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Q10

Do you think that globalization results in only an aggressive consumer culture? Justify your answer.

UPSC Civil Services Mains 2025 · GS I · 10 marks · Indian Heritage and Culture

Indian culture will cover the salient aspects of Art Forms, literature and Architecture from ancient to modern times.

Core demand of the question

- **State the claim:** globalisation equals aggressive consumer culture
- Give evidence that it does spread brands, malls and aspiration
- **Justify a no-not-only answer:** hybrid culture, producer India, dissent, inequality

Revision summary

Global media and retail have spread a loud culture of brands, malls and credit.

That culture can be aggressive in targeting desire and crowding out other measures of a good life.

The same global pipes carry Indian production, hybrid customs, rights talk and political backlash.

The poor often meet globalisation as cheap goods and weak jobs, not as lifestyle consumption.

So consumer culture is a major result, not the only result.

Introduction

Globalisation moves **goods, images and money** across borders faster than any earlier century. One loud result is the mall, the phone brand and the wish to live like an advertisement. That is **consumer culture, and it can be aggressive: it shouts, it targets children, it treats identity as a shopping list. The question is whether that is all** globalisation does. It is not.

Body**The aggressive consumer side**

Satellite television, then the smartphone, put the same sneaker and serial in a small town and a metro. **FDI in retail**, e-commerce and credit cards turned **aspiration into a monthly EMI**. Fast food, which another question on this paper takes up, is part of that wave. Festivals become **sale calendars**. Local crafts lose teenagers to a global look. This is real, and it can hollow out thrift, public space and the idea that a good life is not a brand.

Why "only" is the wrong word

The same pipes carry **ideas of rights**, women's work, and Dalit assertion online. They carry **Indian software, films, yoga and pharmacy** outward, so India is a **producer** of global culture, not only a shopper. A village uses a Chinese phone to check **MSP news** or a **bhajan**.

Hybridity is the ordinary fact: jeans with a caste wedding, English with a regional news app. Globalisation also produces its critics - farmers' movements, data-localisation law, and a swadeshi politics that would not exist in this form without the shock of the global market.

Inequality is the darker non-consumer face. Capital can leave; a contract worker cannot. **Consumer culture is loudest among those who can pay.** The poor meet globalisation as a **cheap good and an insecure job**, not as a lifestyle blog.

- **So the justified answer is:** globalisation **strongly feeds** an aggressive consumer culture, especially in cities. It does **not only** do that. It also rearranges work, politics, faith and India's own exports of culture. To say "only" is to confuse the advertisement with the whole age.

Flow diagram

Globalisation -> Consumer brands malls
Globalisation -> Indian films IT pharma out
Globalisation -> Hybrid local-global life
Globalisation -> Protest and regulation
Consumer brands malls -> Aggressive aspiration
Indian films IT pharma out -> Not only consumption

Conclusion

Globalisation does push a loud consumer culture of brands and EMI lives. It also moves work, protest, hybrid identity and **Indian cultural exports**. Aggressive consumption is a major face, not the only face.

Facts & figures

Smartphone penetration

Cheap data and phones carried the same advertisements into towns that satellite television had only begun to reach.

Indian cultural exports

Film, music, software services and yoga travel outward, which is globalisation as production, not only shopping.

Hybrid consumption

Festivals, food and dress often mix a global brand with a local rite rather than replacing the rite entirely.