the user in a manner that is different from that of non-interactive media. Interactive media includes apps, social media, and virtual reality. Radio and television are the most widely used forms of non-interactive media.

- **Interactive Media Components:** Compared to traditional media, interactive media aims to improve the user experience. To do it, interactive media will need one of the following components: Graphics, pictures in motion, Digital Text, Animation, and Video Audio.

The Internet revolution of the 1990s and advances in Technology, such as cell phones, gave rise to interactive media. Interactive media has many applications, from video games to networking and education.

9.13 5G TECHNOLOGY

5G is the fifth generation of wireless cellular Technology, providing better capacity, more reliable connections, and faster upload and download rates than earlier networks. 5G connectivity benefits technologies that demand dependable, high-speed data connections, such as self-driving cars, sophisticated gaming apps, and live-streaming media.



- **Benefits of 5G :** Businesses benefit from 5G's revolutionary powers as it has already been used in India. 5G networks' high bandwidth and low latency are facilitating advancements like autonomous mobility solutions, which could lead to future self-driving automobiles widespread deployment. Thousands of smart devices can wirelessly gather and analyze real-time data in smart factories thanks to 5G, which enables hyper-connected environments that improve operational performance and cost-effectiveness. The low latency and high bandwidth of 5G make virtual reality (VR) and augmented reality (AR) more widely available for corporate applications, from training to real-time collaboration. As a result, these technologies are becoming more widely accessible. 5G is now helping edge computing by delivering data storage and analysis capabilities closer to endpoints, guaranteeing extremely low latency and real-time responsiveness.

Check Your Progress

1. Discuss ONDC

2. Do you think Creators in the online space would grow?

9.14 SOCIOLOGY AND TECHNOLOGY

Sociologists study how Technology affects social structures, interpersonal connections, and cultural norms. Technology has a major impact on many facets of society.

- **The social construction of technology theory :** Constructivist approaches to science and Technology arose in the 1980s, one of which is the social construction of Technology (SCOT). Two meanings are associated with the term "social construction of technology." In historical and contemporary studies, it is, first and foremost, a research methodology to examine technological change in society. Additionally, it is a theory concerning how society and Technology interact. This theory also discusses the genealogy of the social creation of Technology. Science, Technology, and society, as well as the sociology of scientific knowledge, have historically had a significant role in the development of SCOT. SCOT offers a fresh perspective on technological determinism and the politics of

Technology by conceptualizing the rigidity and inflexibility of Technology as a theory of Technology and society. The topics covered by SCOT's expanded agenda include the democratization and politicization of technological culture, gender and Technology, technology assessment, and thoughts on the information society.

- **Digital Divide :** The term " digital divide" refers to dividing the world's population into two groups: those who have access to and the ability to use contemporary information technology, such as the Internet, television, and phone, and those who do not. Consequently, a widespread rift is emerging in society that impacts various aspects, such as the economy, education, and access to information. Governments and a large number of people worldwide are very concerned about it. There is a digital divide between people in urban and rural areas. It also exists between the more and less industrialized nations, between the educated and the illiterate, and between economic levels.

9.15 SUMMARY

This chapter discusses different types of technology like 5 G, Interactive Media, Artificial Intelligence, Hologram, 3-D printing, etc. We are also discussing the sociological aspect of technology, like that of the Digital Divide theory and the Social Construction of Technology. The media landscape is always changing due to emerging technology. Better streaming experiences are anticipated with the introduction of 5G, as AI and ML power suggestions for tailored content. Immersion storytelling is made possible by VR and AR, while content piracy is addressed by blockchain technology. Technological developments in speech, immersive audio, and interactive content further revolutionize how people interact with media. However, issues like deepfake technology highlight how careful one must be when negotiating the changing media ecosystem.

9.16 QUESTIONS

1. Discuss Artificial Intelligence
2. Write a note on Blockchain Technology
3. Explain in brief the relation between sociology and technology.
4. Discuss the 5G technology and its benefits.

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SOCIOLOGY OF GLOBALISATION

M.A SOCIOLOGY
SEMESTER - I
REVISED SYLLABUS AS PER NEP 2020

SOCIOLOGY OF GLOBALISATION

LIBERALIZATION, PRIVATIZATION, GLOBALIZATION - BACKGROUND AND DEBATE

Unit Structure

- 10.0 Objectives
- 10.1 Introduction
- 10.2 Meaning of Liberalization
- 10.3 Meaning of Privatization
- 10.4 Meaning of Globalization
- 10.5 Summary
- 10.6 Questions
- 10.7 References

10.0 OBJECTIVES

- To understand the concepts of Liberalization, Privatization, and Globalization.
- To explore the debates related to Privatization, and Globalization.

10.1 INTRODUCTION

In this chapter, we will learn about Liberalization, Privatization, and Globalization. Although you must have learned about these topics earlier in several papers or in your graduation, here we will look at it from a different perspective. Like the focus is also on understanding the background of the Liberalization, Privatization and Globalization movement. The focus is also on discussing some of the core debates surrounding the Liberalization, Privatization and Globalization movement. Learning about these topics would help you develop a perspective on the issues surrounding us.

1.2 MEANING OF LIBERALIZATION

Liberalization is the relaxation of governmental regulations. Liberalization, though frequently connected to the loosening of regulations concerning social issues like divorce and abortion, is most commonly used in the context of economics. It specifically refers to an easing of constraints on money and international trade. Liberalization is the lifting of governmental constraints on industry. Liberalization refers to the liberation of markets from governmental action.

- **Background of Liberalization :** In the second half of the 20th century, we have witnessed a dramatic movement in favor of both

deregulation and liberalization. Commercial liberalization advanced with the signing of several free trade agreements, including the North American Free Trade Agreement (NAFTA) in 1992, the Single European Act in 1986, and the General Agreement on Tariffs and commercial (GATT) in 1947. Most Organization for Economic Co-operation and Development (OECD) nations had adopted free trade by the 1970s, and many developing nations—including the post-communist governments of central and eastern Europe and the People's Republic of China—followed suit in the 1980s. According to data from the United Nations Conference on Trade and Development (UNCTAD), there was another change in the direction of the elimination of restrictions on foreign investment: from 1991, 95 percent of the 599 national regulations governing foreign direct investment (FDI) in the world between 1996 and then leaned toward increased deregulation. State intervention has also been eliminated in the financial markets. The first financial market to liberalize was the foreign exchange market, which did so in the middle of the 1970s. The domestic stock markets were then deregulated in the 1980s (for the advanced industrial countries) and 1990s (for the newly industrializing countries).

The tremendous increase in foreign trade (which increased at an average annual rate of 6% between 1948 and 1997), foreign direct investment (FDI), which saw stocks and inflows surpass the growth in global trade, and foreign exchange and portfolio capital (with an average daily turnover of foreign exchange markets reaching the trillions of dollars) were all largely fuelled by liberalization and deregulation. Hence, it is believed that both deregulation and liberalization have aided in the internationalization of the economy. Deregulation is the decrease, elimination, or repeal of laws or other forms of governmental control. Deregulation frequently means changing an existing regulation to lessen its impact or doing away with it completely.

10.3 MEANING OF PRIVATIZATION

Privatization is the transfer of public resources or services to the private sector. State-owned assets can be sold to private investors, or legislative limitations on the competition between public and private businesses can be removed. Government-provided services might be outsourced. Increasing government efficiency is frequently the goal; nevertheless, execution may positively or negatively impact government revenue. In contrast to the concept of nationalization, privatization is method which governments use to retain control over the profits from large industries, particularly those that could otherwise be subject to foreign influence.

