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Prelims PYQ, Mains model answers, and copy evaluation. Write to the desk for this paper, a doubt, or the AI waitlist.

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Q2(a)

Examine the social implications of media and communication technology

UPSC Civil Services Mains 2015 · Anthropology GS 2 · 20 marks · Indigenous and exogenous processes of socio-cultural change in Indian society

5.3 Indigenous and exogenous processes of socio-cultural change in Indian society: Sanskritization, Westernization, Modernization; Inter-play of little and great traditions; Panchayati Raj and social change; Media and Social change.

Facts & figures for this PYQ only.

Numbers move. Confirm the latest Budget, Economic Survey or census round. This sheet is for revision, not a substitute for the model answer.

<https://wrapexams.com/upsc/mains-answers/anthropology-gs-2/2015/examine-the-social-implications-of-media-and-communication-technology/>

M. N. Srinivas

Tied modern media and English publics to Westernisation and democratic politics.

Yogendra Singh

Read modernisation as institutional change, of which mass communication is a driver.

Little and great tradition

Marriott-Redfield pair now visible in local streams and national myth television.

FRA news on mobiles

Forest-rights campaigns and rumours both move through tribal-belt phones.

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