

## SOCIAL CHANGE AND DEVELOPMENT IN INDIA

## **UNIT-9: NEW AREA OF SOCIAL CHANGE**

[Mass Media and Culture change, globalization and its Impact on Local culture]

## **KEY POINTS**

- 1. **Liberalisation**: The process of opening up of local markets for world markets.
- 2. **Economic reforms**: Those reforms which were made in economy and with which flexibility came in the controlled economy.
- 3. **Transitional Corporation**: Those economy which produce goods or market services in more than one country.
- 4. **Weightless economy**: That economy: That economy in which products have their base in information, as in the case with computer software, media and entertainment product and internet based services.
- 5. **Knowledge economy**: That economy in which much of the work force is involved in the physical production or distribution of materials goods but in their design, development, technology, marketing, sale and servicing.
- 6. **Mass Media**: The means of public communication reaching a large number of audience with the help of any electronic medium like radio, television, newspaper and the internet is known as Mass Media.
- 7. **Print Media**: The means of Mass Communication that is printed like Newspapers and Magazines.
- 8. **Electronic media**: The means of mass communication that uses the electronic medium like Television, Radio, Internet etc.