- **Background of Privatization :** The environment in which public sector enterprises, or (State-owned enterprises, public sector) SOEs, are going through challenging times is changing. Their problems included inadequate accountability, mishandled resources, bad management, and frequently significant losses. Consequently, governments everywhere have made a significant effort in the past

few decades to sell off these enormous giant companies to reduce the enormous resource drain and increase the efficiency of the invested assets. According to Rama (1999), shrinking the public sector is essential because it helps developing nations' SOEs undergo reform. He said that while the reform might increase economic efficiency, it is also important to weigh the risks. According to Chakrabarti et al. (2017), while it is feasible, complete privatization makes this extremely difficult to do despite the fact that corporate governance changes can enhance the performance of SOEs. Therefore, when reorganizing SOEs, policymakers ought to seriously consider substantial privatization.

Similarly, Joshi (1999) highlighted how privatization might lower social costs and disruptions. He concluded that privatization in South Asian nations does not increase public trust in the private sector and that this causes widespread layoffs of employees. As a result, on July 24, 1991, the Indian government brought a new industrial policy that many saw as a blueprint for privatizing numerous industries. As part of the restructuring process, public sector companies were listed on the stock exchange, disinvested, and allowed to join the private sector. The public sector companies worked on eliminating financial support for SOEs that are losing money, enhancing corporate culture and professionalism, etc. An essential factor in India's economic growth is the presence of SOEs. Nevertheless, even though globalization and the liberalized economic environment have changed the nature of SOEs and how they operate, these businesses continue to be crucial to the socioeconomic advancement of this nation (Mishra 2014).

- **Debates Surrounding Privatization :** Widespread privatization has critics who argue that increased efficiency is not always a result of private ownership. More importantly, they contend, private sector managers might not feel guilty about implementing business policies or profit-making techniques that drive enormous portions of the public out of reach for basic services. For example, a profit-driven business might decide not to offer health care to the impoverished or educate children with learning disabilities. In an attempt to turn these endeavors into viable ventures, government intervention would almost certainly be reinstated—after the fact. The outcome might not be as desirable as it would have been if the government had just kept offering the services in the first place.

It is not enough to ask whether ownership is public or private. Instead, the crucial inquiry is: In what circumstances will managers be more inclined to act in the public interest? It is necessary to take a broader picture of the privatization issue and to reframe it in terms of the recent conflict in the corporate sector over mergers and acquisitions. Similar to the problem of mergers and acquisitions, privatization entails replacing one group of management appointed by the citizens, the shareholders, with a different group of managers who can report to entirely different shareholders. The interests of their shareholders are not always the top priority for management, whether they are private or public. Only when private managers are incentivized to

behave in the public interest—which includes, but is not limited to, efficiency—will privatization prove beneficial (Harvard).

Privatization in India has certain complications, like a lack of reservation for the marginalized section of society. In the public sector, several jobs have reservation quotas for women, differently abled, marginalized communities of the society based on caste, tribe, etc. This is not provided in the private-based companies. As a result, this further marginalizes the population who are trying to live a decent livelihood.

The rules in a private company vary from those of the public sector, which is that a job is never permanent in a private company. They follow the hire and fire. This means that the individual has to perform every day. Lack of performance, even for a week, can result in job loss. This makes a life full of uncertainty and makes it as a norm. The timings in a private organization also vary. Individuals may sometimes have two choices: to retain the job or do free overtime. Private companies have a severe competition-based environment. This, in a way, makes the whole working culture as a challenging one, which takes a mental toll on the individual. As for companies, profit is sometimes the only motive for the human resources. As if one individual is laid off, there are others to take the job.

In developing countries, privatization is more complicated due to the low salaries are given to the individual. For example- If a job is advertised, some 100s are hired. So, sometimes, the individual who demands a lower salary but has the required qualities and qualifications would be hired. This is a form of cheap labor. With a large population, more job seekers, and fewer jobs for the organization, cheap labor is a bonus. In today's time, the contract system that emerged with that of private companies has entered every sector. Let us take the example of contract teachers, whether it be education, hospitals, or government-based companies. Teachers have worked in colleges and schools for over a decade, thinking that someday they would be permanent and get a good salary. For example, a temporary assistant professor may get Rs. 600 to 500 for one lecture; however, a permanent faculty member may get Rs. 80,000 to 90,000 monthly. This shows the disparity due to the contract system. This breaks down both the efficiency of work and the individual's morale, keeping life a constant struggle. It is not just he/she who suffers; the family also suffers if the person believes that education can help him/her get a better job.

Check Your Progress

1. Explain the meaning of liberalization in a few lines.

2. What is your opinion on the Privatization of companies?

10.4 MEANING OF GLOBALIZATION

The term describes the spread of the same market forces that have long governed all spheres of human economic activity—village markets, metropolitan industries, and financial centers—beyond national boundaries. With technical advancements making cross-border trade and financial movements easier and faster to accomplish, the term "globalization" has been used more frequently in the 1980s.

The expansion of international markets has aided in fostering efficiency by fostering competition and the division of labor, which permits individuals and economies to concentrate on their areas of expertise. Additionally, there are more opportunities for people to access larger, more diverse markets worldwide thanks to global markets. It implies that they will be able to access more funding, technology, less expensive imports, and more expansive export markets. However, markets do not always guarantee that everyone benefits from higher efficiency. Nations must be ready to adopt the necessary policies, and in the case of the poorest nations, the international community may need to provide support while they do so.

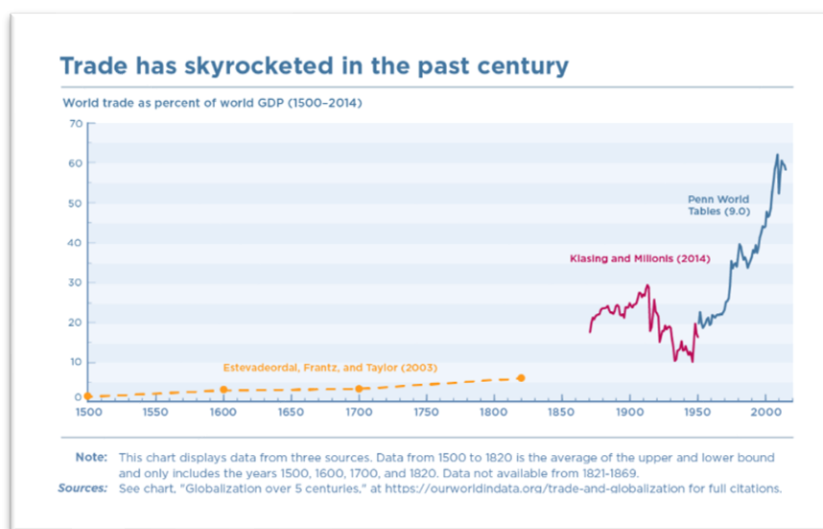
Irrespective of economic development, achieving financial stability, economic growth and greater living standards is a constant challenge for all of the world's nations. These goals can be attained in a variety of ways, and each nation will choose a different route due to the unique characteristics of its political and economic systems. One such route is that of globalization.

There is strong evidence, across many nations and geographical areas, that as nations "globalize," their people gain access to a greater range of products and services, as well as cheaper costs, more and better-paying jobs, better health, and higher general living standards. It is certainly no coincidence that the proportion of the developing world living in severe poverty—defined as subsisting on less than \$1 per day—has decreased by half over the past 20 years as several nations have opened up to global economic forces.

