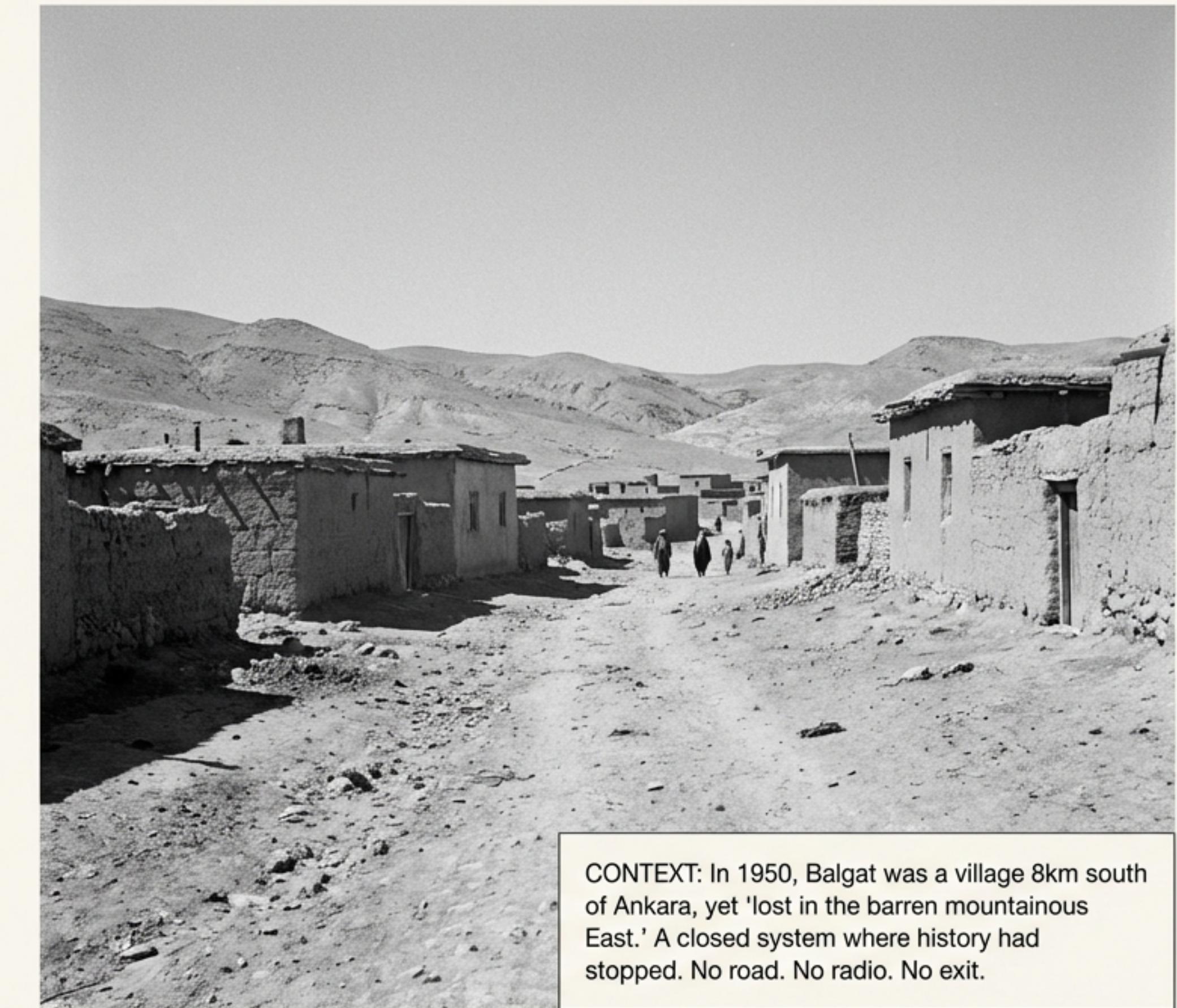


The Passing of Traditional Society

A Parable of Modernization

From the microcosm of Balgat, Turkey (1950–1954) to a global model of societal transition.

Based on the seminal work of Daniel Lerner.



CONTEXT: In 1950, Balgat was a village 8km south of Ankara, yet 'lost in the barren mountainous East.' A closed system where history had stopped. No road. No radio. No exit.

The Archetypes: The Chief and The Grocer



THE CHIEF (Tradition)

The Muhtar. Master of Oral Tradition.

“I was born here, grew old here, and hope God will permit me to die here.”

Contented, authoritarian, static. He filters the world for the village. Defined by Containment.



