

**1. How is access to global content on entertainment through platforms like Netflix and Amazon Prime transforming the cultural understanding of the Indian youth? Examine.**

**Introduction**

In today's world, television's role in structuring audiences' experiences and understanding of the social world is increasing. One such phenomenon in television viewing world in recent times has been the Internet TV, which allows audiences to view television programmes distributed through online streaming to desktops, smart TVs, and portable devices such as notebook computers and smartphones, which is having a great impact on present day Indian youth.

**Body**

- The introduction of Internet TV technologies such as Netflix is of crucial importance especially in the backdrop of smartphone revolution of recent times. The smartphone has changed society more than any single individual, movement or product. This is true for India and for the entire world, particularly in the last five years because data usage and connectivity costs have fallen appreciably.
- In a country of 1.3 billion people, Online streaming platforms have a subscriber base of about 20 million, many of whom would arguably be from the upper middle class. Smartphones, which indeed witnessed their biggest penetration among India's growing mobile telephony industry in the last decade, are still somewhat of a luxury that a section of the population can't afford.
- Although online streaming is an emerging media technology, and consequently primarily associated with younger users, amongst the 1.3 billion Indians, almost half are below twenty-five, which indicates a growing relevance of new media in the Indian context. India, with around 500 million Internet users is of particular interest, especially to global media.
- Online streaming platforms such as Netflix, Hotstar and Amazon Prime Video combine technological and programming innovation to draw audiences through the rhetoric of control, audience autonomy and quality content, changing the television landscape by influencing how audiences select, view, share and interpret television.
- Additionally, a further point of interest is that Video on Demand(VOD) audiences in India, originally conceived as seeking English language content, are enthusiastically engaging with new 'glocalized' products - programmes that are regionalized and diversified to adapt to local tastes while retaining the brand of quality content
- Further, transformations of VOD's content and the use of subtitles as a domestication tool for urban, English-educated Indian audiences in engaging with Indian as well as transnational content which is helping shape their worldview.

- The targeting of niche audiences in India who are primarily urban, upper middle class, educated young adults has been the USP of VOD's. The urban exposure and millennials are reasons for the openness to try the off-beat, creative content on VOD's.
- It also provides various gratifications due to watching transnational content which helps in identification with non-western themes, cultural learning and even respite from American formats, which is leading to real global exposure devoid of western dominance for Indian youth.
- The censorship battle between Indian audiences and the government is not fought on online platforms, which again, owing to its digital-only nature circumvents censorship certifications subject to all other platforms, which also becomes a factor in shaping cultural understanding of Indian youth where traditional views are exposed towards new aspects of global culture.
- Online streaming platforms as a cultural phenomenon that have engendered the transformation of dinner time – amongst millennials with access to the platforms – as a secondary leisure activity; demonstrating how VOD's are 'incorporated' into the everyday routines and the social community of the household.
- In a positive light, VOD's are seen as enabling social interactions for youth by drawing people into the conversation because of the ubiquitous interest in online platform's content shows in their social circles.
- Users of VOD's who are also viewers of its content actively influence their friends and relatives, through direct word of-mouth as well as social media activity.
- The usage of these platforms is also considered as unfavourable to meaningful social experiences. Watching shows together can be particularly challenging as people find it hard to negotiate between the discourse of freedom and personalisation that these platforms engender resulting in the fragmentation of audiences, and the shared social situations wherein individual preferences are compromised by the politics of viewing.

### Conclusion

Smartphones have revolutionised access to everything from communication to information and entertainment, typified by streaming platforms like Netflix and Amazon Prime as well as news consumption which is fundamentally altering the cultural and social interactions of Indian youth who have access to it.

**2. Do you think outward international tourism from India has increasing substantially in the recent years? Examine. What are its overall effects on the Indian society?**

### Introduction

According to OECD, Outbound tourism consumption comprises the consumption of resident visitors outside the economic territory of the country of reference and

provided by non-residents. It does not include goods and services acquired for or after the trip within the country of reference.