Globalization's wide influence readily reaches daily decisions made in one's personal, professional, and political lives. In the field of health care, for instance, easier access to contemporary technologies may be the difference between life and death. It would make access to independent media possible, as well as commerce and education in the field of communications. In addition, globalization can establish a framework for international collaboration on various non-economic matters with cross-border ramifications, including immigration, environmental concerns, and legal

matters. On the other hand, when a nation's inhabitants realize they face a competitive threat, the inflow of foreign capital, goods, and services can stimulate calls for upgrading the educational system (Imf.org).

- **Time and space are compressed:** The classic "global village" idea presented by communications expert Marshall McLuhan in *Gutenberg Galaxy* (1962) serves as the best example of how time and space split apart. McLuhan said instantaneous communication would soon eliminate power disparities based on geography and usher in a global village. Eventually, geographer David Harvey claimed that the ubiquitous use of phones, fax machines, e-mail, social media, and low-cost plane travel are the main causes of the "time-space compression" that characterizes the postmodern state.



- **Background of Globalization :** When did the process of globalization start? Probably the most well-known early example of sharing concepts, goods, and practices is the Silk Road, a historic network of trade routes that crossed China, Central Asia, and the Mediterranean between 50 BCE and 250 CE. The Silk Road trade relied heavily on new technologies, much like other globalization booms. Coins were made possible by developments in metallurgy and transportation, which also allowed for the construction of roads linking the great empires of the time and the movement of more food between locations due to increasing agricultural productivity. These tendrils of trade also carried concepts like Buddhist beliefs and the secrets of papermaking, along with goods like Chinese silk, Roman glass, and Arabian spices.

These kinds of exchanges were expedited during the Age of Exploration, when European explorers accidentally discovered the Americas while looking for new maritime routes to Asia to reach the spices and silks there. Once more, the marine trade routes that thrived between previously undiscovered and newly found continents were greatly influenced by technology. The development of the magnetic compass and innovative ship designs were essential to the explorers'

achievements. Christian missionaries were transported on ships transporting plants, animals, and Spanish silver between the Old and New Worlds, expanding trade and intellectual contact to a hitherto disconnected region of the globe.

During the Age of Revolution, when concepts of liberty, equality, and fraternity spread like wildfire from America to France to Latin America and beyond, the web of globalization kept expanding. Driven by the development of factories, railroads, steamboats, automobiles, and aircraft, it traveled through the industrial, colonial, and war waves of the eighteenth, nineteenth, and twentieth centuries.

The Information Age saw a rapid acceleration of globalization. Technological developments in computers and communications ushered in a new global era and changed the definition of "connected." The United States could view the Summer Olympics in Tokyo in 1964 for the first time because of modern communications satellites. Someone in Germany could read about a breaking news story in Bolivia in real time thanks to the Internet and the World Wide Web. A hundred years ago, it would have taken a week or longer to travel from Boston, Massachusetts, to London, England; today, it can be done in a matter of hours. The digital revolution also greatly impacted global economies, becoming increasingly interdependent and information-based. In the current day, financial achievement or The impact of a single point of failure on the global web is felt by all of the main global economies.

There is constant discussion over the positives and disadvantages of globalization. The increased danger of illnesses like ebola and severe acute respiratory syndrome (SARS) spreading, as well as the type of environmental damage that scientist Paul R. Furumo has examined in microcosms in tropical palm oil fields, are some of the drawbacks of globalization. Naturally, globalization has also brought along a lot of good. Richer countries can and will now assist poorer countries in need. Many nations are becoming more diverse, which has increased opportunities to discover and appreciate other cultures. There is a growing perception that there is a global community, a global "us." The covid 19 is also an example of how globalisation can have negative effects. As not just goods and foods but viruses can also move from one country to another and other countries (nationalgeographic.org).

- **Debate surrounding Globalization :** The firms McDonald's, Disney, and Coca-Cola are frequently portrayed by anti-globalism campaigners as instruments of globalism or cultural imperialism, a novel type of political and economic dominance. Critics of globalism contend that while state authorities worldwide would lose control over the distribution of products and services, any business venture that can manipulate consumer preferences will prosper. This world power perspective sees control over culture (and its production) as considerably more essential than control over political and geographic

frontiers, and the military might as hopelessly out of step or even helpless. It is undoubtedly true that national borders are becoming more brittle and that any attempt by governments to restrict access to global popular culture typically results in the things being prohibited being even more alluring. Pop music, movies, video games, comic books, fashion, fast food, drinks, home décor, entertainment systems, and fitness gear are among the commodities related to lifestyle that are traded in the popular culture market, particularly as experienced by young people. Through the Internet, millions of users circumvent computer security measures and import obstacles in order to access the unattainable. Theories of the "virtual state," a new international political structure thought to represent the fundamental chaos of 21st-century capitalism, echo the notion of an international community without borders. With the greater materialism, the environment has also been affected globally. Privately owned companies try to get away from environmental policies by shifting their manufacturing plants near to the raw materials in developing countries where environmental policies are not so strict. In a way, they preserve their own land but spoil others' environment. These underdeveloped or developing countries are stuck debating survival vs. people vs. environment.

- **Illusion of Globalization :** The everyday experience has become more uniform for hundreds of millions of people living in cities since the 1960s. Utilities, household appliances, and transportation infrastructure are becoming increasingly ubiquitous. The "marvels" of technology that we take for granted in North America and Europe have dramatically improved the standard of living for billions of people in less developed nations. Cold drinks, hot water, frozen fish, screened windows, bottled cooking gas, or a refrigerator alter daily existence. However, it would be erroneous to believe that these developments always have the same homogenizing impact. The majority of people living in rural areas still view refrigerators as status symbols. They chill fruit, soft drinks, and beer with it, yet they disregard the notion that refrigerated meat, fish, and veggies are harmful. In addition, some foods—bean curd dishes, for example—are believed to taste better when prepared using conventional fuels like wood or coal rather than gas bottles (Britannica).

Check Your Progress

1. Do you think that the internet and globalization have reduced time and space?

2. Discuss the illusion of globalization in a few lines.

10.4 SUMMARY

Globalization, Liberalization, and Privatization are related movements that have significantly altered economies and societies worldwide. Liberalization means reducing the restrictions of government. In a way, reducing government interference in the market promotes higher efficiency and competition. Privatization gives private organizations ownership and management of state-owned businesses to increase productivity and creativity. The term "globalization" describes the process by which economies and cultures become more knotted through cross-border trade in products, services, knowledge, and ideas. These developments have aided in technical development and economic expansion but have also raised issues with inequality, environmental damage, and cultural uniformity. Some of the debates surrounding globalization are that of homogenizing cultures and, in a way, affecting the local culture. Privatization debates discuss how private companies are profit-oriented and use cheap labor raw materials.

To conclude, economies and societies around the world have changed as a result of the interaction of the processes of globalization, privatization, and liberalization. Several Critics also point out that the growing income disparity, environmental degradation, and cultural uniformity are serious issues in every society. While the supporters of liberalization, privatization, globalisation note that there is economic progress, creativity, and interconnection. For policymakers, creating a balance between ensuring social welfare and enjoying the fruits of an open market is an ongoing struggle. As we move forward, we must address the inequalities and vulnerabilities these processes bring to society. At the same time, we must promote inclusive prosperity and sustainable development on a global scale. Thus, dealing with the challenges of liberalization, privatization, and globalization in the twenty-first century requires effective regulation, fair resource allocation, and a dedication to moral business practices for a healthy world.

