

Globalization and social change: A sociological analysis

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Abstract

The concept of globalization and social change are one important aspects of sociology. Globalization is concerned with expansion of global capitalism in worldwide basis. At present global economy is based on electronic economy i.e. weightless economy. Emergence of globalization as a process of changed in 3rd world countries and it has plays a significant role to altering the socio- economic structure of human society in present era. There are some positive as well as negative consequences of globalization process. Globalization is a widespread socio- economic process, which has been spread in all the societies. It represents one of the aspects of new economic policy launched in the decades of 1980s and 1990s. Globalization refers to the process whereby the world is becoming a single global system; whereby there is an increased consequence of the world as a single place. According to the Blackwell Dictionary of sociology: "Globalization is a process in which the social life within the societies is increasingly affected by international influences based on everything from political and trade ties to shared music, clothing, styles and mass-media." In the era of globalization rapid socio-economic transformation has been taking place in the economy at international level. At present globalization process has impact on Indian society. It has changed the socio-economic structure of Indian society.

The objective of study:

1. To find out the impact of globalization on India.
2. To sort out the sociological consequence of globalization process in India.

Methodology: This study is based on secondary data. In this study, the researcher is using comparative and historical methods to analyses data entire in the field of universe.

Key words: *Global capitalism, Electronic economy, Economic policy, Global system, mass-media and socio-economic transformation.*

Introduction:

The concept of globalization and social change are a major concerned of sociological analysis. The concept of globalization is a dynamic one apprehending each and every aspects of human existence. Globalization is a process whereby the entire world is transforming in to a global village, one single place. It also refers to the growing inter-dependence between different people, regions and countries of the world as social and economic relationship came to stretch worldwide. Globalization is a social and cultural process in which individuals of different cultural backgrounds interact with each other by the help of this process. Cultural and economic exchange is possible with the expansion of globalization process in worldwide basis.

The term globalization is derived from the word ‘globalize’, which refers to the emergence of an international network of social and economic systems. The historical background and the development of the concept of globalization is not a new concept, it has emerged in medieval period. Globalization is a global phenomena, it spread in all over the world by the expansion of capitalism system. ‘Merchant has no Nation,’ it means that a businessman can view the entire world as one country for his operations. In fact, businessmen were doing their operations even before Christ. Even Hindu epics like, Ramayana and Mahabharata indicate that business operations existed across countries even those days. Therefore, the concept of global business is as old as civilization. The concept of globalization also exists in the traditional society and it came to modern society with the spread of capitalism system. Globalization is an historical process that began with the first movement of people out of Africa into other parts of the world. Travelling short, then longer distances, migrants, merchants, and others have always taken their ideas, customs, and products into new lands. The melding, borrowing, and adaptation of outside influences can be found in many areas of human life. Globalization implies integration of the economy of the country with the rest of the world economy and opening of the economy for foreign direct investment by liberalizing the rules and regulations and by creating favourable socio-economic and political climate for global business.

International Monetary Fund defines- “Globalization as the growing economic interdependence of countries worldwide through increasing volume and variety of cross border transaction in goods and services and international capital flows and also through the more rapid and widespread diffusion of technology”.

According to *Waters*: “Globalization is a social process in which the constraints of geography on economic, political, social and cultural arrangements recede, in which people become increasingly aware that they are receding and in which people act accordingly.”

Heldetal define: “Globalization can be thought of a process (or set of processes) which embodies a transformation in the spatial organization of social relations and transactions – assessed in terms of their extensity, intensity, velocity and impact – generating transcontinental or interregional flows and networks of activity, interaction, and the exercise of power.”

Globalization is a set process of social change. These processes are multiple and cover must areas of social life and human relation such as economy, polity, culture, ideology and religion etc. It also involves a process of intensification of human activities and human relations. The concept of intensify action refers to the sheer magnitude of existing global relations. It also defines as a process of international integration about the social culture, idea and different products etc. and which is involves modern advance technology and modern means of communication process. Hence, the concept of globalization is generating interdependence of economic and cultural activities. Globalization in India is generally taken to mean integrating the economy of the country with the world economy.

The concept of globalization is concerned with following aspects...

- Globalization is a process whereby the entire world is transforming in to a global village, one single place.
- There are two main aspects of globalization process i.e. - connectivity and global consciousness.
- Operating and planning to expand business throughout the world.
- Buying and selling goods and services from any country in world market.

- The product planning and development are based on market consideration of the entire world.
- Due to globalization process territorial boundaries or border are diminishing.
- Globalization can be defined as a global transformation.
- Global orientation in strategies, organizational structure, organizational culture and managerial expertise.
- Globalization is an outcome of capitalism in the modern period.
- It refers to a process of depending economic integration, increasing economic openness and growing economic interdependence between countries in the world economy.
- Economic globalization is concern with three major channels- Tread in goods and services, Movement of capital, and Flow of finance.
- The main purpose of globalization is expansion of free flow of international trade without any barrier and restriction.

The major principles of globalization process:

- World trade is a basic principle of globalization process.
- Economic globalization is one another principle of this process.
- Globalization of market system, i.e. expansion of capitalism in different part of country.
- Social Globalization is one another principle of globalization process.
- International division of labour.
- Migration of labours from one country to another country.
- World economy is one another basic principle of globalization process.

