

ARENAS AND NEW ARENAS OF SOCIAL CHANGE

STUDY-NOTES

- No discussion on **social change** in the twenty-first century can take place without some reference to globalisation.
- Different subjects or academic disciplines may focus on different aspects of globalisation. In Sociology, we examine the different ways in which the close interconnection that exists between the personal lives of individuals and the apparently remote policies of globalisation.
- The effect of **globalisation** is far reaching. It affects us all but affects us differently. Thus, while for some it may mean new opportunities, for others the loss of livelihood.
- Women silk spinners and twisters of Bihar lost their jobs once the Chinese and Korean silk yarn entered the market. Weavers and consumers prefer this yarn as it is somewhat cheaper and has a shine.
- Similar **displacements** have come with the entry of large fishing vessels into Indian waters. These vessels take away the fish that used to be earlier collected by Indian fishing vessels. The livelihood of women fish sorters, dryers, vendors and net makers thereby get affected.
- In Gujarat, women gum collectors, who were picking from the 'julifera' (Baval trees), lost their employment due to the import of cheaper gum from Sudan.
- Hence, globalisation is of great social significance and its impact on different sections of society is very different. There are, therefore, sharply divided views about the impact of globalisation regarding its effect.
- Some believe that it is necessary to herald a better world.
- Others fear that the impact of globalisation on different sections of people is vastly different. They argue that while many in the more privileged section may benefit, the condition of a large section of the already excluded population worsens.
- There are yet others who argue that globalisation is not a new development at all.
- India was not isolated from the world even 2000 years ago. We are aware about the famous Silk route, which centuries ago connected India to the great civilisations, which existed in China, Persia, Egypt and Rome.
- We also know that throughout India's long past, people from different parts came here, sometimes as traders, sometimes as conquerors, sometimes as migrants in search of new lands and settled down here.
- In remote Indian villages often people 'recall' a time when their ancestors lived elsewhere, from where they came and settled down where they now live.
- The greatest grammarian in Sanskrit namely Panini, who systematised and transformed Sanskrit grammar and phonetics around the fourth century BCE, was of Afghan origin.
- **Global interactions** or even a global outlook are thus not novel developments unique to the modern period or unique to modern India.
- **Colonialism** was part of the system that required new sources of capital, raw materials, energy, markets and a global network that sustained it.
- Often globalisation today identifies large-scale movement of people or migration as a defining feature. Perhaps the greatest movement of people was the migration of European people who settled down in the Americas and Australia.
- During the colonial period, indentured labourers were taken away in ships from India to work in distant parts of Asia, Africa and Americas. And the slave trade carted thousands of Africans away to distant shores.
- Independent India retained a **global outlook**. In many senses this was inherited from the Indian nationalist movement. Commitment to liberation struggles throughout the world, solidarity with people from different parts of the world was very much part of this vision.

- Many Indians travelled overseas for education and work. **Migration** was an ongoing process. Export and import of raw material, goods and technology was very much part of development since independence. Foreign firms did operate in India.
- **Globalisation** refers to the growing interdependence between different people, regions and countries in the world as social and economic relationships come to stretch world- wide. It has different dimensions-economic, technological, political, cultural.
- Globalisation involves a stretching of social and economic relationships throughout the world. This stretching is pushed by certain economic policies. Very broadly this process in India is termed liberalisation.
- The term **liberalisation** refers to a range of policy decisions that the Indian state took since 1991 to open up the Indian economy to the world market. This marked a break with an earlier stated policy of the government to have a greater control over the economy.
- The state after independence had put in place a large number of laws that ensured that the Indian market and Indian indigenous business were protected from competition of the wider world. The underlying assumption of such a policy was that an erstwhile colonial country would be at a disadvantage in a free market situation.
- The state also believed that the market alone would not be able to look after all the welfare of the people, particularly its disadvantaged sections. It felt that the state had an important role to play for the welfare of the people.
- Liberalisation of the economy meant the steady removal of the rules that regulated Indian trade and finance regulations. These measures are also described as economic reforms.
- Since July 1991, the Indian economy has witnessed a series of reforms in all major sectors of the economy (agriculture, industry, trade, foreign investment and technology, public sector, financial institutions etc).
- The basic assumption was that greater integration into the global market would be beneficial to Indian economy.
- The process of liberalisation also involved the taking of loans from international institutions such as the International Monetary Fund (**IMF**).
- There is also a greater say by international institutions such as the World Trade Organization (**WTO**).
- Among the many economic factors driving globalisation, the role of **transnational corporations (TNCs)** is particularly important.
- TNCs are companies that produce goods or market services in more than one country. These may be relatively small firms with one or two factories outside the country in which they are based. They could also be gigantic international ones whose operations criss-cross the globe.
- Some of the biggest MNCs are companies known all around the world: Coca Cola, General Motors, Colgate-Palmolive, Kodak, Mitsubishi and many others.
- They are oriented to the global markets and global profits even if they have a clear national base. Some Indian corporations are also becoming transnational.
- The '**electronic economy**' is another factor that underpins economic globalisation. Banks, corporations, fund managers and individual investors are able to shift funds internationally with the click of a mouse.
- This new ability to move '**electronic money**' instantaneously carries it with great risks.
- In India often this is discussed with reference to rising stock markets and also sudden dips because of foreign investors buying stocks, making a profit and then selling them off. Such transactions can happen only because of the communication revolution.
- The global economy is no longer primarily agricultural or industrial in its basis. **The weightless economy** is one in which products have their base in information, as in the case with computer software, media and entertainment products and internetbased services.
- A **knowledge economy** is one in which much of the workforce is involved not in the physical production or distribution of material goods, but in their design, development, technology, marketing, sale and servicing.
- For the first time, mainly due to the **information technology revolution**, there has been a **globalisation of finance**. Globally integrated financial markets undertake billions of dollars' worth transactions within seconds in the electronic circuits.