10.5 QUESTIONS

1. Discuss the debates surrounding Liberalization
2. Discuss the background of Liberalization
3. Explain in brief the debates and background associated with privatization

4. Write a note on Globalization and its background

5. Discuss the meaning of Globalization and the debates surrounding it.

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CHANGING ROLE OF STATE

Unit Structure

- 11.0 Objectives
- 11.1 Introduction
- 11.2 What is a state?
- 11.3 Functions of State
- 11.4 Different Phases of State role in India
- 11.5 Evolution of State
- 11.6 Changing Role of State
- 11.7 Post 1991 State role
- 11.8 Summary
- 11.9 Questions
- 11.10 References

1.0 OBJECTIVES

- To learn about the meaning of State
- To understand the changing role of the state in India

11.1 INTRODUCTION

In this chapter, we will learn about the Changing Role of the State. Everyone is directly or indirectly interacting with the country's law. In day-to-day lives, for example- we speak about politics, criticize government laws, and appreciate the actions taken by any government. With globalization, the awareness about the state is not just national but global, too. This is possible due to the emergence of mass media and the rapid news exchange. Today, many of us can get real-time data. With a large amount of information, it is also important to know the changing nature of the state. The function of the state has evolved in India as well as in the global context. The state is adapting to meet citizens' needs and emerging economic opportunities in response to evolving circumstances. A large number of nations in the globe are shifting to market-oriented economies as a result of the ongoing globalization process, which began in 1991. In the chapter, the state contextual meaning is not just individual states like Maharashtra Tamil Nadu but the whole country, for example, India. We would also look into the state's role globally, as with globalization, other countries often influence policies. Let us first learn about the meaning of state.

A state is a self-governing political entity acknowledged by other states and has a permanent population within a predetermined area. A political association is a type of state; political associations are merely one type of human association. Therefore, the state is an institution that people use to try to exert control over other people (albeit not the only institution); nevertheless, it is also an establishment that wields authority over people and communities. The state is an abstraction since it is not a physical entity, is not confined to a certain area, and is not embodied in a single individual or group of people. Although it would be incorrect to consider the state to be something that happens due to particular relationships that individuals have with one another, it is an entity with a life of its own.

Although it may incorporate other political organizations, a state is a type of polity or political association unique in that it is not a part of any other political associations. Thus, the state is the highest corporate body. Because, despite the possibility of being subservient to other powers, it is not integrated into any other entity (such as another state or an empire). The possession of distinct physical territories and an autonomous political authority structure set one state apart. Although not all political communities are states, the state is in and of itself a political community. While a state may comprise portions of several nations, one nation, or both, it is not a nation or a people. Society gives rise to a state, but a state does not contain or absorb society. States will always have governments, but states are more than just governments because there are far more governments than states. The state is a contemporary political institution that originated in early modern Europe and has since spread to every other region of the globe.

When a state's population has a common culture, worldview, way of life, or history, they are regarded as a nation. As a result, India is known as a country of nationalities. The state is essential to preserving and advancing citizens' social and economic well-being. The state guarantees social justice, equitable economic distribution, and equality of opportunity, among other things.

A state is not always a political community, even though it could be. However, it must always be an association—a collective possessing both agency and an authoritative structure. The state government is typically what expresses that ability. Authorities and the state, however, are not synonymous. States can exist with one government or several, or even multiple governments. States are not a part of every government.

For instance, Australia has multiple municipal governments, two territorial governments, six state governments, and one federal government. A few nations with several governments are the United States, Canada, Germany, Malaysia, and India. Iraq from 2003 to 2004, Japan from 1945 to 1952 (when the postwar Allied occupation came to an end), and Somalia from 1991 to 2000 (de facto, 2002) are only a few examples of states that have, at least temporarily, operated without governments (or at least a central

administration). Many governments are the governments of federal states' components. However, governments can exist without states; the Palestinian Authority is one such instance. Thus, to conclude, a state is a sovereign power. (Kukathas, Chandran, 2014).

- **Changing Role of State Worldwide:** Globalization, as it appears today, represents one of the most remarkable historical phenomena that has ever affected individuals, groups, and nations worldwide. The world capitalist system, which includes the transnational corporations that make up its constituents, unequal exchange structures, international financial agencies, neo-liberal governments, neo-managerial administrative systems, bourgeois media networks, and hegemonic market ideology, all dominate this all-encompassing process of globalization. Countries with different socio-historical traditions have seen certain common changes in the state's role and bureaucracy due to this multifaceted globalization. Generally speaking, the governmental apparatus is becoming more and more involved in facilitating rather than leading economic activity, supporting rather than regulating market forces, promoting local economic success instead of broader societal advancement, and treating people more like "customers" than "citizens" Haque, M. S. (1998).

The changing role of the State worldwide



11.3 FUNCTIONS OF STATE

Every nation has distinct priorities. The supply of pure public goods, such as property rights, macroeconomic stability, control of contagious illnesses, safe water roads, and protection of the impoverished, should be the main priority for nations with poor state capabilities. In several nations, the government does not even supply these. The focus of recent reforms has been on economic principles. However, legal, institutional, and social foundations prevent social unrest and promote long-term growth. The

intermediate functions—such as controlling externalities like pollution, for example, or policing monopolies—go beyond these fundamental services and include social insurance benefits like pensions and unemployment insurance.

The government can collaborate with markets and civil society to guarantee the provision of these public goods; it cannot decide whether to interfere, only how best to do so. Strong-capability states can assume more proactive roles, assisting in coordination to address the issue of missing markets. The experience of East Asia has reignited interest in the role of active industrial and financial policy by the state in fostering markets. The state's regulatory role has expanded and become more intricate in most modern economies, encompassing more traditional areas like monopolies and contemporary ones like the financial industry and the environment.

Regulations must be designed with the capacity of state regulatory bodies, the sophistication of markets, and a stronger focus on individual accountability in mind. The state does not need to be the only provider, or even a provider at all, even if the state still plays a crucial role in guaranteeing basic services like infrastructure, health care, and education. The relative strengths of markets, civil society, and state agencies must be considered when the state decides how to provide, finance, and regulate these services. Countries must distinguish between insurance and help when safeguarding the weak. Insurance, such as that against cyclical unemployment, attempts to mitigate the unavoidable ups and downs in a market economy by assisting households with their income and consumption. Support, like food-for-work initiatives, is needed so that the poor people of the society have a source of living.

Table 1.1 Functions of the state

	Addressing market failure			Improving equity
Minimal functions	<i>Providing pure public goods:</i> Defense Law and order Property rights Macroeconomic management Public health			<i>Protecting the poor:</i> Antipoverty programs Disaster relief
Intermediate functions	<i>Addressing externalities:</i> Basic education Environmental protection	<i>Regulating monopoly:</i> Utility regulation Antitrust policy	<i>Overcoming imperfect information:</i> Insurance (health, life, pensions) Financial regulation Consumer protection	<i>Providing social insurance:</i> Redistributive pensions Family allowances Unemployment insurance
Activist functions	<i>Coordinating private activity:</i> Fostering markets Cluster initiatives			<i>Redistribution:</i> Asset redistribution

Check Your Progress

1. What are the different changing roles of the state worldwide?

2. List out some of the functions of the state

11.4 DIFFERENT PHASES OF STATE ROLE IN INDIA

Nehruvian state 1952–1967: The state fulfilled the roles of welfare and development during this period. The developmental state influences social structures and the economy to advance secular and scientific ideals. The state is working on nation-building projects. The state was in complete control and command of the economy.