THE GROCER (Transition)

The Outlier. The Anxious Aspirant.

“I want better things... a bigger grocery shop in the city, a nice house there, dress nice civilian clothes.”

Discontented, mobile, heterodox. He wears a tie and dreams of America. Defined by Expansion.

The Mechanism of Difference: The Projective Question

Interviewers asked: "What would you do if you were President of Turkey?"



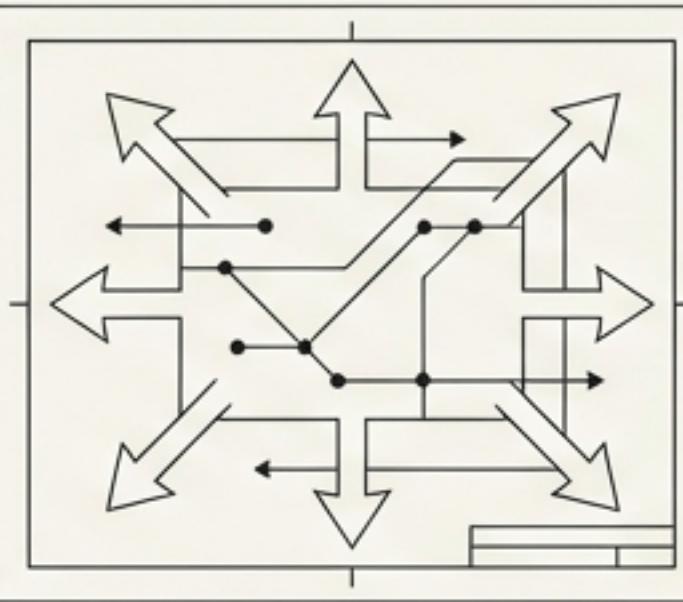
THE TRADITIONAL RESPONSE

THE CHIEF

Reaction: Shock and blasphemy. Total inability to imagine oneself in another role.

"My God! How can you say such a thing? ... I am a poor villager... master of the whole world."

Location Preference: Would not move "a foot" from Balgat.



