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91598



NEW ZEALAND QUALIFICATIONS AUTHORITY
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QUALIFY FOR THE FUTURE WORLD
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Level 3 Social Studies, 2015

91598 Demonstrate understanding of how ideologies shape society

9.30 a.m. Friday 4 December 2015

Credits: Four

| Achievement | Achievement with Merit | Achievement with Excellence |
|--|---|--|
| Demonstrate understanding of how ideologies shape society. | Demonstrate in-depth understanding of how ideologies shape society. | Demonstrate comprehensive understanding of how ideologies shape society. |

Check that the National Student Number (NSN) on your admission slip is the same as the number at the top of this page.

You should attempt ALL parts of the task in this booklet.

If you need more room for any answer, use the extra space provided at the back of this booklet.

Check that this booklet has pages 2–16 in the correct order and that none of these pages is blank.

YOU MUST HAND THIS BOOKLET TO THE SUPERVISOR AT THE END OF THE EXAMINATION.

Merit

TOTAL

5

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PLANNING

Use this page to help plan your answer. Make brief notes in the spaces provided. Begin your answer on page 5.

| | |
|---|---|
| <p>Society I have studied</p> <p>India</p> | |
| <p>Ideologies</p> <p>Hinduism, Capitalism</p> <p>traditional.</p> | <p>Points of view/values/perspectives</p> <p>Amit Jaha = "At the end of the day, I'm not changing my beliefs. We offer it to those that want it."</p> |
| <p>Changes and processes</p> | <p>Bal Thackeray = "We do this to keep India's children safe from westernization."</p> |
| <p>How and/or why the ideologies shape the society</p> | <p>The extent to which the ideologies shape the society</p> |
| | |
| <p>Social Studies concepts I will use</p> <p>Change, values,</p> | |

PART A

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Begin your answer here. (Refer to Part A of the task, on page 2).

Ideology (1)

Capitalism

Ideology (2)

Trad. Hindu

Social process (1)

Globalisation/Westernisation

Social process (2)

Protest/Change

India is a country with a population of over 1.2 Billion people, and is made up of numerous ideology sets. Two of the main ideologies in India are Traditional Hinduism and Capitalism. Traditional Hinduism focuses on the initial beliefs, values, and traditions within the Hindu religion. One of these values is to not eat beef, alongside numerous other red meats. The other focus ideology is Capitalism, which is based on valuing economic (macro & micro) prospects, Capital growth, and investment opportunities.

One of the changes that Capitalism brings to India ~~is~~ is the effects of globalisation and Westernisation. Globalisation can be seen to ~~make~~ ^{make} the world seem like a smaller place, where goods & services are concerned. Growing transport and communication options allow goods to become more accessible from anywhere. Westernisation is what is more directly visible in India today. Companies and brands like McDonalds, KFC, Gucci, Nike and Apple have seen massive surges in demand for their goods over the past ~~years~~ years.

Traditional Hinduism in India acts to reverse the effects of globalisation & westernisation. Groups like Shiv Sena, who are fundamentalist traditional Hindus use physical forms of protest such as violence to show their displeasure with the vast effects of capitalism.

One example of Shiv Sena's actions include the beating of couples who were celebrating Valentine's day, as it is seen as a western celebration. It is believed that there are now around 800 terrorist cells across India with a fundamental Hindu ideology. With the exponential growth potential in this emerging market, capitalists will look to seize investment opportunities in high numbers that directly conflict with the values of traditional Hindus - therefore causing further violence and conflict on an increasing scale.

Capitalism has been able to create a ~~6.5%~~ growth rate of 6.5% in India, and is expected to reach 8.0% by the end of 2015. With the constant increase ~~in~~ demand for western goods, it becomes more viable for companies to begin selling their goods directly in India through retail stores. As more companies create stores in India, this also creates employment opportunities ~~and~~ and then increased spending within the Indian economy. This may very well in turn have

a large generational effect on Indian society, as a stable employment opportunity with a financially strong business is enough to increase an individual's standard of living, as well as for their families. 19.6% of people in India live below the poverty line, which is due to previous state economic positioning, among other factors. Since 1999, the number of Billionaires in India has risen from 3, to 43 in ~~2015~~ 2015. This information provides a benchmark ~~for~~ level, and an understanding into how people are so able to capitalise on India's growth rate.

The Leader of Shiv Sena, Bal Thackeray, believes that westernisation has no place, or benefit for India, as seen in the quote "We do this to keep India's children safe from westernisation". Bal Thackeray values the traditional factors and beliefs of the Hindu Dharma, and is completely opposed to capitalism, and any form of civil agreement with capitalists. He believes that the only way to stop the effects of capitalism is through the use of violence and physical action. He does not believe that India needs economic growth or employment opportunities for Indians to be able to live well, but rather follow ^{his} a dogma that validates violence and inequality. While many Hindu people still do not consume meat and follow their religion well, many do not agree

with his actions or specific ideology.

Amit Jotia is the CEO of "Yum! restaurants", and is responsible for bringing McDonald's over to India. He quotes "~~He~~ are the reason we are so successful is that we have successfully mastered globalisation and cater to an Indian market", and "At the end of the day i'm not changing my beliefs. We only serve meat to people that want it." Amit values business opportunities, as well as the ability to provide a range of options to a shifting society. Amit believes that what he and other capitalists & like are doing can help provide employment, better positioning and an increase in someone's standard of living on a vast scale. While ~~he~~ he still values Hindu beliefs, he believes that traditional beliefs and values are outdated and do not work in today's world, due to conflict it promotes, and the international shift in perspective (religious) and priority.

PART B

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Begin your answer here. (Refer to Part B of the task, on page 2).

The capitalist ideology has shaped Indian society in a multitude of ways, both positive & negative. To look at the change in consumption and consumption patterns we tend to look towards obesity rates, which have largely increased due to the increased demand in higher-fat foods like McDonalds. This is one of the main negative effects of westernisation. India has nearly 800,000 graduates every year, who previously would look to gain employment overseas, but with these preferred employers more likely to, or already having operations in India now, these 800,000 graduates are more likely to use their education within India - better helping the economy and the well-being of their families. India has been westernised on the lowest level since British rule, but the increase in mostly American businesses has had large effects on India. More people in India speak English than Hindi, which can be seen as a massive outcome of the two aforementioned factors. The overall % of English speakers in India will continue to grow generationally, and as its economy does. Those with a traditional Hindu ideology fear this, and see it as the identity of Indians being replaced.

The Traditional Hindu ideology has ~~the~~ shaped Indian society due to its goal of slowing/stopping globalisation within India, and the direct effects that westernisation has on the Indian population. Breaking down the ideology, the essentially see it as "If it worked before, it should continue to work." This fear of change has led to ~~the~~ ^{the} beliefs ~~and~~ and values of groups like Shiv Sena becoming further exaggerated in order to gain attention to their cause. The outcome of this is Section Terror, which is simply terrorism of any kind within India. Millions of Indian people still actively practice Hinduism, but do not agree with the perspective, values, or beliefs of traditional Hinduism and its followers. This could be seen to be the outcome of an accelerating de-fronitisation of religion across the globe, mainly being in western nations and other 1st world countries. The relaxation of Hindu beliefs in larger areas of the dogma creates real fear for groups like Shiv Sena, and can be seen through the volume of meat consumption doubling in recent years.

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| Merit exemplar for 91598 – 2015 | | Total score: 5 |
| Grade score | Annotation | |
| M5 | The reasons why these ideologies have shaped Indian society have been explained. The how and/or why for capitalism is explained in more detail and accuracy than the how and/or why for traditional Hinduism. | |