

Part Three:

Modern (etic) perspectives on Indian (and other) perspectives

In part Two, the premodern (emic) concepts were presented while withholding (as far as possible) modern perspectives or judgements. Now, we turn from emic dialogues to emic-etic dialogues, where modern etic concepts (see subsection II.D(2)) are applied to “old” ideas. “Modern perspectives” comprise economics, ethnology, sociology, and marketing. Since economic concepts are used more extensively than others, the first chapter in this part presents economic concepts that will be applied later on.