

Sanskrita

Realities of Globalization in North East India



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Cultural Globalization : An Observation of Indian Scenario

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Introduction:

Globalization is the word used to indicate a set of complex and multifaceted changes that started to take place in the second half of the twentieth century. As a result of super power rivalry in the period of Cold War, global independence came to the surface. Initially, the capabilities and resources of superpowers, spread of international trade, collapse of communism, technological innovations, western liberal politics, all these fuelled the process of globalization, And at present, it is an increasing flow of technology, trade, finance, ideas, people and cultures caused by sophisticated technology of communications, travels and neoliberal capitalism.

The term 'globalization' was introduced and popularized by R Robertson in 1983. Tomlinson defines globalization as complex connectivity, the expansion of social ties across the planet. Globalization is the process of complex interrelationship between states and people. It eliminates geographical distance and territorial boundaries. Aujuna Appadurai(1996) designates this process as the world of flows. Globalization can be portrayed by five different flows. They are ethnoscapes, Medias capes, technoscapes, financescapes and ideoscapes. Ethnoscapes