

The background of the image is a dark blue and purple night sky filled with numerous white stars of varying sizes. In the foreground, there is a silhouette of a forest of evergreen trees. The overall aesthetic is serene and celestial.

# TOPIC OF THE WEEK

DEC'18 (27Dec to 02Jan'19)

## Globalization- The game changer

One day I planned suddenly to wear a t-shirt that read 'made in Britain' on the inside tag. Then by riding a car (that had parts that were manufactured in all parts of the world) I went to the super market to buy grapes that were grown in Chile, sugar from Jamaica, and curry from India. All this happened because of 'Globalization'. The term has its roots in the Japanese term 'dochakuka' which first appeared in the late 1980s in articles by Japanese economists in the Harvard Business Review. The term originally meant adapting farming technique to one's own local condition.

Globalization is the ongoing process that is linking people, neighborhoods, cities, regions and countries much more closely together than they have ever been before. This has resulted in our lives being intertwined with people in all parts of the world via the food we eat, the clothing we wear, the music we listen to, the information we get and the ideas we hold. Same way there is a great impact of Globalization on Art and Culture as well.

The culture of India is one of the oldest and unique. Many things can be included while describing the distinguishing characteristics of Indian culture. But it is a fact that India is an amalgamation of various thoughts and ideologies. It is very vast and varied culture rich in knowledge, devotion deeds, emotions and feeling. It is the broad mindedness of Indian culture that it assimilated all those characteristic features without any hesitation to which it was exposed from various other cultures and moulded them in own way. India did not believe in invasion or war to propagate its culture, religion, ideology or any other thing. It treated all living creatures with same equality and compassion. Features of Indian Culture: 1. Longevity and continuity 2. Unity in diversity 3. Tolerance 4. Amalgamation of Spirituality and Materialism.

India was predominantly an agricultural based country. With the advanced globalization and cropping up of MNCs, the farming has lost its prime value in India. Agricultural science has the least focus amongst the youngsters who consider farming as a shameful profession and look down upon the same. Employments through MNCs have lucrative deals attracting the bulk of manpower who are working for the other countries as

their customer care representatives. Indians are losing their health and their status and slowly getting to the age of economic slavery due to these MNCs. This is what the globalization has provided Indians through their emergence.

Just as emerging markets are a hot spot for investors and speculators, the art industry has also grown tremendously in emerging markets, such as India, China, Russia, and the UAE. Europe and the United States are no longer the only hubs of the art industry. India has seen a growth in online art auctions, as the population is used to the technology. There have been more bidders (in number and quality) and more auctions as well. The Indian art sold in auction houses has grown from \$1 million in 2003 to \$51 million in 2005. Much of this growth is due to Indian expats in the U.S. and elsewhere buying the art online from abroad.

Such is the impact of this aspect of globalization that most forms of Indian music desperately try and conform to the successfully globalised Hindi film song. From the bihu of Assam, to the biraha of Uttar Pradesh and Bihar, most folk forms are undergoing a Bollywood makeover. On television channels catering to regional

viewership, music videos provide ample proof of this homogenizing which has undoubtedly had a tragic impact on the diverse forms of musical expression in the country. Music from Rajasthan and Punjab have for long found favour with popular taste, but even the music from these two States finds itself being sifted for tunes and song types that will conform to the norms of entertainment and industry as set out in a globalised world. Therefore, songs with slow tempo or complex rhythms are usually rejected and what is retained are the songs that can be converted into dance tracks with a primal beat.

The story of English literature begins with the Germanic tradition of the Anglo-Saxon settlers. After that the English Renaissance was a cultural and artistic movement in England dating from the late 15th to the early 17th century. The English Renaissance is different from the Italian Renaissance in several ways. The dominant art forms of the English Renaissance were literature and music. Visual arts in the English Renaissance were much less significant than in the Italian Renaissance. Then By 1600 Shakespeare has conclusively demonstrated his genius in every kind of play except tragedy. During a quarter of a century, from

1740, the novel makes great advances in England, with notable achievements in several different styles. Victorian literature is that produced during the reign of Queen Victoria (1837-1901) or the Victorian era. It forms a link and transition between the writers of the romantic period and the very different literature of the 20th century. Finally comes the era of modernism .Hence we can see the great impact of globalization even in the field of English Literature, which cannot be avoided.

Globalization has both positive and negative impacts throughout the Globe.

Swami Vivekananda foresaw the dangers of Globalization as early as in 1893 when he spoke at the Parliament of World Religions in Chicago. To quote his soul-stirring words: 'Shall India die? Then, from the world all spirituality will be extinct, all sweet-souled sympathy for religion will be extinct, all ideality will be extinct ; and in its place will reign the duality of lust and luxury as the male and female deities, with money as its priest, fraud, force, and competition its ceremonies, and human soul its sacrifice. Such a thing can never be'.

The globalization impacted different levels in all ages and previously, the pace of process was slow. Today with

the start of the information technology, new ways of communication have made the world a very small place.

**Suggested Reading:**

- [http://www.unesco.org/education/tlsf/mods/theme\\_c/mod18.html](http://www.unesco.org/education/tlsf/mods/theme_c/mod18.html)
- [http://www.indusedu.org/pdfs/IJRESS/IJRESS\\_705\\_90234.pdf](http://www.indusedu.org/pdfs/IJRESS/IJRESS_705_90234.pdf)
- <https://www.thehindu.com/opinion/op-ed/globalisation-and-indias-performing-arts/article2761382.ece>