### Body

#### Outward international tourism from India has increased

- India is now one of the fastest growing outbound tourism markets in the world, second only to China. The United Nations World Tourism Organization (UNWTO) estimates that India will account for 50 million outbound tourists by 2020.
- Despite the slowdown due to rupee fluctuations, the Indian outbound numbers have been growing at an average annual growth rate of 10-12 percent over the last seven years. The market for travel and tourism in India is expected to grow at a Compound Annual Growth Rate (CAGR) of around 7.23 percent during 2016-2021.
- A growing, consumption-driven economy, a large and increasingly affluent middle class, and the ongoing liberalization of air transportation have contributed significantly to this growth in international outbound travel.
- Additional interest in niche tourism sectors such as medical, wellness and adventure tourism has also contributed to this growth.
- Increased smartphone and internet penetration have also contributed to an increased number of online bookings.
- Indian spending outside the country while traveling abroad has doubled in the past 10 years, from \$7.5 billion in 2005 to nearly \$16 billion in 2015.

*“India Outbound Meetings, Incentives, Conferences and Exhibitions (MICE) Tourism Market Report”* Keyfindings:

- India is poised to be the world’s fastest growing outbound MICE tourism market
- India outbound tourism market is expected to exceed US\$ 45 Billion by 2025
- India to generate more than 2 Million outbound MICE tourists by 2020
- India is the largest source market for Dubai and Singapore MICE Industry
- Indian MICE travellers likely to become major spenders in the United States and Dubai

#### Effects

Employment generation: Recognizing this immense potential in outbound travel from India, more than 70 National Tourist Organizations (NTOs) from around the world have set up local offices in India and are aggressively marketing their destinations.

SATTE (South Asia Travel and Tourism Expo) is India’s largest travel trade event, scheduled for January 8 - 10, 2020, in Greater Noida, Delhi (NCR). This show draws hundreds of travel agents.

Soft power: Increase people to people contact, cultural exchange.

According to data provided by the World Tourism Organization (UNWTO), in 2017, outbound tourism expenditures accounted for a 20 percent share of service imports in India, an increase from almost 13.3 percent in 2010.

### Conclusion

The future of both India and especially its travel and tourism industry is bright – if it continues to focus on its opportunities and address its current limitations. The need for public private cooperation in execution and change in mindset of people is crucial.

### 3. India's global diaspora is a diverse and a well spread out community. In what ways their links to the motherland affect the local economy and society? Analyse.

#### Introduction

As per the UN's International Migrant Stock 2019, the Indian diaspora at 17.5 million is the largest accounting for 6.4% of the global migrant population. The US, Saudi Arabia, the United Arab Emirates, Malaysia, Myanmar, the UK, Sri Lanka, South Africa and Canada host an Indian diasporic population of at least one million each.

#### Body

##### Diaspora affecting local economy:

- They impact the economy by contribution through remittances. According to a World Bank report released in April, India was the largest remittance-receiving country in the world, with an estimated \$69 billion in 2015.
- When they visit India, they tend to spend more lavishly than the locals, thereby helping economic activity.
- Indian diaspora adds to the local economy through bio-tourism and tourism due to historical and religious links. E.g. Ayurvedic treatment in Kerala, Buddhist or Jain historical places and so on.
- NRIs are more prone to donating to domestic charities because of the strong cultural and emotional feelings that they nurse.
- They bring technical and domain expertise to domestic startups and often act as angel investors. Diaspora Indian faculty abroad volunteer time and resources to help faculty on Indian campuses improve the quality of education — as in the case of member institutions of the Indo Universal Collaboration of Engineering Education.
- The migration of less-skilled labour (especially to West Asia) has also helped in bringing down disguised unemployment in India.
- The Diaspora population bring technical and domain expertise to domestic startups and often act as angel investors.

- Indian diaspora can bring deposits for specific development programs. As per a report, if just 25 per cent of the diaspora population invests the maximum amount, this could bring in \$400 billion in new investments to India.
- The diaspora has also impacted society and maintain communal harmony. E.g. Compared to other Indian states, Kerala has a history of relatively peaceful Muslim-Hindu-Christian relations, providing a good basis for co-existence and multicultural understanding.