THE MODERN RESPONSE

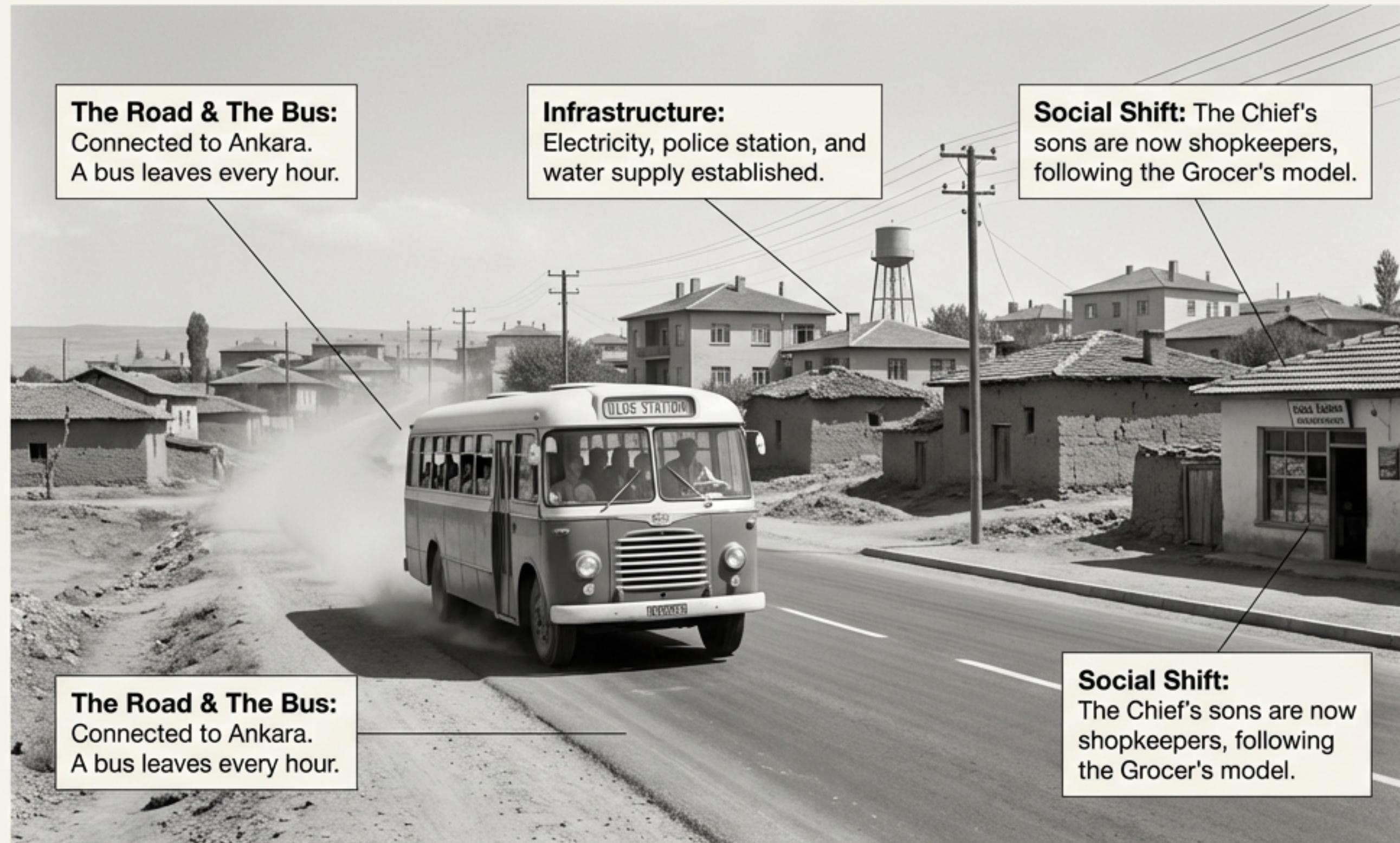
THE GROCER

Reaction: Immediate engagement. A detailed plan for infrastructure and economics.

"I would make roads for the villagers to come to towns to see the world and would not let them stay in their holes all their life."

Location Preference: "America," for the possibility of wealth.

Balgat Revisited: The Prophecy Fulfilled (1954)



THE IRONY

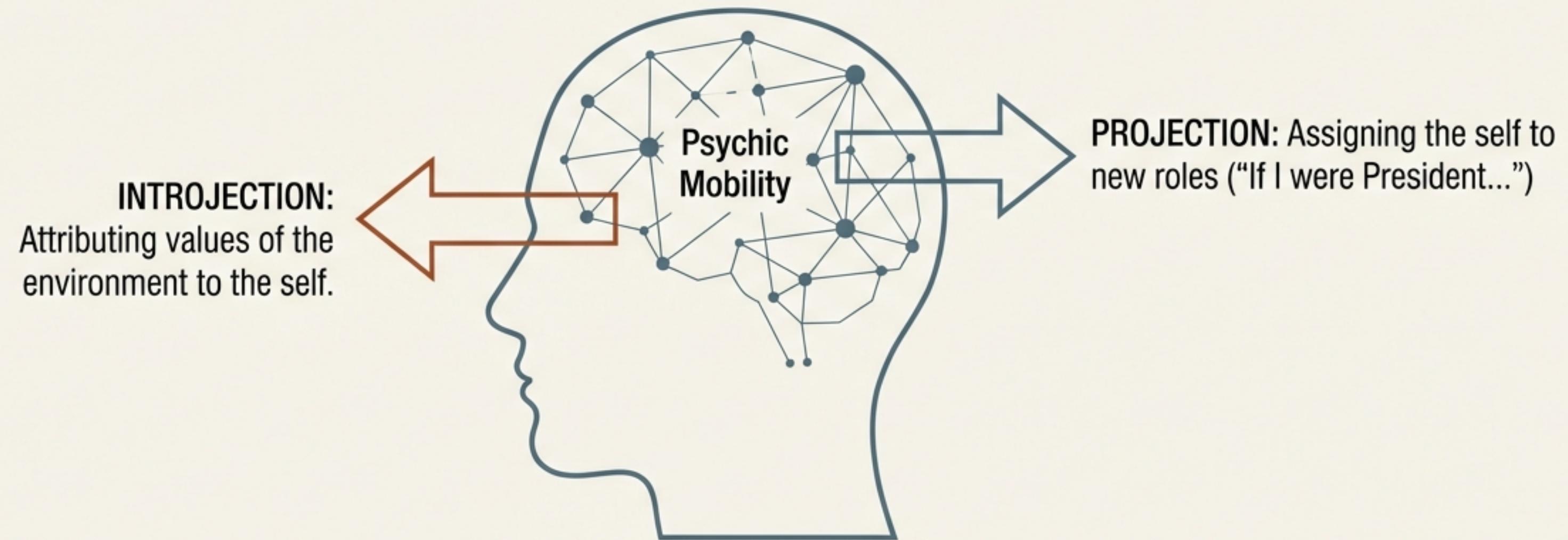
The Grocer is dead.
He did not live to see
the transformation.