- There is a **24-hour trading** in capital and security markets. Cities such as New York, Tokyo and London are the key centers for financial trading. Within India, Mumbai is known as the financial capital of the country.
- Important advances in technology and the world's telecommunications infrastructure have led to revolutionary changes in global communication. Some homes and many offices now have multiple links to the outside world, including telephones (land lines and mobiles), fax machines, digital and cable television, electronic mail and the internet.
- There is a **digital divide** in our country. According to a study in 2017–18, one in ten households have a computer at home. About a quarter of all homes have internet connectivity via mobile phone or other devices.
- The figures themselves indicate the digital divide that continues to prevail in the country inspite of the rapid spread of computers. **Cyber connectivity** had largely remained an urban phenomenon but widely accessible through the cyber cafés.
- But the rural areas with their erratic power supply, widespread illiteracy and lack of infrastructure, like telephone connections, still remain largely unconnected.
- Despite the digital divide, these forms of technology do facilitate the 'compression' of time and space.
- The process of globalisation is giving rise to network and media society. To create global interconnectedness more efficiently, the Government of India has initiated an ambitious programme in the form of '**Digital India**', in which every exchange will incorporate digitisation. It will transform India into a 'digitally empowered society and a 'knowledge economy'.
- **Cellular telephony** has also grown enormously, and cell phones are a part of the self for most urban-based middle class youth. There has been a tremendous growth in the usage of cell phones and a marked change in how its use is seen.
- Initially in the late 1980s, cell phones are being looked at with distrust (misused by criminal elements).
- In 1988, the Indian Home Ministry banned the open sale of pre-paid cash cards for mobile telephones, arguing that a number of criminals were using these pre-paid cash cards so as to leave investigators with no way of tracing them.
- As late as 1998, they are perceived as luxury items (only the rich can own it and so owners should be taxed).
- Although mobile telephones followed the New Telecom Policy 1994, growth was tardy in the early years because of the high price of handsets, as well as the high tariff structure of mobile telephones.
- With the **New Telecom Policy in 1999**, the industry heralded several pro-consumer initiatives. Mobile subscriber additions started picking up.
- By 2006, we have become the country with the fourth largest usage of cell phones. In 2020–21, due to COVID-19 pandemic, lakhs and lakhs of children began using cell phone and attended online classes.
- A **new international division of labour** has emerged in which more and more routine manufacturing production and employment is done in the Third World cities. For example, Nike
- This entire process makes the labouring population very vulnerable and insecure. This flexibility of labour often works in favour of the producers.
- Instead of mass production of goods at a centralised location (Fordism), we have moved to a system of flexible production at dispersed locations (**post-Fordism**).
- Another key issue regarding globalisation and labour is the relationship between employment and globalisation. Here too we see the uneven impact of globalisation.
- For the middle-class youth from urban centers, globalisation and the IT revolution has opened up new career opportunities.
- Instead of routinely picking up BSc/BA/BCom degree from colleges, many young persons are learning computer languages at computer institutes, taking up jobs at call centers or **Business Process Outsourcing (BPO)** companies, working as salespersons in shopping malls or picking up jobs at the various restaurants that have opened up.
- Yet the broader trends of employment are disappointing.

- In many ways it was a major political change, namely, the collapse of the erstwhile socialist world that hastened globalisation. And also gave a specific economic and political approach to the economic policies that underpin globalisation.
- These changes are often termed as **neo-liberal economic measures**. Looking at the liberalisation in India, these policies reflect a political vision of free enterprise which believes that a free reign to market forces will be both efficient and fair. It is critical of both state regulation and state subsidies.
- The existing process of globalisation in this sense does have a political vision as much as an economic vision.
- Another significant political development which is accompanying globalisation is the growth of international and regional mechanisms for political collaboration.
- The European Union (EU), the Association of South East Asian Nations (ASEAN), South Asian Association for Regional Corporation (SAARC) are just some of the examples that indicate the **greater role of regional associations**.
- The other political dimension has been the rise of **International Governmental Organisations**. (IGOs) and **International Non-Governmental Organisations** (INGOs).
- An **intergovernmental organisation** is a body that is established by participating governments and given responsibility for regulating, or overseeing a particular domain of activity that is transnational in scope.
- The World Trade Organization (WTO) for instance increasingly has a major say in the rules that govern trade practices.
- On the other hand, INGOs are independent organisations, which make policy decisions and address international issues.
- Some of the best known INGOs are Greenpeace, The Red Cross, Amnesty International and Medecins Sans Frontieres (Doctors Without Borders).
- There are many ways that **globalisation affects culture**. Over the ages, India has had an open approach to cultural influences and have been enriched because of this. The last decade has seen major cultural changes leading to fears that our local cultures would be overtaken.
- Our cultural tradition has been wary of the *kupamanduka*, the frog that lives its whole life within a well, knows nothing else, and is suspicious of everything outside it. It talks to no one, and argues with no one on anything. It merely harbours the deepest suspicion of the outside world.
- Fortunately for us we retain our 'traditional' open-ended attitude to this day.
- A central contention is that all cultures will become similar, that is homogeneous. Others argue that there is an increasing tendency towards glocalisation of culture. Glocalisation refers to the mixing of the global with the local.
- **Glocalisation** is a strategy often adopted by foreign firms while dealing with local traditions in order to enhance their marketability. In India, we find that all the foreign television channels like Star, MTV, Channel V and Cartoon Network use Indian languages.
- Very often defenders of a fixed traditional idea of cultural identity defend undemocratic and discriminating practices against women in the name of cultural identity.
- **Cultural consumption** is playing in the process of globalisation especially in shaping the growth of cities. Till the 1970s the manufacturing industries used to play a major role in the growth of cities.
- Presently, cultural consumption (of art, food, fashion, music, tourism) shapes to a large extent the growth of cities. This is evident in the spurt in the growth of shopping malls, multiplex cinema halls, amusement parks and 'water world' in every major city in India.
- Most significantly advertisements and the media in general promote a culture where spending is important.
- **Corporate culture** is a branch of management theory that seeks to increase productivity and competitiveness through the creation of a unique organisational culture involving all members of a firm.
- A dynamic corporate culture - involving company events, rituals and traditions - is thought to enhance employee loyalty and promote group solidarity. It also refers to way of doing things, of promotion and packaging products.
- The spread of multinational companies and the opportunities opened up by the information technology revolution has created in the metropolitan cities in India class of upwardly mobile professionals.

