



HOW IT TAKES PLACE

- **THROUGH DISCOVERY AND INVENTION**
 - **DISCOVERY IS AN ADDITION TO KNOWLEDGE**
 - **INVENTION IS A NEW APPLICATION OF KNOWLEDGE**
 - **CONSCIOUS INVENTION**
 - **UNCONSCIOUS INVENTION**
 - **INTENTIONAL INNOVATION**
 - **DISCOVERIES AND INVENTIONS ARISE OUT OF DELIBERATE ATTEMPTS TO PRODUCE A NEW IDEA OR OBJECT**

DIFFUSION

- **DIFFUSION (REFUSAL IS AN OPTION AS WELL)**
 - **THE PROCESS WHEREBY CULTURAL ELEMENTS FROM ONE SOCIETY FIND THEIR WAY INTO ANOTHER SOCIETY AND ARE THEN INCORPORATED**
- **PATTERNS OF DIFFUSION**
 - **DIRECT CONTACT**
 - **ONE CULTURE HAS DIRECT CONTACT WITH ANOTHER**
 - **ITERMEDIATE CONTACT**
 - **TRAVELERS AND TRADERS MAY CARRY CULTURAL ARTIFACTS WITH THEM AND LEAVE THEM BEHIND**
 - **THIS CAN HAVE GOOD AND BAD RESULTS, ESPECIALLY IF THE ELEMENT AND WHAT IT CAN AND CANNOT DO ARE NOT FULLY UNDERSTOOD**
 - **STIMULUS DIFFUSION**
 - **HAVING KNOWLEDGE OF AN ARTIFACT FOUND IN ANOTHER CULTURE MAY STIMULATE EXPERIMENTATION AND DISCOVERY WITHIN ANOTHER CULTURE**

OTHER REASONS FOR A CULTURE TO CHANGE

- **ACCUULTURATION**
 - CHANGE THAT COMES ABOUT WHEN ONE CULTURE COMES INTO INTENSIVE CONTACT WITH ANOTHER
- **THE PROCESS**
 - EXTERNAL PRESSURE FOR CHANGE CAN TAKE PLACE THROUGH ONE GROUP OVERPOWERING ANOTHER AND FORCING THE LESS POWERFUL TO ACCEPT CHANGES TO THEIR WAY OF LIFE
 - CONQUEST AND COLONIALIZATION
 - INTERNAL PRESSURE FOR CHANGE MAY ARISE OUT OF A PERCEIVED NEED TO SURVIVE
 - A CULTURE NEEDS TECHNOLOGY IN ORDER TO COMPETE ON THE WORLD MARKET
 - A CULTURE NEEDS TO CHANGE SO IT CAN MANUFACTURE OR BUY WEAPONS TO STAVE OFF MORE POWERFUL ENEMIES

REVOLUTION

- **REVOLUTION**
 - REPLACEMENT, USUALLY VIOLENT, OF A COUNTRY'S RULERS
- **PRECONDITIONS:**
 - LOSS OF PRESTIGE OF ESTABLISHED AUTHORITY
 - THREAT TO RECENT ECONOMIC IMPROVEMENT
 - INDECISIVENESS OF GOVERNMENT
 - LOSS OF SUPPORT OF THE INTELLECTUAL CLASS

CHANGE IN THE MODERN WORLD

- **COMMERCIALIZATION**
 - COMMERCIAL EXCHANGE HAS GONE GLOBAL
- **WHY COMMERCIALIZATION TAKES PLACE**
 - NECESSARY TO SURVIVE IN A GLOBAL ECONOMY
 - MIRGRATORY WORK PATTERNS
 - MOVING TO AN AREA OFFERING WAGE LABOR JOBS
 - NONAGRICULTURAL COMMERCIAL PRODUCTION
 - WHEN A SELF-SUFFICIENT HUNTING OR AGRICULTURAL SOCIETY COMES TO DEPEND MORE ON TRADING FOR ITS LIVELIHOOD
 - SUPPLEMENTARY CASH CROPS
 - PEASANTS WHO SELL SURPLUS CROPS FOR CASH AND THEN BUY ADDITIONAL GOODS
 - CHANGING FORM OF AGRICULTURE
 - WHEN PRODUCE COMMODITITES ARE RAISED FOR SALE

CHANGES IN RELIGION

- **CHANGES IN RELIGION CAN BE BROUGHT ABOUT BY MANY FACTORS, INCLUDING:**
 - **SPREAD OF DOCTRINE BY MISSIONARIES**
 - **MISSIONARIES HAVE BEEN INFLUENTIAL WORLD-WIDE FOR CHANGES IN MANY ASPECTS OF CULTURE, BEYOND RELIGION**
 - **OTHER CONTACT WITH WESTERNERS CAN BRING ABOUT SUCH CHANGES**
 - **IF CONTACT IS PROLONGED, IT CAN WORK TO BREAKDOWN TRADITIONAL BELIEFS AND CAN RESULT IN AN ANOMIC STATE FOR THE PEOPLE**
 - **REVITALIZATION MOVEMENTS ARE OFTEN BROUGHT ABOUT BY PEOPLE WHO WANT TO RETURN TO THE OLD WAYS**

POLITICAL AND SOCIAL CHANGE

- **WHENEVER COMMERCIALIZATION TAKE PLACE, OTHER ELEMENTS OF A SOCIETY' S STRUCTURE WILL MOST LIKELY TAKE PLACE**
 - **DEMOCRACY OFTEN FOLLOWS IN THE FOOTSTEPS OF WESTERN-STYLE ECONOMIC CHANGES**
 - **WHEN FREEDOMS AND RIGHTS ARE GRANTED TO PEOPLE, ACCOMPANIED BY FREE MARKET EXCHANGE AND DEMOCRACY, PEOPLE TEND TO BECOME BETTER OFF FINANCIALLY AND NEW WORLD MARKETS ARE THEN CREATED**
 - **DOWNSIDE - MORE SOCIAL STRATIFICATION TENDS TO TAKE PLACE, MEANING THERE WILL BE ENTIRE GROUPS OF POOR WHO DO NOT HAVE AS MUCH ACCESS TO RESOURCES AND OPPORTUNITY**