### Conclusion

As our PM said “The world is seeing India with a ray of hope and our diaspora can play a crucial role in further spreading it”. With a little commitment and some creative thinking, the government could double or even treble the already substantial economic value of diaspora contributions by carefully designing a set of policies to exploit the talent, industriousness and patriotism of those living abroad.

### 4. Do you agree with the assertion that India has gained much less as compared to her western counterparts in the process of globalisation? Substantiate your views.

#### Introduction

Globalisation is the method of interaction and union among people, corporations and governments universally. It includes the creation of networks and pursuits transforming social, economic and geographical barriers. Globalisation tries to build links in such a way that the events in India can be determined by events happening distances away.

#### Body

**India has gained much less as compared to her western counterparts in the process of globalisation**

- **Economic sphere**
  - World leading financial institutions like IMF, World Bank, are dominated by Western nations.
  - Competition in agricultural sector from imports has resulted in stagnation and farmer’s suicide.
- **Political sphere** – After LPG reforms interference of government in economy has decreased. The concept of welfare state has reduced to minimalist state after globalisation.
- **Cultural sphere**
  - Globalisation had led to shrinking of Indian culture. People are influenced by western culture even in day to day activities like dressing style, food habits, music etc
  - The ‘McDonaldization of Society’ is a case in point.

- **Social sphere** – Urbanisation and resulting migration due to globalisation has worsened the social situation in India causing
  - Increasing number of nuclear families, high divorce rates, individualism etc

**However there is a different opinion too, as per which, India had fair share in the process of globalisation**

- **Economic sphere**
  - Increased FDI and FII and higher growth rate after 1991 reform.
  - Indian is the highest receiver of remittance.
  - More export market and overseas branches of Indian companies.
- **Political sphere**
  - Indian is a prominent country at the UN.
  - Due to Globalisation India has the opportunity to take leadership role in regional groupings like BIMSTEC, QUAD, SCO etc
- **Social sphere**
  - Better health and education facility
  - Improved social development indicators and women empowerment.
- **Cultural sphere** – Indian culture has become more popular at the global level. Recognition of International Yoga Day is a case in point.

### **Conclusion**

The phenomenon of globalisation and its effect is too important to be reversed. It would be wise to have policy preparedness to reap the benefit of globalisation.

### **5. How are global IT giants like Google and Facebook affecting the lives of common Indians? Illustrate.**

#### **Introduction**

Internet and IT sector has revolutionised the life of common people. Global IT giants like Google and Facebook affecting the lives of common Indians have a larger role to play and have affected life common people in various ways.

#### **Body**

- Giving expression to one's thought – There was a time when one had to submit his/her article and, if lucky, wait for Sunday edition of newspapers to print it. Now anyone can anytime express his/her view online. Common man can become director, actor and producer of online programs on platforms like YouTube.

- Connecting with people – for cultural, economic, political reason has become easy. Networking has helped common people in seeking jobs, advertisement etc.
- Tools like Google translator has helped in increasing interaction among people.
- Gender sensitization through online movements and campaigns like #Metoo movement, “Beti Bacao, Beti Padhao” Andolan.
- E-learning is revolutionizing education sector. Students can self-learn from the online platforms.
- E-commerce – has increased choices of goods and services for common man.
- E- governance – has been made possible due to easy access of internet, facilitated by some IT giants.

**However, there have been many negative impacts as well –**

- Privacy of people is constantly under threat. It was alleged in Cambridge Analytica case that data of common people were collected from Facebook – a social media platform, to do ‘election engineering’.
- There is a constant threat of malware attack and damage to the devices.
- Fake news emanating from IT giants platforms has affected the moral compass of common man. It also leans to illegal and immoral activities like mob lynching.
- Cyber bullying and trolling has affected many especially women.
- Internet addiction, game addiction etc had caused damage among young generation. Certain online game like ‘Blue Whale’ has caused death of youths.
- Tendency of Individualism, isolation, depression etc are increasing.

**Conclusion**

Need of the hour is create awareness among masses to use these platforms like wisely to tap maximum benefits from them. Self-regulations from the side of IT Giants to detect and remove fake news to content that may cause violence must be taken up. Platform like Facebook and WhatsApp has taken steps in this direction, but more pro-action steps are requires to serve the interest of common man.