- These high-flying professionals have highly stressful work schedules, get exorbitant salaries and are the main clientele of the booming consumer industry.
- Yet another link between cultural forms and globalisation is evident from the condition of many **indigenous craft and literary traditions and knowledge systems**.
- For instance, about 30 theatre groups, which were active around the textile mills area of Parel and Girgaum of Mumbai city, have become defunct, as most of the mill workers are out of jobs in these areas.
- Some years back, there were reports of large number of suicides by the traditional weavers in Sircilla village of Karimnagar district and in Dubakka village in Medak district, both in Andhra Pradesh. These weavers with no means to invest in technology were unable to adapt to the changing consumer tastes and competition from power looms.
- Similarly, various forms of traditional knowledge systems especially in the fields of medicine and agriculture have been preserved and passed on from one generation to the other.
- Recent attempts by some multinational companies to patent the use of Tulsi, Haldi (turmeric), Rudraksha and Basmati rice has highlighted the need for protecting the base of its indigenous knowledge systems.
- The mass media include a wide variety of forms, including television, newspapers, films, magazines, radio, advertisements, video games and CDs.
- They are referred to as ‘mass’ media because they reach mass audiences – audiences comprised very large numbers of people. They are also sometimes referred to as mass communications.
- **Mass media** is part of our everyday life. The relationship between mass media and communication with society is dialectical. Both influence each other.
- The nature and role of mass media is influenced by the society in which it is located. At the same time the far-reaching influence of mass media on society cannot be over-emphasised.
- **Mass communication** is different from other means of communication as it requires a formal structural organisation to meet large-scale capital, production and management demands.
- The first modern mass media institution began with the development of the **printing press**. Although the history of print in certain societies dates back to many centuries, the first attempts at printing books using modern technologies began in Europe.
- This technique was first developed by **Johann Gutenberg** in 1440. Initial attempts at printing were restricted to religious books.
- With the **Industrial Revolution**, the print industry also grew. The first products of the press were restricted to an audience of literate elites. It was only in the mid-19th century, with further development in technologies, transportation and literacy that newspapers began to reach out to a mass audience.
- People living in different corners of the country found themselves reading or hearing the same news. It has been suggested that this was in many ways responsible for people across a country to feel connected and develop a sense of belonging or ‘we feeling’.
- The well-known scholar **Benedict Anderson** has thus argued that this helped the growth of **nationalism**, the feeling that people who did not even know of each other’s existence feel like members of a family.
- It gave people who would never meet each other a sense of togetherness. Anderson thus suggested that we could think of the nation as an ‘**imagined community**’.
- The growth of Indian nationalism was closely linked to its struggle against colonialism. It emerged in the wake of the institutional changes brought about by British rule in India.
- Anti colonial public opinion was nurtured and channelised by the **nationalist press**, which was vocal in its opposition to the oppressive measures of the colonial state.
- This led the colonial government to clamp down on the nationalist press and impose censorship, for instance during the Ilbert Bill agitation in 1883.
- Association with the national movement led some of the nationalist newspapers like Kesari (Marathi), Mathrubhumi (Malayalam), Amrita Bazar Patrika (English) to suffer the displeasure of the colonial state. But that did not prevent them from advocating the nationalist cause and demand an end to colonial rule.

- Under British rule newspapers and magazines, films and radio comprised the range of mass media. Radio was wholly owned by the state. National views could not be, therefore, expressed.
- **Newspapers and films** though autonomous from the state were strictly monitored by the Raj. Newspapers and magazines either in English or vernacular were not very widely circulated as the literate public was limited.
- The **print media** carried a range of opinion, which expressed their ideas of a 'free India'.
- In independent India, Jawaharlal Nehru, the first prime minister, called upon the media to function as the watchdog of democracy. The media was expected to spread the spirit of self-reliance and national development among the people.
- The media was seen as a means to inform the people of the various developmental efforts. The media was also encouraged to fight against oppressive social practices like untouchability, child marriages, and ostracism of widows, as well as beliefs of witchcraft and faith healing. A rational, scientific ethos was to be promoted for the building of a **modern industrial society**.
- After Independence, the print media continued to share the general approach of being a partner in the task of nation building by taking up developmental issues, as well as, giving voice to the widest section of people.
- The gravest challenge that the media faced was with the declaration of **Emergency in 1975** and censorship of the media. Fortunately, the period ended and democracy was restored in 1977. India with its many problems can be justifiably proud of a free media.
- It is often believed that with the growth of the television and the Internet the print media would be sidelined. However, in India, we have seen the circulation of newspapers grow.
- New technologies have helped boost the production and circulation of newspapers. The top two Hindi dailies in India are Dainik Jagran and Dainik Bhaskar. A large number of glossy magazines have also made their entry to the market.
- The most significant happening in the last few decades has been the Indian language newspaper revolution. Hindi, Telugu and Kannada recorded the highest growth.
- The reasons for this **amazing growth in Indian language newspapers** are many.
 - (i) First, there is a rise in the number of literate people who are migrating to cities.
 - (ii) Second, the needs of the readers in the small towns and villages are different from that of the cities and the Indian language newspapers cater to those needs.
- Dominant Indian language newspapers such as Malayala Manorama and the Eenadu launched the concept of local news in a significant manner by introducing district and whenever necessary, block editions.
- The Indian language newspapers have adopted advanced printing technologies and also attempted supplements, pullouts, and literary and niche booklets.
- While **English newspapers**, often called 'national dailies', circulate across regions, vernacular newspapers have vastly increased their circulation in the states and the rural hinterland.
- In order to compete with the electronic media, newspapers, especially English language newspapers have on the one hand reduced prices and on the other hand brought out editions from multiple centres.
- From the late 1980s and early 1990s, newspapers have become fully automatic – from reporter's desk to final page proof.
- This has become possible because of two **technological changes** – networking of personal computers (PCs) through LANs (local area networks) and use of newsmaking software like Newsmaker and other customised software.
- Changing technology has also changed the role and function of a reporter. Newspaper chains like Meerut-based Amar Ujala, are using new technology for news gathering, as well as, for improving pictorial coverage.
- Many feared that the rise in **electronic media** would lead to a decline in the circulation of print media. This has not happened. Indeed it has expanded.
- This process has, however, often involved cuts in prices and increasing dependence on the sponsors of advertisements who in turn have a larger say in the content of newspapers.
- The effort of the newspapers has been to widen their audience and reach out to different groups. It has been argued that newspaper reading habits have changed.