1970s: A STATE OF REPRESSION: The Repressive State regularly used force to achieve its goals—nationalizing insurance companies, banks, and other private businesses. Quotas, permits, and licensing restrained the rise of the private sector and capitalism. On the other hand, several assistance programs were introduced for midday meals, job guarantees, and poverty reduction.

1980s: Silicon State: During this phase, the economy began to open up or become more liberal. New, developing sectors saw a promotion of the private sector. The function and output of the public sector Units were carefully examined—introducing new technologies in many industries.

Globalized Economy, 1991: Globalization, privatization, and liberalization are new processes. The government only serves as an enabler and infrequently as a regulator. A modern approach has been implemented.

The formerly designated sectors for the public sector were opened to the private sector. Other and foreign investment was permitted. The licensing raj came to an end mostly (Pushpa).

11.5 EVOLUTION OF STATE

India had no modern industry and a declining per capita GDP when it gained Independence in 1947. 1947–1964: the Nehru years. Jawaharlal Nehru, India's first prime minister, believed industrialization was essential. To alleviate poverty, a strong government with a planned economy was necessary if the nation was to industrialize quickly, boost public saving and investment, lessen the reliance on international trade, and become self-sufficient. India chose to maintain state control over important industries, unlike many other East Asian nations that employed government assistance to develop robust private sector industries. Indian governments punished agriculture by skewing the terms of trade against it and stressing import substitution because they believed that agriculture's potential and export potential were limited. For them, technical knowledge was essential, as well as industrialization.

Garibi Hatao, 1966–1977 There were two significant changes in the state's role during Prime Minister Indira Gandhi's tenure. First, state action to subsidize new seeds resolved the neglect of agriculture, rural electricity, agricultural finance, and fertilizers. With the success of the green revolution, India achieved grain self-sufficiency by the mid-1970s. The second change was the government's increased grip on all facets of the economy. The campaign to "abolish poverty" or "garibi hatao" resulted in the nationalization of banks, trade restrictions, price controls on a wide range of products, and restrictions on foreign investment. The state managed to stifle the economy. However, the GDP did not increase more quickly throughout this time, staying around 3.5 percent annually—the increase in fiscal deficits and spending between 1977 and 1991.

The strictest restrictions on imports and industrial licensing were progressively loosened between 1977 and 1991 to promote the expansion of the industry. The government increased antipoverty programs, particularly those that provided jobs in rural areas, although the impoverished only received a small portion of the growing subsidies. Every election saw an increase in subsidies due to political party competition. The resultant significant budget deficits, which in 1985 accounted for was 8.4% of GDP, fuelled an increase in the current account deficit. By the middle of

1991, India's foreign exchange reserves had almost completely depleted, and Narasimha Rao led a new administration that took office.

Due to growing interest costs associated with India's foreign debt, neither the federal government nor the state governments might keep funding significant public investment and subsidies. After the former prevailed, the government started courting foreign and private investments.

Thus, the reform process was driven by looming bankruptcy, which resulted in the state's position shifting from major investor to entrepreneur facilitator. Although this change was anticipated to free up government funds for increased social spending, the budget crisis prevented a sizable increase.

Rao's administration eliminated the majority of industrial and import licenses, which also depreciated the rupee, significantly lowered import tariffs, liberalized the financial industry, welcomed international investment, and permitted private investment in previously government-only areas. These policies were largely maintained when the new coalition administration took office in 1996. And the 1997 budget moves in that direction constructively (World Bank Report, 1997).

11.6 CHANGING ROLE OF STATE

Classical liberals have pointed out that people should have the greatest degree of freedom and, as a result, that the government should only have a minimal role in society. This minimal function merely offers a framework of social order and tranquillity so that individual citizens can live as they see fit. These minimum states were common in the 19th century, with their institutional apparatus limited to the army, courts, and police force. However, throughout the 20th century, they have become increasingly uncommon, with the State's involvement growing. Democratic socialists, contemporary liberals, and paternalistic conservatives have formed a broad ideological coalition to support the progressive reaction to electoral pressures for economic and social stability.

- **State during Independence and pre-independence :** Indian civilization attempted to incorporate the modern concept of the nation-state and the traditional idea of the State into Indian culture. The fact that this imported idea of the State would ultimately utterly overlook the indigenous paradigm in favor of the prevailing one was not apparent to them at the time.

The process was facilitated by the colonial inheritance of the imperial State structure, which shaped much of the State's relationship with the remainder of Indian society. A key legacy component is the notion that the State serves as society's last defense, a moral role model, the mediator between social groupings with conflicting interests, and the pacesetter. In order to ignite the engines of capitalist economic growth and create a just and socialist-leaning civil society capable of eradicating poverty, the nationalist movement transformed the political legacies of colonialism into a strong State, guided by the Congress.

- **State during post-independence:** The post-independence era's elite also had specific goals and ideologies in mind. The main goals of India were social equality, economic development, political democracy, and national integration. Nehru wanted to create a bureaucratic, centrally planned state to achieve these goals. The State also constructed massive atomic power stations, dams, and steel factories. It also showed how class ties in Indian society and the governmental system are coordinated. As a result, India developed a strong state structure and was able to settle linguistic and regional disputes by first enacting a consensus-building program. Thus, following Independence, the ruling elite sought to establish a strong state, which was largely effective. This is because India's governing class sought to build a strong nation after Independence by fully embracing and even elevating the nation's linguistic, ethnic, regional, and religious diversity. They were largely successful in doing this.

11.7 POST-1991 STATE ROLE

Post 1991, there are several ways the state working changed. Firstly, there was reorganized state-business relationship; second, society's function as a go-between in distributive politics, especially concerning rights-based movements or bottom-up pressures; third, the state's seemingly contradictory role in carrying out expansive public social programs while simultaneously making more space for the market; and fourthly, the dynamic relationship between the state and the democratic form of governance under changing political regimes.

The earlier policy focused on "targets" and "beneficiaries" in right-based strategy, and the Indian government's position on welfarist interventions appears to have altered. Many laws were enacted at this time to allow people

to voice moral ideas regarding the conduct of the government, others, and societal institutions. An analytical viewpoint that has been established to interpret this transition is presented in this chapter. It starts with a succinct synopsis of the series of events leading to the enactment of important laws, such as the National Food Security Act of 2013, the Right to Information Act of 2005, the Mahatma Gandhi National Rural Employment Guarantee Act of 2005, and the Right of Children to Free and Compulsory Education Act of 2009.

Though it does not detail how "political practice" influences and is influenced by "discursive practice," the standard discourse on rights and capabilities emphasizes the latter's importance in shaping public policy. The idea that the future of human development in India will ultimately be shaped by the interaction between different political campaigns and competitive electoral campaigning on the one hand and the shifting normative concerns regarding development discourse on the other is supported by the varying paths of human development that developed as a consequence of these actions in subsequent years.

There is a claim that the current features of the Indian economy include neoliberalism, global capitalism, and inclusive development. This triad is thought to have originated in the state of India, where the nodes' combined influences that push and pull it in opposite directions are thought to be concentrated. When it performs these various roles, the Indian state simultaneously reveals its benign and aggressive sides. Its violent side is characterized by the state of exception and primitive accumulation; on the other hand, its humanitarian side is demonstrated, and nation-building is aided by social programs for the impoverished and the development of human capital for capitalist-induced growth. The changing character and roles of the Indian state indicate a basic change in the organization's rationale for being, one that ought to be acknowledged in terms of its actual actions and claims. The fact that the Indian state now governs for the good of society rather than its interests is one of the most significant changes in this regard.

