

A CASE STUDY ON THE IMPACT OF SOCIAL MEDIA ON GLOBALIZATION & NATIONALISM IN CONTEMPORARY INDIA

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Abstract

Philosophers of globalization tend to presume the declining centrality of nationalism as an explanatory focus for understanding global power relations. The processes of globalization, including the formation of intra-national and international diasporas, simultaneously works to situate political power centrally and, through various counter hegemonic uprisings that also lay claim to discourses of nationalism, locally. This research paper argues that far from declining in significance, nationalism encompasses both hegemonic and counter hegemonic, mediatized processes of power struggle, processes that draw increasingly from resources that are both internal and external to geographic domains of conflict, and in a manner that re-patterns power relations at the local, national, regional and global levels. Social media has spread like bush fire in the world today as it has millions of users. The impact that social media has on people's lives has made it impossible to ignore by other higher institutions such as the corporate world, governments and other industries. It is for this reason that governments have had to join social media sites to stay a loop in activities happening with its citizens and globally. Globalization which involves interchanging of ideas and cultures has been the greatest beneficiary to increase in social media activities. This paper examines the relationship between social media, nationalism and globalization.

Keywords: Social Media, Nationalism, Globalisation