- While the older people read the newspaper in its entirety, younger readers often have specific interests like sports, entertainment or society gossip and directly move to the pages earmarked for these items.
- Segmented interest of readers imply that a newspaper must have a plurality of 'stories' to appeal to a wide range of readers with varied interests. This has often led to newspapers advocating infotainment, a combination of information and entertainment to sustain the interest of readers.
- The **Films Division** of the government produced newsreels and documentaries. These were shown before the screening of films in every movie theatre, documenting the development process as directed by the state.
- **Radio broadcasting** which commenced in India through amateur 'ham' broadcasting clubs in Kolkata and Chennai in the 1920s matured into a public broadcasting system in the 1940s during the World War II when it became a major instrument of propaganda for Allied forces in South-east Asia.
- At the time of independence there were only 6 radio stations located in the major cities catering primarily to an urban audience.
- After independence the government gave priority to the expansion of the radio broadcasting infrastructure, especially in state capitals and in border areas.
- Since the media was seen as an active partner in the development of the newly free nation, the AIR's programmes consisted mainly of news, current affairs, discussions on development.
- In the 1960s, when the high yielding varieties of food crops, as a part of the Green Revolution, were introduced for the first time in the country, it was All India Radio which undertook a major countryside campaign on these crops on a sustained day-to-day basis for over 10 years from 1967.
- Apart from **All India Radio (AIR)** broadcasts news there was *Vividh Bharati*, a channel for entertainment that was primarily broadcasting Hindi film songs on listeners' request.
- In 1957 AIR acquired the hugely popular channel *Vividh Bharati*, which soon began to carry sponsored programmes and advertisements and grew to become a money-spinning channel for AIR.
- Over the years, AIR has developed a formidable infrastructure for radio broadcasting in India. It operates a three-tiered – national, regional, and local – service to cater to India's geographic, linguistic and cultural diversity.
- The major constraint for the popularisation of radio initially was the cost of the radio set. The transistor revolution in the 1960s made the radio more accessible by making it mobile as battery operated sets and reducing the unit price substantially.
- In 2000, around 110 million households (two-thirds of all Indian households) were listening to radio broadcasts in 24 languages and 146 dialects. More than a third of them were rural households. As of today, the AIR has grown to 480 stations and 681 transmitters covering 99% of the population spread over 92% area of the country.
- In 2000, AIR's programmes could be heard in two-third of all Indian households in 24 languages and 146 dialects, over some 120 million radio sets.
- The advent of privately owned **FM radio stations** in 2002 provided a boost to entertainment programmes over radio. In order to attract audiences these privately run radio stations sought to provide entertainment to its listeners, especially popular music.
- Most of the FM channels which are popular among young urban professionals and students, often belong to media conglomerates. Like 'Radio Mirchi' belongs to the Times of India group, Red FM is owned by Living Media and Radio City by the Star Network.
- But independent radio stations engaged in public broadcastings like National Public Radio (USA) or BBC (UK) are missing from our broadcasting landscape.
- In the two films: 'Rang de Basanti' and 'Lage Raho Munnai Bhai' the radio is used as an active medium of communication although both the movies are set in the contemporary period.
- The potential for using FM channels is enormous. Further privatisation of radio stations and the emergence of community owned radio stations would lead to the growth of radio stations. The demand for local news is growing.
- **Television programming** was introduced experimentally in India to promote rural development as early as 1959.
- Later, the Satellite Instructional Television Experiment (**SITE**) broadcasted directly to community viewers in the rural areas of six states between August 1975 and July 1976. These instructional broadcasts were broadcast to 2,400 TV sets directly for four hours daily.