- **Post-2000:** Some scholars believe India's economic growth was slow (until around 1980) or among the fastest in the world (after 2003). The ethical questions about unfair inequality gave way to more pragmatic worries about how inequality can slow down and endanger

sustainable growth. A change occurred after the middle of the 2000s. Growing research suggests that India's progress is now more closely correlated with advancements in human well-being. Hence, the view of most activists' uprisings and informational advancements offer only partial answers (D'Costa, A. P., & Chakraborty, A. 2019). At present, India has one of the largest databases, i.e., the Adhar system, where welfare measures are being directly given to the people who deserve them or need them. Globalization has influenced the country positively as more internet accessibility awareness of one's rights has begun. There is also a greater amount of efficiency and transparency than the earlier times. Digitalization has improved both the functioning of the state and the reduction in the time of both the state and people.

Check Your Progress

1. Explain in a few lines the changes in state post 2000.

2. List some of the acts for welfare measures for people.

11.8 SUMMARY

In this chapter, we started by understanding the meaning of a state. A state is a self-governing political entity acknowledged by other states and has a permanent population within a predetermined area. A political association is a type of state; political associations are merely one type of human association. Therefore, the state is an institution that people use to try to exert control over other people (albeit not the only institution); nevertheless,

it is also an establishment that wields authority over people and communities. We also learned about the different functions of the state, like emphasizing the importance of providing pure public goods such as property rights, macroeconomic stability, healthcare, education, and infrastructure, particularly in nations with poor state capabilities. It suggests that while recent reforms have focused on economic principles, legal, institutional, and social foundations are equally crucial for preventing social unrest and promoting long-term growth. The evolution of the state in India over the past decades reflects shifting approaches to economic development and governance. Under Nehru's leadership, the emphasis was on state-led industrialization and self-sufficiency, with tight government control over key sectors. However, there were also times when an expansion of state intervention, marked by nationalization and economic restrictions, albeit with limited success in boosting GDP growth, and the period from 1991 onwards witnessed a significant shift towards economic liberalization driven by fiscal pressures, leading to regulations dismantling, encouraging foreign and private investment, and moving away from direct state investment. Despite expectations of increased social spending, budget constraints limited the scope of reforms. Overall, India's state evolution reflects a transition from a centrally planned economy to one increasingly embracing market principles and international engagement. The evolving state-business relationship, society's role in distributive politics, and the state's dual role in social programs and market facilitation highlight India's changing governance dynamics. Transitioning from target-based approaches to rights-based strategies, the Indian government has enacted key laws promoting transparency, social welfare, and citizen empowerment, including the National Food Security Act, Right to Information Act, Mahatma Gandhi National Rural Employment Guarantee Act, and Right of Children to Free and Compulsory Education Act.

11.9 QUESTIONS

1. Discuss the different functions of the state.
2. Discuss the role of the state post-1991
3. Explain the meaning of State
4. Write a brief note on different phases of the State in India.

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GLOBALIZATION AND IMPACT ON SOCIAL EQUITY PROGRAMMES AND PEOPLE'S MOVEMENT

Unit Structure

- 12.0 Objectives
- 12.1 Introduction
- 12.2 Meaning of Social Equity
- 12.3 Different types of Social equity
- 12.4 Social Equity Programmes in India
- 12.5 The National Food Security Act (NFSA)
- 12.6 Globalization and Impact of Social Equity Programmes
- 12.7 Understanding People's movements
- 12.8 Impact of Globalization on People's Movement
- 12.9 Summary
- 12.10 Questions
- 12.11 References

12.0 OBJECTIVES

- To learn about the meaning of social equity programs and its different types.
- To understand the impact of globalization on social equity programs and people movement.

12.1 INTRODUCTION

Globalization has affected different areas of our Indian society, including the family's migration, food, culture, mass media, social institutions, including materialistic aspirations. With globalization, the exposure to the world has increased, especially due to internet access and televisions. People living in the remotest part of India can also access news from other parts of the world. In a way, it has influenced science and technology, and with free trade policies, the socio-economic gaps have also been affected to a sizeable population. Countries can now influence each other schemes and policies to some extent, especially in areas like that of Gender rights, Humanity rights, Environmental issues, and several such social equity programs. Understanding these aspects will help you learn about societal development and make you well-informed citizens and students. Thus, in

this chapter, we will learn about the different social equity programs, people's movements, and their impact on them due to globalization. Let us first learn about the meaning of social equity.

12.1 MEANING OF SOCIAL EQUITY

Within the realm of finance, "equity" denotes the possession of assets that could be linked to loans or other liabilities. The term is used in the field of real estate. However, social justice is also a matter of "social equity." It involves giving people access to resources and opportunities according to criteria like need and availability. The quality of impartiality and fairness is called equity. In social policy, social equity refers to objectivity, justice, and fairness for all. The aim is to guarantee that every community member has access to the same opportunities and results; social equality considers systemic inequities. All forms of equity recognize the existence of inequality and seek to eradicate it.

12.3 DIFFERENT TYPES OF SOCIAL EQUITY

Frederickson defines social equity as the application of three elements he terms "equalities": "simple individual equality," "segmented equality," and "block equality." Individual equality is defined as one class of equals, e.g., one person, one vote. Complex division of labor in society leads to segmented equality. Inequality in one area of society and equality in another may be different. For instance, medical practitioners are not subject to the same professional conduct laws that govern all lawyers in a nation who operate privately. Within a group, equality is required by block equality. For example - Block equality is where female lawyers request the same compensation as their male counterparts.

12.4 SOCIAL EQUITY PROGRAMMES IN INDIA

All the social equity programs address some or the other issues the country is facing, like unemployment, malnutrition, gender discrimination, housing, overpopulation, marginalization, etc. Some of these issues are global issues, too. Hence, even the Seventeen Sustainable Development goals are directly and indirectly connected while framing the policies. These are the 17 SDGs are: No poverty (SDG 1), Zero hunger (SDG 2), Good health and well-being (SDG 3), Quality education (SDG 4), Gender equality (SDG 5), Clean water and sanitation (SDG 6), Affordable and clean energy (SDG 7), Decent work and economic growth (SDG 8), Industry, innovation and infrastructure (SDG 9), Reduced inequalities (SDG 10), Sustainable cities and communities (SDG 11), Responsible consumption and production (SDG 12), Climate action (SDG 13), Life below water (SDG 14), Life on land (SDG 15), Peace, justice, and strong institutions (SDG 16), and Partnerships for the goals (SDG 17). Let us look at some of the social equity programs in India in depth-

1. **Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA) – Employment :** MGNREGA was formed to address the country's unemployment problem. Established by the Ministry of Rural Development in 2005, MGNREGA is one of the biggest labor guarantee programs globally. The program's main goal is to provide adult members of rural households willing to perform unskilled manual labor related to public work with 100 days of employment guaranteed per fiscal year. 15.4 crore people were employed under the MGNREGA as of 2022–2023. Using a rights-based framework, the act addresses the root causes of persistent poverty, in contrast to previous employment guarantee programs. Women must make up at least one-third of the recipients. The Minimum Pay Act of 1948 stipulates the statutory minimum pay that must be paid to agricultural laborers in the state.
2. **Sarva Shiksha Abhiyan (SSA) – Employment :** To emphasize the importance of basic education for children the Sarva Shiksha Abhiyan was created. Children become adults and are an important human resource of the country who play an important role in the development of the economy. The Government of India's flagship program for achieving Universal Elementary Education (UEE), Sarva Shiksha Abhiyan (SSA), is comprehensive and integrated, spanning the entire nation in a mission mode. SSA was introduced in 2001–2002 in collaboration with local self-governments and state governments.
3. **Midday Meal Scheme – Nutrition:** Established as a Centrally Sponsored Scheme on August 15, 1995, the National Programme of Nutritional Support to Primary Education (NP-NSPE) aims to improve children's nutritional status while increasing admission, pupil retention, and attendance.

