

UNIT – V

After 1990: market, Mandal, Mandir, media

Liberalisation · Mandal · New middle class · Media · Recap

Explanatory Lecture Slides

Indian Society: Continuity and Change · Minor-II-2 · Semester II

INDIAN SOCIETY: CONTINUITY AND CHANGE

Topics covered in this unit

01

Explain why 1990 is a sociological date

02

Place Mandal and mandir

03

New middle class and consumption

04

Media and public

05

Recap papers I and II

06

16-mark machine for this paper

How this unit is organised

01

Why 1990

02

Mandal

03

Liberalisation

04

Media

05

Recap I–IV

06

Exam machine

Necessity of sociological studies after 1990

PYQ (2021): necessity of sociological studies after 1990.

- 1990: Mandal. 1991: LPG. 1992: Babri. Together they rewrote caste, class and communal public.
- A student who stops at 'village joint family' cannot read a 2020 docket.
- New objects: mall, mobile, migration, NRI, private university, data, troll, #MeToo.

Necessity of sociological studies after 1990

THREE MS

- Mandal.
- Market.
- Mandir.

NEED

- New stratification.
- New publics.
- New law (SEBI, IBC, IT Act).

Mandal and the caste-class knot

Reservation for OBC; Indra Sawhney; creamy layer; a political explosion that was also a sociological one.

- Caste became a public language of equality, not only of hierarchy.
- A 10-mark: social justice v efficiency is a false pair if you have read this paper — say why (unequal starts).

Mandal and the caste-class knot

LEGAL

- Art. 16(4).
- Indra Sawhney.
- Creamy layer.

SOCIAL

- OBC as a political subject.
- Campus conflict.

Liberalisation and the new middle class

Consumption, private jobs, delayed marriage in a slice, new women's work, new inequalities (informal v formal).

- Joint family nucleates faster in this slice; caste marriage ads do not die.
- Environment and city law (Olga Tellis to slum cases) are this economy's docket.

Liberalisation and the new middle class

WINNERS

- Skilled urban.

LOSERS

- Informal, displaced, agrarian distress — later economics paper.

Media as a new agency

From Doordarshan to the phone. Public opinion's factory and its distillery of hate.

- Art. 19(1)(a) + 19(2) + IT Act + intermediary rules — name, do not essay.
- A 6-mark: media as agency of control and of change.

Media as a new agency

PLUS

- Exposé.
- National public.

MINUS

- Lynching videos.
- Paid news.

Recap of paper II

Indian society (unity/diversity) → family/kinship → perspectives → caste/class/reform → after 1990.

- Thinkers: Ghurye, Srinivas, Dumont, Ambedkar, Desai, Mukerji, Marriott.
- Words: Sanskritisation, dominant caste, indigenisation, graded inequality, creamy layer.

Recap of paper II

DO NOT LEAVE WITHOUT

- Sanskritisation.
- Dominant caste.
- Unity in diversity as a thesis.

CASES

- Indra Sawhney.
- Vineeta Sharma.
- Shayara Bano.
- Bommai.

16-mark machine for Indian society

Concept, traditional form, change-factors, one theorist, one statute, one case, conclusion.

- Works for joint family, caste, marriage, unity.
- Underline the theorist.

16-mark machine for Indian society

TIME

- 20 minutes.

CLOSE

- The Constitution is a social document — Austin. Then sit down.

Media as a new agency

From Doordarshan to the phone. Public opinion's factory and its distillery of hate.

- Art. 19(1)(a) + 19(2) + IT Act + intermediary rules — name, do not essay.
- A 6-mark: media as agency of control and of change.

Cases a KSLU answer should name

CASE

Indra Sawhney

(1992) Supp (3) SCC 217

The 1990s in one citation.

CASE

Olga Tellis

(1985) 3 SCC 545

City and livelihood — the other face of liberalising India, already in the 80s.

CASE

Justice K.S. Puttaswamy

(2017) 10 SCC 1

Privacy in a data-market society — a post-1990 right.

Provisions & materials to quote

Art. 16(4)

OBC reservation's home.

IT Act 2000

The media-phone statute.

SEBI Act / IBC

Market society's private law.

Art. 19(1)(a)

The new public.

Art. 21

The floor under a market society.

10 / 16-mark frames from this unit

Q1

Explain the necessity of sociological studies after 1990.

Q2

Write a note on Westernisation and on the new middle class.

Q3

Caste in modern India — political, legal and social faces.

Q4

Short notes: dominant caste; creamy layer; media as an agency of change.

Unit recap

- 1 1990–92: Mandal, market, mandir.
- 2 Indra Sawhney is this unit's case.
- 3 Sanskritisation and dominant caste remain the Srinivas pair.
- 4 Media is now an agency of control and change.
- 5 Paper I's concepts + paper II's India = the 5-year sociology kit.