- Meanwhile, television stations were set up under Doordarshan in four cities (Delhi, Mumbai, Srinagar and Amritsar) by 1975. Three more stations in Kolkata, Chennai and Jalandhar were added within a year.
- Every broadcasting centre had its own mix of programmes, comprising news, children's and women's programmes, farmers' programmes, as well as, entertainment programmes.
- As programmes become commercialised and were allowed to carry advertisements of their sponsors, a shift in the target audience was evident.
- **Entertainment programmes** grew and were directed to the urban consuming class. The advent of colour broadcasting during the 1982 Asian Games in Delhi and the rapid expansion of the national network led to rapid commercialisation of television broadcasting.
- During 1984-85 the number of television transmitters increased all over India, covering a large proportion of the population.
- It was also the time when indigenous soap operas, like **Hum Log** (1984–85) and *Buniyaad* (1986–87) were aired. They were hugely popular and attracted substantial advertising revenue for Doordarshan as did the broadcasting of the epics—*Ramayana* (1987–88) and *Mahabharata* (1988–90).
- *Hum Log* was India's first long-running soap opera... This pioneering programme utilised the entertainment-education strategy by intentionally placing educational content in this entertainment message,
- Some 156 episodes of *Hum Log* were broadcast in Hindi for 17 months in 1984-85. The television programme promoted social themes, such as gender equality, small family size, and national integration.
- The advertising carried by *Hum Log* promoted a new consumer product in India, Maggi 2-Minute noodles.
- A study of Hum Log's audience showed that a high degree of parasocial interaction occurred between the audience members and their favourite *Hum Log* characters.
- Today, the situation of the television industry is like this — the Annual Report released by TRAI for the year 2015–16 clearly stated that India has the world's second largest TV market after China.
- In 1991 there was one state-controlled TV channel Doordarshan in India. By 1998 there were almost 70 channels. Privately run satellite channels have multiplied rapidly since the mid-1990s.
- The **Gulf War of 1991** (which popularised CNN), and the launching of Star-TV in the same year by the Whampoa Hutchinson Group of Hong Kong, signalled the arrival of private satellite Channels in India.
- In 1992, Zee TV, a Hindi-based satellite entertainment channel, also began beaming programs to cable television viewers in India.
- By 2000, 40 private cable and satellite channels were available including several that focused exclusively on **regional-language broadcasting** like Sun-TV, Eenadu-TV, Udaya-TV, Raj-TV, and Asianet.
- Zee TV has also launched several regional networks, broadcasting in Marathi, Bengali and other languages.
- While **Doordarshan** was expanding rapidly in the 1980s, the cable television industry was mushrooming in major Indian cities. The VCR greatly multiplied entertainment options for Indian audiences, providing alternatives to Doordarshan's single channel programming.
- The coming in of **transnational television companies** like Star TV, MTV, Channel [V], Sony and others, worried some people on the likely impact on Indian youth and on the Indian cultural identity. But most of the transnational television channels have through research realised that the use of the familiar is more effective in procuring the diverse groups that constitute Indian audience.
- The majority of the **foreign networks** have now introduced either a segment of Hindi language programming (MTV India), or an entire new Hindi language channel (STAR Plus).
- STAR Sports and ESPN have dual commentary or an audio sound track in Hindi. The larger players have launched specific regional channels in languages such as Bengali, Punjabi, Marathi and Gujarati.
- Perhaps the most dramatic adoption of localisation was carried out by STAR TV.
- Most television channels are on throughout the day, 24X7. The format for news is lively and informal. News has been made far more immediate, democratic and intimate.
- Television has fostered public debate and is expanding its reach every passing year. This brings us to the question whether serious political and economic issues are neglected.

- There is a growing number of news channels in Hindi and English, a large number of regional channels and an equally large number of reality shows, talk shows, Bollywood shows, family soaps, interactive shows, game shows and comedy shows.
- **Entertainment television** has produced a new cadre of superstars who have become familiar household names, and their private life, rivalry on sets feed the gossip columns of popular magazines and newspapers.
- Reality shows like *Kaun Banega Crorepati* or *Indian Idol* or *Bigg Boss* have become increasingly popular. Most of these are modelled along the lines of western programmes.
- *Soap operas* are stories that are serialised. They are continuous. Individual stories may come to an end, and different characters appear and disappear, but the soap itself has no ending until it is taken off the air completely.
- *Soap operas* presume a history, which the regular viewer knows – he or she becomes familiar with the characters, with their personalities and their life experiences.

QUESTION BANK

MULTIPLE CHOICE QUESTIONS

- Centuries ago, _____ route connected India to the great civilizations, China, Egypt and Persia.
(a) Salt (b) Silk (c) Incense (d) Spice
- Indian economy witnessed a series of reforms in all the major sectors of the economy after 1991 due to the policy of _____.
(a) Nationalisation (b) Socialism (c) Liberalisation (d) Protectionism
- Companies that produced goods or market services in more than one country are called
(a) NASDAQ (b) TNCs (c) BPOs (d) IGOs
- A click of the mouse that enables the individual investors, corporations and bankers to shift funds internationally is possible in a _____.
(a) Knowledge economy (b) Globalised world (c) Virtual world (d) Electronic economy
- During the colonial period, _____ labourers were taken away in ships to work in distant parts of Asia, Africa and Americas.
(a) Indentured (b) Free (c) Hard-working (d) Cheap
- Operation of foreign firms, migration, export and import of raw materials, goods and technology, etc., helped Independent India to retain _____ outlook.
(a) New (b) Open (c) Global (d) Positive
- A economy is one in which much of the workforce is involved not in the physical production/distribution of material goods, but in their design, marketing, sale and servicing.
(a) Knowledge (b) Virtual (c) Remote (d) Financial
- Identify which is not an example of INGO.
(a) Greenpeace (b) Red Cross (c) Mitsubishi (d) Amnesty International
- _____, the greatest grammarian in Sanskrit, was of Afghan origin.
(a) Kalidasa (b) Bhasa (c) Patanjali (d) Panini
- Liberalisation of the economy meant the steady removal of the rules that regulated Indian trade and finance regulations. These measures are also described as
(a) Globalisation (b) Economic reforms (c) Foreign investment (d) Disinvestment
- Among the many economic factors driving globalisation, the role of _____ (TNCs) is particularly important. What is the full form of TNCs?
(a) Trans-union nationalists core (b) Trade New company
(c) Trans-national corporations (d) Trans-national companies