In 2001, MDMS evolved into a cooked midday meal program. Under this program, all children attending government-run and government-aided elementary schools were required to receive a prepared midday meal for a minimum of 200 days, consisting of at least 300 calories of energy and 8–12 grams of protein per day. In 2002, this Scheme was expanded to include children enrolled in Alternative & Innovative Education (AIE) centers and the Education Guarantee Scheme (EGS), in addition to students attending government-aided, local body, and government schools. In October 2007, the National Programme of Nutritional Support to Primary Education was renamed the National Programme of Mid-Day Meal in Schools, and it was expanded to include children in 3,479 Educationally Backwards Blocks (EBBs) that were enrolled in upper primary classes (class VI to VIII). Upper primary-stage nutrition standards were set at 700 calories and 20 grams of protein. Beginning on 1.4.2008, the Scheme was expanded to include all regions of the nation.

4. **Deen Dayal Antyodaya Yojana (DAY) – Poverty :** The Deen Dayal Antyodaya Yojana (DAY) seeks to improve sustainable livelihood prospects for the impoverished in urban areas through skill

development. In light of the Made in India goal, skill development is crucial for improving socio-economic conditions. The Ministry of Housing and Urban Poverty Alleviation (HUPA) initiated the Deen Dayal Antyodaya Yojana. The Indian government has allocated Rs. 500 crore for the project. The National Rural Livelihoods Mission (NRLM) and National Urban Livelihoods Mission (NULM) are being integrated under this plan. The National Urban Livelihoods Mission (NULM) is now known as the Rashtriya Shahri Aajeevika Mission in Hindi and Deen Dayal Antyodaya Yojana (DAY-NULM). By extending the coverage to all 4041 statutory cities and towns, the scheme of urban areas covers nearly the whole urban population. The urban poverty-reducing programs have covered about 790 towns and cities in India.

12.5 THE NATIONAL FOOD SECURITY ACT (NFSA)

The National Food Security Act (NFSA) 2013 was passed on July 5, 2013, and although the government has long addressed the issue of "food security" in the household through the Public Distribution System and the Targeted Public Distribution System, this marks a paradigm shift from welfare to rights-based approaches to food security. Under the Targeted Public Distribution System, the Act grants up to 75% of the rural and 50% of the urban populations the legal right to subsidized food grains. Therefore, under the Act, around two-thirds of the population can receive highly subsidized food grains. The oldest woman in the home, who must be at least 18 years old, must be the head of the household as a step toward women's empowerment.

The fundamental idea behind food security on a global scale is to guarantee that everyone has access to the essential nutrients they need for an active and healthy life at all times. Food security is defined by the availability, accessibility, stability, and use of food. The fundamental right to life guaranteed by Article 21 of the Indian Constitution may be construed to encompass the right to live with human dignity, which may include the right to food and other essentials, even though the Indian Constitution does not mention the right to eat.

There are **other social equity programs** which you can refer in government websites, like

Pradhan Mantri Jan Dhan Yojana (PMJDY), Rashtriya Swasthya Bima Yojana (RSBY), Swachh Bharat Abhiyan (Clean India Mission), Scheduled Caste and Scheduled Tribe Sub-Plan (SC/ST Sub-Plan), Pradhan Mantri Awas Yojana (PMAY) - Housing for All, National Health Mission (NHM), National Social Assistance Programme (NSAP), Integrated Child Development Services (ICDS), Beti Bachao, Beti Padhao (Save the Girl Child, Educate the Girl Child), Ayushman Bharat Pradhan Mantri Jan Arogya Yojana (PM-JAY), National Urban Livelihood Mission (NULM), Atal Pension Yojana (APY), Ujjwala Yojana (Pradhan Mantri Ujjwala Yojana - PMUY), National Mission for Empowerment of Women (NMEW), National Rural Livelihood Mission (NRLM).

Check Your Progress

1. What does social equity means?

2. List out some of the Social Equity programs in India.

12.6 GLOBALIZATION AND IMPACT ON SOCIAL EQUITY PROGRAMMES

Growing political, social, cultural, and economic integration and interdependence across nations and regions is known as globalization. As a result of this, Trade liberalization, foreign direct investment, migration, technical advancements, and cross-cultural interactions have all fuelled it. Globalization has impacted several areas, like Policies and initiatives aimed at promoting human development and social justice, policies for reducing poverty, inequality, and social exclusion. It has positively and negatively impacted different societies and parts of the world.

- **Positive effect of Globalization on Social equity programmes :** India's fast economic growth and progress have been facilitated by globalization, which has given it access to new markets, resources, and technologies. The government's income and ability to fund social programs like social protection, health care, and education have increased.

International norms and standards, including those pertaining to human rights, gender equality, environmental preservation, and social accountability, have been introduced to India as a result of globalization, and these have shaped its social policies and initiatives. India, for instance, is a signatory to a number of international treaties and conventions pertaining to social issues, including the International Covenant on Economic, Social, and Cultural Rights, the Convention on the Rights of the Child, and the Convention on the Elimination of All Forms of Discrimination Against Women.

Non-governmental organizations, social movements, and civil society organizations have all faced new possibilities and difficulties due to globalization. These groups have been crucial in promoting social

justice and equity and providing social services to vulnerable and marginalized populations. Some of the historic laws passed due to the active involvement and pressure of civil society actors are the Right to Information Act, the National Rural Employment Guarantee Act, and the Right to Education Act.

- **Negative effects of globalization on India's social justice equity initiatives:** Every country is now more exposed to external forces and risks due to globalization, including financial crises, trade disputes, climate change, and pandemics, all of which hurt the country's security and stability on the social and economic fronts. Due to their need for sufficient and reliable finance, coordination, and implementation, social equality programs have faced difficulties maintaining their viability and efficacy.

The current gaps and inequalities in India related to class, caste, gender, religion, geography, and ethnicity have also been made worse by globalization. This has weakened the nation's social cohesiveness and harmony and increased social tensions and disputes. Furthermore, impoverished and marginalized populations are now more vulnerable to exploitation as a result of globalization. This includes laborers, farmers, women, kids, and minorities who suffer from low pay, dangerous working conditions, underemployment, displacement, and environmental damage as a result of market pressures. Because India must abide by the laws and regulations of international organizations and agreements, including the World Trade Organization, the World Bank, and the International Monetary Fund, globalization has also put its autonomy and sovereignty in the formulation and execution of its social policies and programs in jeopardy at times. The scope and form of social spending and interventions are frequently subject to conditions and constraints by these institutions and agreements, which may not align with India's national aims and interests. Globalization has, therefore, had varying effects on social equity initiatives.