Major trait of globalization process...

Globalization is one kind of process, which is transforming socio-economic sector in present era. As a result of globalization process whole Nation will be a single village. Global connectivity and global consciousness is a major element of globalization process.

- Globalization is not entirely a new concept. It has come from medieval period.
- Globalization also means globalization of production.
- Importance of export sectors in globalization process.
- Dominance of rural domestic economy on the global economy.
- Operating and planning to expand business throughout the world.
- Erasing the differences between domestic market and foreign market.
- Establishing manufacturing and distribution facilities in any part of world based on the feasibility and viability rather than national consideration.
- Global orientation in strategies, organizational structure, organizational culture and managerial expertise.

Relation between globalization and social change:

The concept of change is an inevitable phenomenon. Social change refers to change the structure and functions of human society. Globalization process bring change the structure and function of socio-economic structure of India. Globalization has strong influence on cultures across the world. As countries are integrating through the process of globalization process like economic, political and social globalization etc. the concept of homogenization is also observed at the level at the socio-culture level. In India Social

globalization pertains to human interaction within cultural communities, encompassing topics like family, religion, work and education etc. The concept of globalization has been emerged in the year of 1991, where the new economic policy and new industrial policy are to be introducing in India. This concept of globalization is become more popular in India after independence. It also bring change the social and economic structure of India. As a result of globalization process Indian economy has been changing in different fields, i.e. social, economical and political sectors. According to The Blackwell dictionary of sociology “Globalization is a process in which the social life within the societies is increasingly affected by international influences based on everything from political and trade ties to shared music, clothing styles and mass-media”.

The social impact due to Globalization:

Globalization is a process of change, which bring change about the social and cultural life of the nation. As following dimensions are influences by globalization process:

1. The free flow of Information both general and commercial systems.
2. Globalization has through greater exposure liberalized our attitudes, reduced our biasness and predispositions about people, situations and communities worldwide.
3. The initiation of Information, Communication Technologies (ICT), Nations have built greater awareness of themselves and the other countries and cultures of the world.
4. In India that inhibitions have been diluted because of the advent of media and the intermediate of entertainment. This has also naturally had some affect on the old cultural values with the focus now being on consumerism and individualism.
5. The experience in India is of relevance because of the greater cultural and literacy diversity between states and the economic divide between the urban and rural areas of India.
6. There has been a tremendous increase in consumerism, for goods and services whether necessary or perceived.

Globalization impact on life style of individual: A distinct change in life-styles with rapid adaptation to worldwide trends.

The winds of globalization have been speeded up in this era of an Information Society and the increasing usage of Information and Communication Technologies (ICT). Greater awareness of markets and knowledge of Capital resources have opened up the floodgates of International competition and trade. The world today is a closer place due to these technologies which is indirectly fostering globalization. But again for those citizens who do not have adequate literacy levels, the digital divide is proving to be further detrimental to their progress. Hence, it refers to the increasing integration of production, development and communication among nations on a worldwide scale. Globalization is often divided into three categories: economic globalization, political globalization and social globalization. Though all three are interdependent, economic and political forces are usually the driving factors of globalization, while social changes generally occur as a result of those activities. Social globalization pertains to human interaction within cultural communities, encompassing topics like family, religion, work and education.

The Economic impact due to Globalization:

By the term, globalization refers to different things to different people. It refers to the opening up the economy for international market by attaining worldwide competitiveness. It means a process of depending economic integration, increasing economic openness and growing economic interdependence between counties in the world economy. Globalization is primarily an economic integration of national economic systems led to increase in international trade, investment and capital flows. However, a rapid increase in cross-border social, cultural and technological exchange is also partly credited for globalization process. There are some major aspects of globalization impact on economic sector.

- Globalization has given nations greater access to global markets, technology, financial resources and quality services and skilled human resources.
- Improvement in and greater access to quality goods and services and an exponential increase in the degree of trade.
- Access to global capital resources via the stock market and international debt depending on the economic potential of nations and their markets.
- Access to technologies depending on the nation's responsiveness to respect to protection of IPR and the responsible usage of technologies.
- Access to the world markets to the skilled human resources from nations with inherent intellectual and technical capabilities.
- Increase in exports of goods and services in which nations have their respective competencies.
- To increased access to better and qualitative education.
- Increased the purchasing capability of the nation through the creation of a sizeable middle class which is hungry for quality goods and services while there co-exists a large poor class whose time is yet to come. One would expect that the fruits of liberalization and globalization would have a trickledown effect through the collection of taxes and revenues by Government due to increased trade and commerce.

Globalization and rural poor:

In rural villages, farmers are not much aware of global economic system. Most of the food crops are converted into cash crops. Sugar cane farmers are getting advance loan from banks and MNCs. They used to supply hybrid seedlings, fertilizers and highly advanced equipments. This apparatus utility reduced the human labour force. Hence the rural people are shifting from place to place for want of labour for their livelihood. Natural manure is replaced by synthetic fertilizers. As there is a shift from food crops to export crops, the prices of food items went on high, and the poor people couldn't buy from their meager income. Similar trend continued for clothing, housing, transportation, health etc. So, people were force to consume less of even basic necessities.