12. The effect of globalisation is far reaching. It affects us all but affects us differently. Thus, while for some it may mean new opportunities, for others the loss of livelihood. Women silk spinners and twisters of Bihar lost their jobs once the _____ and _____ silk yarn entered the market.
- (a) Chinese and Korean (b) Japanese and Chinese
(c) Vietnamese and Korean (d) Chinese and Thai
13. We can find a warning against _____ in a parable about a well-frog- the 'kupamanduka'- that persistently recurs in several old Sanskrit texts...The kupamanduka is a frog that lives its whole life within a well, knows nothing else, and is suspicious of everything outside it. It talks to no one, and argues with no one on anything. It merely harbours the deepest suspicion of the outside world.
- (a) Hatred and suspicion (b) Isolationism
(c) Diversity and acceptance (d) Global movement
14. "Most of us make our money from thin air: we produce nothing that can be weighed, touched or easily measured. Our output is not stockpiled at harbours, stored in warehouses or shipped in railway cars. Most of us earn our livings providing service, judgement, information and analysis, whether in a telephone call centre, a lawyer's office, a government department or a scientific laboratory. We are all in the thin-air business." Who said this?
- (a) Vimal Dadasaheb More (b) R. Reich
(c) Charles Leadbeater (d) Amartya Sen
15. **Assertion (A):** In many ways it was a major political change, namely, the collapse of the erstwhile socialist world that hastened globalisation. And also gave a specific economic and political approach to the economic policies that underpin globalisation.
- Reason (R):** These policies reflect a political vision of free enterprise which believes that a free reign to market forces will be both efficient and fair. It is, therefore, critical of both state regulation and state subsidies.
- (a) Both A and R are true and R is the correct explanation of A.
(b) Both A and R are true but R is not the correct explanation of A.
(c) A is true but R is false.
(d) A is false but R is true.
16. _____ refers to the mixing of the global with the local.
- (a) Glocalisation (b) Globalisation (c) Liberalisation (d) Localisation
17. Examples of regional associations include
- (a) South Asian Federation of Trade Association (SAFTA) (b) The European Union (EU)
(c) Association of South East Asian Nations (ASEAN) (d) All of these
18. _____ is a branch of management theory that seeks to increase productivity and competitiveness through the creation of a unique organisational culture involving all members of a firm.
- (a) Scientific management (b) Knowledge economy (c) Corporate culture (d) Modernisation theory
19. What do recent attempts by some multi-national companies to patent the use of Tulsi, Haldi (turmeric), Rudraksha and Basmati rice highlight?
- (a) The urgent need to globalize
(b) The need to protect the base of our indigenous knowledge systems
(c) The need to learn and adopt new technologies
(d) The need to market ourselves through branding
20. INGOs are
- (a) They are independent organisations, which make policy decisions and address international issues.
(b) They are regional associations that promote trade.
(c) They are bodies that are established by participating governments and given responsibility for regulating, or overseeing a particular domain of activity that is transnational in scope.
(d) They refer to organisations of the erstwhile socialist world.

21. What are the various dimensions that have aided globalisation?
 (a) Economic aspect is an integral part of globalisation
 (b) Information and communication technologies have intensified it
 (c) Political factors impact the process
 (d) All of the above
22. The shift to a system of flexible production at dispersed locations due to globalisation is called
 (a) Fordism (b) Post-Fordism
 (c) Assembly line production (d) Scientific management
23. Although mobile telephones followed the New Telecom Policy 1994, growth was tardy in the early years because of which factors?
 (a) High price of handsets (b) High tariff structure of mobile telephones
 (c) Both (a) and (b) (d) Neither (a) nor (b)
24. Which of these cities is a key centre for financial trading?
 (a) New York (b) London (c) Tokyo (d) All of these
25. The seventh-century Chinese scholar _____ learned his Sanskrit in Java (in the city of Shri Vijaya) on his way from China to India.
 (a) Yi Jing (b) Fa Hien (c) Hiuen Tsang (d) I-tsing
26. The first modern mass media institution began with the development of
 (a) Radio (b) Printing Press (c) Television (d) Cinematography
27. National movement led to the emergence of nationalist newspapers to advocate the nationalistic cause and demand an end to colonial rule. Which of the following newspapers was not part of it?
 (a) Kesari (b) Business Standard (c) Amrita Bazar Patrika (d) Mathrubhumi
28. Strategies used to make Indian language newspaper popular are:
 (a) Use of advance printing technologies (b) Provide supplement pull outs
 (c) Door-to-door survey and research (d) All of these
29. The FM channel 'Radio Mirchi' belongs to which media conglomerate?
 (a) Times of India Group (b) Hindustan Times (c) Living Media (d) Star Network
30. **Assertion (A):** Anti colonial public opinion was nurtured and channelised by the nationalist press, which was vocal in its opposition to the oppressive measures of the colonial state.
Reason (R): This led the colonial government to clamp down on the nationalist press and impose censorship, for instance during the Igbert Bill agitation in 1881.
 (a) Both A and R are true and R is the correct explanation of A.
 (b) Both A and R are true but R is not the correct explanation of A.
 (c) A is true but R is false.
 (d) A is false but R is true.
31. Who coined the term-'imagined community'?
 (a) Rammohun Roy (b) Ishwar Chandra Vidyasagar
 (c) Johann Gutenberg (d) Benedict Anderson
32. Radio broadcasting which commenced in India through amateur 'ham' broadcasting clubs in Kolkata and Chennai in the 1920s matured into a public broadcasting system in the 1940s during the World War II. What was the reason?
 (a) When it became a major instrument of propaganda for Allied forces in South-east Asia.
 (b) More people started listening to the radio.
 (c) Noted media person and film critic Amita Roy joined AIR in 1944.
 (d) None of these
33. Television programming was introduced experimentally in India to promote rural development as early as 1959. Later, the (SITE) broadcasted directly to community viewers in the rural areas of six states between August 1975 and July 1976. What is the full form of SITE?
 (a) Satellite Information Television Experiment (b) System Instructional Television Experiment
 (c) Systemic Information TV Enterprise (d) Satellite Instructional Television Experiment

