

GLOBALIZATION AND THE TRANSITIONAL CULTURES

DIVERSE PERSPECTIVES ON CREATING A FAIRER SOCIETY

A fair society is one that is just, inclusive, and embracing of all without any barriers to participation based on sex, sexual orientation, religion or belief, ethnicity, age, class, ability, or any other social difference. One where there is access to healthcare and education, technology, justice, strong institutions, peace and security, social protection, decent work, and housing. But how can research truly contribute to creating global equity and diversity without showcasing diverse voices that are underrepresented in academia or paying specific attention to the Global South?

Including books addressing key challenges and issues within the social sciences which are essential to creating a fairer society for all with specific reference to the Global South, *Diverse Perspectives on Creating a Fairer Society* amplifies underrepresented voices showcasing Black, Asian, and minority ethnic voices, authorship from the Global South and academics who work to amplify diverse voices.

With the primary aim of showcasing authorship and voices from beyond the Global North, the series welcomes submissions from established and junior authors on cutting-edge and high-level research on key topics that feature in global news and public debate, specifically from and about the Global South in national and international contexts. Harnessing research across a range of diversities of people and place to generate previously unheard insights, the series offers a truly global perspective on the current societal debates of the 21st century bringing contemporary debate in the social sciences from diverse voices to light.

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GLOBALIZATION AND THE TRANSITIONAL CULTURES: AN EASTERN PERSPECTIVE

BY

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INVESTOR IN PEOPLE

*The book is dedicated to my mentor Prof Virendra Pal Singh (Retd),
Chairman, Global Research Education Foundation India, Ex-HoD, Center for
Globalization and Development Studies, University of Allahabad, Prayagraj,
India, a teacher who has been a profound source of inspiration for me and
taught me to fight and conquer all the obstacles that came across my path.*

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CONTENTS

<i>About the Author</i>	<i>xi</i>
<i>Preface</i>	<i>xiii</i>
1. Globalization: The Conceptual Framework	1
2. Cultures in Transition: Through Globalization	15
3. Communication as a Carrier of Globalization	29
4. Transition in Communication and Cultural Change in Global South	47
5. Cultural Globalization and the Marginal People: The Case of India	57
6. Globalized Technologies and Modernity: An Assessment	67
7. Epilogue: Putting the Threads Together	85
<i>Bibliography</i>	<i>89</i>
<i>Index</i>	<i>97</i>

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PREFACE

The book *Globalization and Transitional Cultures: An Eastern Perspective* is a thesis work that has been converted into a book. The concept of globalization is always in question. It is a concept that has prevailed for ages, but with the arrival of communication technologies and the advancement of digitalization, the impact of it has become much evitable. Most of the time, the concept has been understood in the Western views like how McDonaldization has changed the world or how technological advancements have spread Western ideologies in all parts of the globe. However, very few studies question whether globalization can popularize Eastern ideologies. The book is an attempt to resolve this question and to examine the glocalization process where the local thoughts of each ideology can be globalized and escalated in a wider platform.

To establish the ideas, the author has taken the help of both primary and secondary sources. The secondary sources include various reviews of the literature consisting of various examples, sloka or verse, the theories given by the pioneers of globalization and cultural studies to identify the gap in those studies and to understand how their views are relevant in today's world. Similarly, the help of a primary survey has been conducted to assess contemporary sociocultural values, norms, and ethics, especially in the countries of the Global South like India. All these processes took acute studies related to the field. As the book was basically a thesis, considerable revisions, modifications, and additions have been done accordingly for better representation of the book. The book has attempted to illustrate major theories and terms related to globalization and cultural aspects. Further, it also takes up the cases like tribal societies as in most of the cases being a marginalized society, their relevance is often omitted in the perspective of globalization and cultural change though they constitute a huge population in the countries of the Global South. Hence, the book is purely an attempt to understand globalization from an Eastern perspective, which is different from Western ideologies and includes marginal sections of society like tribes, women, and the middle class at large.

There is a famous saying of Albert Einstein "Education is not learning of facts, but the training of the mind to think." The book is the outcome of rigorous thinking, support, and hard work of many people. I owe to my mentor

Prof Virendra Pal Singh (Retd) earnestly for his immense help and guidance in the process of completion of this work. I thank Prof T. V. Kattimani, Vice-Chancellor, Central Tribal University of Andhra Pradesh who always encouraged me in my academic journey and stood behind me as a backbone all the time. Love to my parents Mr Sambhu Lal Nag and Mrs Anita Nag, my dearest sister Alankita Nag, and my husband Mr Vageesh Kumar Mishra for helping me to keep my morale up in my hardest times. They are the ones who lived this journey with me every single day both in good and adverse times. I also thank Emerald Publication for allowing me to present my work in front of the world in the form of this book. I hope the book will guide scholars who are working in the field of globalization, culture, and development studies.