Deaton (2003) opines that more than one fourth of the World's poor live in India. India's economic liberalization in the early 1990s resulted in high rates of growth, whether it reduced the numbers of poor or benefit only increasingly wealthy urban elite is a question. Because of growing inequality, consumption by the poor couldn't rise as fast as average consumption and poverty reduction was only about two-thirds of what it would have been had the distribution and consumption remained unchanged (Deaton, 2003). The gap between rural and urban areas widened because of the vast differences in the levels of literacy, availability of living facilities such as water, drainage, housing, power, market, lighting, food and transport and communication systems etc.

Globalization impact on tribal society:

There is an imperative need for improving the social and economic conditions of the tribal community and to solve their problems. India has failed to have a national policy of tribal development, to provide them with basic facilities like housing facility, better sanitation facilities and clean and pure drinking water, better education, employment and access to health facilities etc. Due to widespread corruption in and public life, carelessness, and there was ineffective implementation of programs for development of tribal communities. The tribal became displacement due to the construction of large dams. They lost their habitats and livelihood. Tribal women had to walk several kilometers for safe drinking water and tribal women are relatively deprive some basic facilities though others women have avail the facilities. Thousands of them die every year due to undernourishment and epidemics. As the

tribal are uneducated and unaware, land protection was not possible for them. When foreigners are allowed to exploit their traditional knowledge about medicinal plants their livelihoods are in danger. Globalization has some strong influence on tribal society. At present Indian tribes are warm welcome of modern ideology and adopting modern way of life style. But some negative impact of globalization process in tribal located areas.

Such as-

- To threat and challenge tribal culture and language.
- To facing their own identity crisis.
- The tribal's are lost of their tribal dialect.
- Tribes are lost of their local culture.
- Tribes are lost of their traditional dress patterns and food habits etc.
- Tribal's are lost of their tribal dormitory system and also lost of their local products.
- As a result of globalization process, majority sections of tribal people are lost of their own traditional market system.
- Day by day increasing of internal and external migration can create the problems of geographical imbalance in tribal located areas.

Globalization and multinational corporations:

Due to globalization process food items are being exported to India in the form of increased consumption of meat, western fast food, sodas and cool drinks, which may result in public health crisis as speculated by certain researchers. The rich biodiversity of India has yielded many healthy foods prepared from locally available organisms. But the marketing by MNCs with large advertisement campaigns lead the people to resort to their products (Mascarenhas, 2003).

Changes in social and cultural life:

- Access to television grew from 10% of the urban population (1991) to 75% of the urban population (1999) and to 90% (2009).
- Digital and satellite services information system and Cable television and foreign movies became widely available for the first time and have acted as a catalyst in bulldozing the cultural boundaries.
- All these technologies have changed perceptions and dreams of common man.
- Unmarried boys and girls are sharing same apartment and staying away from their parents.
- Indian youths leaving education in mid-way and joining MNC's for improving their economic life.
- There has been an increase in the violence, particularly against women.
- Scientific and technological innovations have made life quite comfortable, fast and enjoyable.
- In India, land-line or basic phone was a prestige symbol few years back but now you find people riding bicycle with a mobile in hand, talking or listening music or even clicking cameras of their phones targeting pretty girls or ladies.
- Society has become more open compared to its earlier conservative look due to exposure to other cultures through DTH or cable network. This has contributed to dating, celebration of friendship days/valentine day, modeling, fashion shows, rising number of call girls and make them more prone to sexually transmitted diseases etc.

Globalization and its impact on Indian economy:

According to Waters: “Globalization is a social process in which the constraints of geography on economic, political, social and cultural arrangements recede, in which people become increasingly aware that they are receding and in which people act accordingly.”

- Since the adoption of globalization in 1991, Indian companies started to face growing competitions from free flow of products produced by multi-national companies.
- As a result of globalization India gains in respect of trade in services, especially in respect of information technology in India. Indian software industry has earned the distinction for providing quality services.
- India’s share in world export of goods and services has increased.
- Globalization has been creating a condition of tread for agricultural commodities and textiles especially cotton textiles produced in India.
- The favorites’ of globalization claimed that globalization would pave the way for greater inflow of foreign investment.
- As a result of globalization process the employment growth rate has been slowing down.
- As a result of globalization process economic inequality is increased. It becomes threat to Indian agriculture and industry sectors.

Conclusion:

The implications of globalisation for a national economy are for development in socio-economic sectors. Globalisation has intensified interdependence and competition between economies in the world market. This is reflected in Interdependence in regard to trading in goods and services and in movement of capital. As a result domestic economic developments are not determined entirely by domestic policies and market conditions. Rather, they are influenced by both domestic and international policies and economic conditions. It is thus clear that a globalising economy, while formulating and evaluating its domestic policy cannot afford to ignore the possible actions and reactions of policies and developments in the rest of the world. This constrained the policy option available to the government which implies loss of policy autonomy to some extent, in decision-making at the national level.

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