34. Journalism in India used to be regarded as a _____. Fired by the spirit of patriotic and social reforming idealism, it was able to draw in outstanding talent as the freedom struggle and movements for social change intensified and as new educational and career opportunities arose in a modernising society.
 (a) Calling (b) Profession (c) Enterprise (d) Passion
35. In independent India, Jawaharlal Nehru, the first Prime Minister, called upon the media to function as the watchdog of democracy? What was the reason for this?
 (a) The media was expected to spread the spirit of self-reliance and national development among the people.
 (b) The media was seen as a means to inform the people of the various developmental efforts.
 (c) The media was also encouraged to fight against oppressive social practices like untouchability, child marriages etc.
 (d) All of the above
36. In the 1960s, when the high yielding varieties of food crops, as a part of the Green Revolution, were introduced for the first time in the country. It was _____ which undertook a major countryside campaign on these crops on a sustained day-to-day basis for over 10 years from 1967.
 (a) Doordarshan (b) Daily newspapers (c) All India Radio (d) Private media
37. The advent of colour broadcasting happened during the _____ Asian Games in Delhi.
 (a) 1972 (b) 1982 (c) 1984 (d) 1994
38. Hum Log was India's first long-running soap opera... This pioneering programme utilised the entertainment-education strategy by intentionally placing educational content in this entertainment message. The television programme promoted social themes, such as :
 (a) Gender equality (b) Small family size (c) National Integration (d) All of these
39. The most significant happening in the last few decades has been the Indian language newspaper revolution. Which recorded the highest growth?
 (a) Hindu (b) Telegu (c) Kannada (d) All of these
40. Apart from All India Radio (AIR) broadcasts news there was _____, a channel for entertainment that was primarily broadcasting Hindi film songs on listeners' request.
 (a) Vividh Bharati (b) Vishwa Bharati (c) Viwidh Bharat (d) Vishw Bharat
41. Kaun Banega Crorepati and Indian Idol are examples of _____.
 (a) Drama (b) Soap operas (c) Reality shows (d) Popular contests
42. In which two films was the radio issued as an active medium of communication although both the movies are set in the contemporary period?
 (a) Hum Log, Buniyaad (b) Rang de Basanti, Lage Raho Munna Bhai
 (c) Rang de Basanti, Hum Log (d) Buniyad, Lage Raho Munna Bhai
43. Who started the Bombay Samachar as a daily in 1822?
 (a) Ishwar Chandra Vidyasagar (b) Rammohun Roy
 (c) Bal Gangadhar Tilak (d) Fardoonji Murzban
44. Although the history of print in certain societies dates back to many centuries, the first attempts at printing books using modern technologies began in Europe. Initial attempts at printing were restricted to which type of books?
 (a) Works of known philosophers (b) Political writings
 (c) Novels (d) Religious books
45. The major constraint for the popularisation of radio initially was the _____.
 (a) Cost of the radio set (b) Difficulty in operating it
 (c) Problem of availability in the market (d) Lack of awareness about it
46. The potential for using FM channels is enormous. Which of these factors will help in the growth of radio stations?
 (a) Further privatisation of radio stations (b) The emergence of community owned radio stations
 (c) The demand for local news is growing. (d) All of the above

47. Which of these channels is not a regional-language broadcaster?
 (a) Eenadu-TV (b) Raj-TV (c) CNN (d) Sun-TV
48. Newspaper chains like Meerut-based _____, are using new technology for news gathering, as well as, for improving pictorial coverage. The newspaper has a network of nearly a hundred reporters and staffers and an equal number of photographers, feeding news to all its 13 editions spread across Uttar Pradesh and Uttarakhand.
 (a) Dainik Jagran (b) Amar Ujala (c) Dainik Bhaskar (d) Eenadu
49. A study of Hum Log's audience showed that a high degree of _____ interaction occurred between the audience members and their favourite Hum Log characters.
 (a) sympathetic (b) popular (c) parasocial (d) regular
50. With the opening up of the market and removal of restrictions to the import of many products we have many more products from different corners of the world in our neighbourhood shops. Since April 1, _____ all types of quantitative restrictions (QR) on imports were withdrawn.
 (a) 2005 (b) 1999 (c) 2001 (d) 1991
51. In Gujarat, women gum collectors, who were picking from the _____, lost their employment due to the import of cheaper gum from Sudan.
 (a) Julifera (b) Deodar (c) Kachar (d) Khair
52. Which of these is not an MNC?
 (a) General Motors (b) Colgate-Palmolive (c) Mitsubishi (d) Mother Dairy
53. The realisation of the electronic economy has been made possible by which revolution?
 (a) Agrarian (b) Communication (c) Industrial (d) White
54. The weightless economy is one in which products have their base in information
 (a) Information (b) Agriculture (c) Industry (d) Retail
55. In the realm of communications, which programme has been launched by the Government of India to boost global interconnectedness?
 (a) Make in India (b) Digital India
 (c) Smart Cities (d) Ujwal Discom Assurance Yojna
56. What are some of the key challenges of rural areas that they have lagged behind in terms of cyber connectivity?
 (a) Erratic power supply (b) Widespread illiteracy
 (c) Lack of Infrastructure including telephone connections (d) All of the above
57. New subscription to mobile telephony services dropped by about 50 per cent in 1998 when the Indian Income Tax Department decreed that anyone owning a mobile telephone must submit their income tax.
 (a) ID card (b) Bill of purchase (c) Income Tax (d) Photograph
58. From its base in America in the 1960s, Nike has grown into a huge transnational corporation expanding its production base. What is one of the most important reasons?
 (a) New customers
 (b) Cheaper costs of production in different places such as labour costs
 (c) Marketing becomes easier
 (d) None of the above
59. A dynamic corporate culture - involving company events, rituals and traditions - is thought to
 (a) Improve sales (b) Boost profits for the company
 (c) Enhance employee loyalty and promote group solidarity (d) Make the company succeed ahead of its competitors
60. Mass communication is different from other means of communication
 (a) It caters to the masses and is influenced by the society in which it is located
 (b) It requires a formal structural organisation to meet large-scale capital, production and management demands.
 (c) It functions through very large organisations with major investments and large body of employees.
 (d) All of the above