12.7 UNDERSTANDING PEOPLE'S MOVEMENTS

Since the 1980s, social movements in India that questioned conventional wisdom regarding political engagement and development have evolved. These movements today revolve around the public's concerns, but because of the diversity of their constituents, their involvement and effect have unavoidably been complex. People's movements opposed exploitative power relations, the centralization of decision-making, the monopolization and growing commodification of natural resources like land, water, and forests, and the development process's disempowerment of communities and the unsustainable use of these resources. They defended people's rights to make decisions and to use natural resources. The issues of livelihood, opportunities, dignity, and development were taken up by movements of landless people, unorganized laborers in rural and urban areas, Adivasis, Dalits, displaced people, peasants, urban poor, small business owners, and jobless youth. In addition, the growth process led to widespread resource

damage, centralization, impoverishment, and displacement. The victims of development struggled for dignified rehabilitation and resettlement, challenging the policies and programs that led to their unjustifiable relocation throughout India. These are now known as micro-movements, too. These micro-movements can even become macro-movements (Srivastava, 2007).

There are different people's movements in India that have existed for several years like -

Quit India Movement (1942), Chipko Movement (1973), Narmada Bachao Andolan (1985), Anti-Mandal Commission Protests (1990), Save Silent Valley Movement (1973-1984), India Against Corruption Movement (2011), Naxalite Movement (The late 1960s - Present), Mazdoor Kisan Shakti Sangathan (MKSS), Bhoodan Movement (1951), Right to Information (RTI) Movement (2005), Dalit Panthers (1972), Women's Liberation Movement (1970s), Bharat Jan Andolan (1992), LGBTQ+ Rights Movement, Farmers' Protest (2020-2021).

12.8 IMPACT OF GLOBALIZATION ON PEOPLE'S MOVEMENT

With globalization, several foreign companies have entered India. As a result, they brought both their product technologies and set up factories in India. These brought about competition in the market and only the stronger players could survive. The greater the commercialization, the greater the divide began. Several fertile lands have been converted to industries. Globalization developed a capitalist-based philosophy compared to the Gandhian philosophy, which focussed on a small scale, using local products, produce, seeds, cottage industries and swaraj. Globalization has encouraged countries to adopt a Western-influenced lifestyle that is more market driven and harmful to both the individual and the environment. Factories are being set up in several places like that of Tribal areas, leading to displacement and loss of cultural bonds and creating a sense of alienation among the people.

Soft drink companies consume a large amount of water for their production. As a result, the groundwater in several areas has been reduced. The changing lifestyle has made unhealthy products appear healthy due to marketing. Several multinational companies, from the garment industry to food television, have created a hegemony over the market.

The development of horizontal and vertical alliances was a response to the growing influence of global powers and financial institutions, such as the World Bank, International Monetary Fund (IMF), Asian Development Bank (ADB), and World Trade Organization (WTO), in shaping development policies and procedures in nations such as India. These alliances were formed both domestically and globally.

Different groups, including peace and anti-nuclearization organizations and environmentalist, socialist, indigenous, workers', peasant, and minority

organizations, are examples of People's movements questioning and opposing the ill effects of globalization, capitalism, and developed country's role in developing countries.

- **Employment related movement :** Additional effects of globalization include the casual and contextualization of labor. The practice of replacing permanent employees with contract and temporary workers has become broad. Many have stated that the post-economic reform era has seen increased unemployment. There are fewer openings as part of the Stabilization and Structural Adjustment Program. Comparing the 1980s and 1990s, there has been a noticeable drop in the organized sector's overall employment growth rate. The New Economic agenda includes a downsizing agenda that has begun. This entails cutting expenses by decreasing overhead. The Industrial Disputes Act of 1947 places appropriate limitations on companies planning layoffs or closures. This law specifies that in the event of layoffs or closure or closure notice, which must be provided to the union. In such a scenario, the management and union must devise strategies to save employees' jobs. Changes to labor legislation pertaining to job security are being made for commercial reasons. Because developed nations already have a fully functional social security system, downsizing is less difficult. Regrettably, developing nations like India do not experience this. However, as early as 1992, a National Renewal Fund was established to offer a social safety net to the unemployed in the labor sector. The government's grip over the private sector has also loosened as a result of liberalization, increasing labor's negotiating strength against capital. Trade unions have gone on strike to defend the rights of employees at nationalized banks, ITDC hotels, State Electricity Boards, and other establishments. The working class movement's shortcomings have been made clear by the implementation of the New Economic Policy. With globalization and privatization, the number of reservation-based jobs and unions has reduced. In a way, it affects both the workers's rights and the right to equal opportunity for everyone. These are some of the negative effects.
- **Farmers's movement :** Some of the enormous social and ecological costs connected with globalization and unsustainable agriculture came to light with the tragic surge in farmer suicides in India. MNCs and globalization affect farmer suicide rates and make recommendations for tactics and laws. Several key factors have contributed to this unrest, including regressive agricultural policies, output declines, inadequate credit support, private parties' intervention, land fragmentation, and high cultivation costs as a result of the privatization of the seed industry, which resulted in the worst debt traps (Gayatri et al., 2024). Legal obstacles now face farmers who have been cultivating seeds for generations. Up to 1.4 billion people are estimated to rely mostly on farm-saved seeds as their supply of seed in developing nations. Genetic engineers are expanding upon the prosperity of numerous farming generations who

have chosen and enhanced seeds over millennia, while private corporations argue that they need to possess sole patent rights. Convincing farmers to switch to growing pulses, millets, and paddy has been done by seed firms. New hybrid seeds have replaced their native ones; these hybrids cannot be preserved, even though it is expensive it has to be brought every season. Moreover, hybrids are highly susceptible to infestations by pests. In certain nations, the amount spent on pesticides has surged by two thousand percent. Farmers are now consuming the same chemicals to end their lives and avoid debt repayment forever.

The green revolution emerged as a technological response to the food crisis when Nobel winner Norman Borlaug introduced dwarf wheat varieties and conducted research in South Asia. However, hybrid seeds from multinational corporations are increasingly endangering people's lives. Farmers cannot access foreign markets, where they can sell their goods for more money and buy better technology and less expensive inputs. They also experience unfair competition from subsidized imports and insufficient access to local markets. Multinational corporations control the inputs and outputs. Securing control over inputs and commodity markets puts farmers' survival in danger. Trade laws, adaptations to international trade restrictions, and food safety requirements have significantly impacted small farmers.

Check Your Progress

1. What is people's movement explain in few lines?

2. List out some of the people's movement in India.

12.9 SUMMARY

A few countries have benefited more from globalization than others. These nations set standards and guidelines for social policy, environmental management, and investment because they have the authority to command global organizations. Even more so than in the past, less powerful nations are starting to enforce rules. Proponents of globalization emphasize the

opportunities they see as coming along with it. It has sparked a process that could alter the class system and strengthen cosmopolitanism. Human concepts of identity and selfhood are also changing due to globalization. Additionally, it is alleged to have an innate bias in favor of the middle class and to harm the interests of the impoverished materially. There have been accusations that the globalization era is one of jobless growth. Job cuts in the labor sector have occurred voluntarily. In this chapter we learnt about different social equity programs and we learnt in detail about some programs like mid-day meal etc. We also learnt about the people's movement which is questioning those in power these could be farmers, workers, or members of marginalized section of the society. We also saw their engagement with globalization.

12.10 QUESTIONS

1. Discuss the impact of Globalization on Social equity programmes
2. Explain the impact of Globalization on People's movement
3. Discuss impact on Farmer's and Employment related due to globalization
4. Explain in brief the negative effects of Globalization on social equity programs.

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