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Q6(b)

Examine the nature of interplay of little and great traditions in the context of globalization

UPSC Civil Services Mains 2016 · Anthropology GS 2 · 15 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.

Core demand of the question

- Examine the nature of interplay of little and great traditions in the context of globalization
- Keep the answer to a 15-mark length of about 200 words

Revision summary

Little and great traditions already mixed at village and tirtha.

Globalisation adds media, brands, and world prices.

Sanskritisation still moves local custom toward the Sanskritic great.

Westernisation and missions are rival greats.

The village translates all three; it is not only a receiver.

Introduction

Little and great traditions, in **Redfield** and **Marriott**, are local custom and civilisational text in traffic. Globalisation adds a third stream: brands, media, and NGOs.

Body

Classic interplay

- Village rite and **Vidyarthi's** Gaya pandas already mixed little and great.
- **Sanskritisation** is little tradition reaching for the great.

What globalisation does

- Television epics and temple live-streams nationalise the great tradition faster than the old pilgrimage.
- English, Islam, and evangelical media offer rival great traditions. Caste WhatsApp keeps little tradition alive.
- Global markets price jhum, craft, and feast. **FRA** struggles are little-tradition land claims in a world commodity chain.

Nature of the new interplay

- It is not replacement of the pair by the West. It is a three-way mix: local, Sanskritic-civilisational, and global.

- **Srinivas's** Westernisation names part of the third stream. Yoga brands show the great tradition going global the other way.
- The village still translates. It does not only receive.

Flow diagram

Little tradition -> Marriott traffic
Great tradition -> Marriott traffic
Global media market -> Marriott traffic

Conclusion

Globalisation thickens the little-great traffic and adds a world circuit. Indian traditions now interplay as local, civilisational, and global at once.

Facts & figures

McKim Marriott

Operationalised little and great tradition in an Indian village.

L. P. Vidyarthi

Sacred complex as a classic little-great junction at Gaya.

M. N. Srinivas

Westernisation as a globalising cultural stream beside Sanskritisation.

FRA 2006

Local land tradition asserting itself inside a global resource market.

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