61. Indian listeners tuned their shortwave radio sets to Radio Ceylon (broadcasting from Sri Lanka) and to Radio Goa (broadcasting from Goa then under Portuguese rule) in order to enjoy Indian film music, commercials, and other entertainment fare. What was the impact?
- (a) It spurred radio listening (b) It boosted the sale of radio sets
(c) Both (a) and (b) (d) Neither (a) nor (b)
62. Who was the famous Indian actor who would summarise the educational lessons of each episode of Hum Log in an epilogue?
- (a) Dev Anand (b) Mukesh Kumar (c) Ashok Kumar (d) Dilip Kumar
63. The top two Hindi dailies in India are
- (a) Dainik Bhaskar and Amar Ujala (b) Dainik Jagran and Nai Dunia
(c) Dainik Bhaskar and Dainik Jagran (d) Dainik Jagran and Punjab Kesari
64. What was one of the main factors that contributed to the success of Eenadu in the 1980s in the countryside?
- (a) Glossy publications
(b) Associating with appropriate causes in rural areas, like the anti-arrack movement in the mid-1980s
(c) Breaking news stories
(d) Celebrity journalists
65. In order to compete with the electronic media, newspapers, especially English language newspapers have had to
- (a) Reduce prices (b) Bring out editions from multiple centres
(c) Both (a) and (b) (d) Neither (a) nor (b)
66. Who is referred to as the 'Fourth Estate'?
- (a) Industry (b) Political Class (c) Elites (d) Press
67. Which channel came out with the slogan : 'Aapki Boli Aapka Plus Point'?
- (a) Star Plus (b) Zee (c) Sony (d) Channel V
68. Prince, a 5-year old boy had fallen into a 55-ft borewell shaft in Aldeharhi village in Kurukshetra, Haryana, and was rescued by the army after a 50-hour ordeal, in which a parallel shaft was dug through a well. Along with food, a closed circuit television camera (CCTV) had been lowered into the shaft in which the little boy was trapped. Two news channels... suspended all other programmes and reporting of all other events and for two days continuous footage of the child bravely fighting off insects, sleeping or crying out to his mother was splashed on the TV screens. They even interviewed many people outside temples, asking them "what do you feel about Prince?" They asked people to send SMSes for Prince. (*Prince ke liye aapka sandesh hamein bheje xxx pe*). Thousands of people had descended at the site and several free community kitchens were run for two days. It soon created a national hysteria and concern, and people were shown praying in temples, mosques, churches and gurudwaras. There are other such instances when the TV is shown to intrude into the personal lives of people. What does this show about the state of the TV media today?
- (a) There is a competition among TV channels to outdo one another in running exclusive live coverage of events for gaining higher viewership.
(b) It can be looked at as a kind of voyeurism indulged in by television cameras.
(c) It can also be considered as an example of the positive role played by television media in highlighting the plight of rural poor.
(d) All of the above.

Input-Text Based MCQs

Study the passage and answer the questions that follow (69 to 71):

The condition of our dombari community is very bad. Television and radio have snatched away our means of livelihood. We perform acrobatics but because of the circus and the television, which have reached even in remote corners and villages, nobody is interested in our performances. We do not get even a pittance, however hard we perform. People watch our shows but just for entertainment, they never pay us anything. They never bother about the fact that we are hungry. Our profession is dying.

69. What do the members of the dombari community do?
 (a) They are farmers (b) They are acrobats
 (c) They are snake charmers (d) They are traders
70. Some years back, there were reports of large number of suicides by the traditional weavers in Sircilla village of Karimnagar district and in Dubakka village in Medak district, both in Andhra Pradesh. Why?
 (a) The weavers did not want to change their way of doing the work
 (b) These weavers had no means to invest in technology
 (c) They were unable to adapt to the changing consumer tastes and competition from power looms
 (d) Both (b) and (c)
71. Our cultural tradition has been wary of the kupamanduka. What is the kupamanduka?
 (a) The frog that lives its whole life within a well, knows nothing else
 (b) It talks to no one, and argues with no one on anything.
 (c) It harbours the deepest suspicion of the outside world
 (d) All of the above

Study the passage and answer the questions that follow (72 to 74):

The first modern mass media institution began with the development of the printing press. Although the history of print in certain societies dates back to many centuries, the first attempts at printing books using modern technologies began in Europe.

72. The printing technique was first developed in 1440 by
 (a) Johann Gutenberg (b) Richard March Hoe (c) William Bullock (d) Bi Sheng
73. With the Industrial Revolution, the print industry also grew. The first products of the press were restricted to an audience of _____
 (a) Lawyers (b) Journalists (c) Royalty (d) Literate elites
74. Ishwar Chandra Vidyasagar started the _____ in Bengali in 1858.
 (a) Indu Prakash (b) Shome Prakash (c) Sambad-Kaumudi (d) Bombay Samachar

ANSWERS

Multiple Choice Questions

- | | | | | | | | | | |
|---------|---------|---------|---------|---------|---------|---------|---------|---------|---------|
| 1. (b) | 2. (c) | 3. (b) | 4. (d) | 5. (a) | 6. (c) | 7. (a) | 8. (c) | 9. (d) | 10. (b) |
| 11. (c) | 12. (a) | 13. (b) | 14. (c) | 15. (a) | 16. (a) | 17. (d) | 18. (c) | 19. (b) | 20. (a) |
| 21. (d) | 22. (b) | 23. (c) | 24. (d) | 25. (a) | 26. (b) | 27. (b) | 28. (d) | 29. (a) | 30. (c) |
| 31. (d) | 32. (a) | 33. (d) | 34. (a) | 35. (d) | 36. (c) | 37. (b) | 38. (d) | 39. (d) | 40. (a) |
| 41. (c) | 42. (b) | 43. (d) | 44. (d) | 45. (a) | 46. (d) | 47. (c) | 48. (b) | 49. (c) | 50. (c) |
| 51. (a) | 52. (d) | 53. (b) | 54. (a) | 55. (b) | 56. (d) | 57. (c) | 58. (b) | 59. (c) | 60. (d) |
| 61. (c) | 62. (c) | 63. (c) | 64. (b) | 65. (c) | 66. (d) | 67. (a) | 68. (d) | | |

Input-Text Based MCQs

69. (b) 70. (d) 71. (d) 72. (a) 73. (d) 74. (b)