The Chief is happy.
He says: “I am the last
Muhtar of Balgat, and
I am happy that I have
seen Balgat end its
history in this way.”

The village now lives in
the Grocer's dream,
not the Chief's memory.

Defining the Mobile Personality: Empathy

Modernization is a change in lifeways driven by a psychological engine.



Definition: The capacity to identify with new aspects of the environment. The ability to see oneself in the other fellow's situation.

Contrast: The Traditional 'Constrictive Self' (in Burnt Sienna) vs. The Modern 'Expansive Self' (in Slate Blue).

The Mobility Multiplier: Mass Media

THE CHIEF'S RADIO (Containment) using Bodoni Poster

Used to maintain authority.
He listened, turned it off, and interpreted the news for the village.

Media as a tool to reinforce the oral tradition.



THE GROCER'S RADIO (Expansion) using Bodoni Poster

Heard the "Voice of the Devil" but saw a gateway.

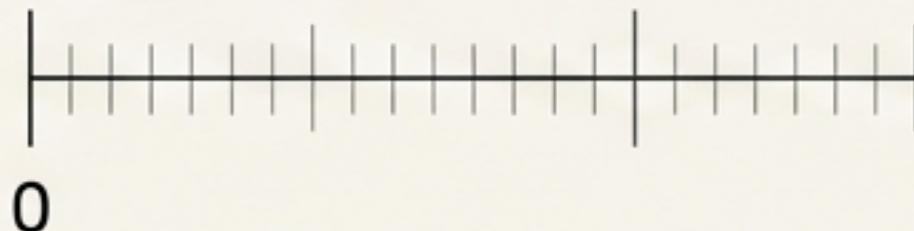
Desired "vicarious experience"—to know what is going on in capital cities.

Media as a tool for Psychic Mobility.

Function: Mass media simplifies perception, allowing individuals to "travel" and imagine being someone else without moving physically.

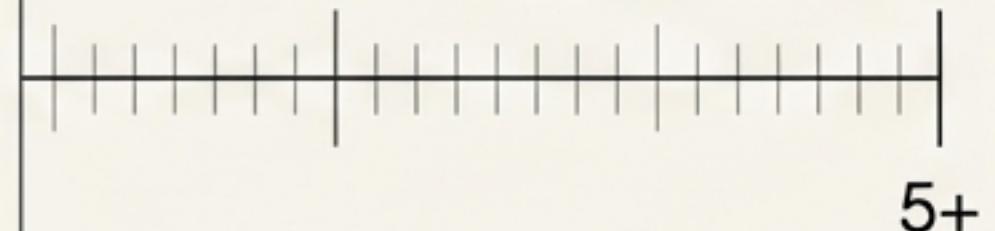
The “Have Opinions” Scale

The Participant Society Metric



TRADITIONALS (Non-Participant)

Kinship system only.
“Public issues are none
of my business.”



MODERNS (Participant)

Varied opinions on prices, war, politics.
“Have opinions” on matters
distant from the village.”

Key Insight: Empathy correlates with Opinion Range. High empathic capacity = High number of public opinions.

The System of Modernity

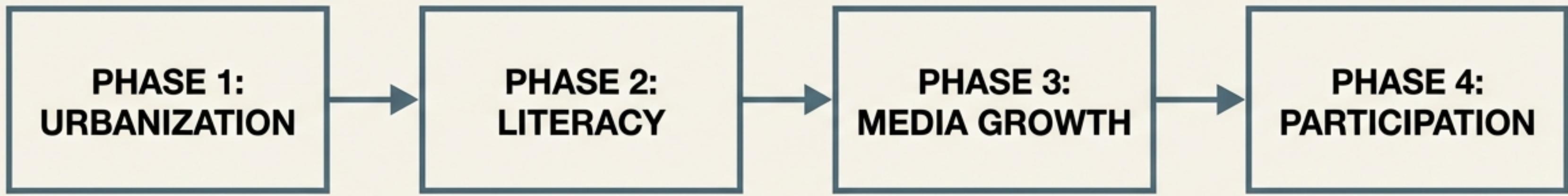
Modernization is “systemic.” Changes in one sector force changes in others.
An interlocking system where variables grow conjointly.



Lerner (1958), *The Passing of Traditional Society*.

NotebookLM

The Phasing of Modernization



The Prerequisite.
Population transfer
creates need for
impersonal communication.

Urban density makes
schooling cost-effective.
Required to navigate
industrial complex.

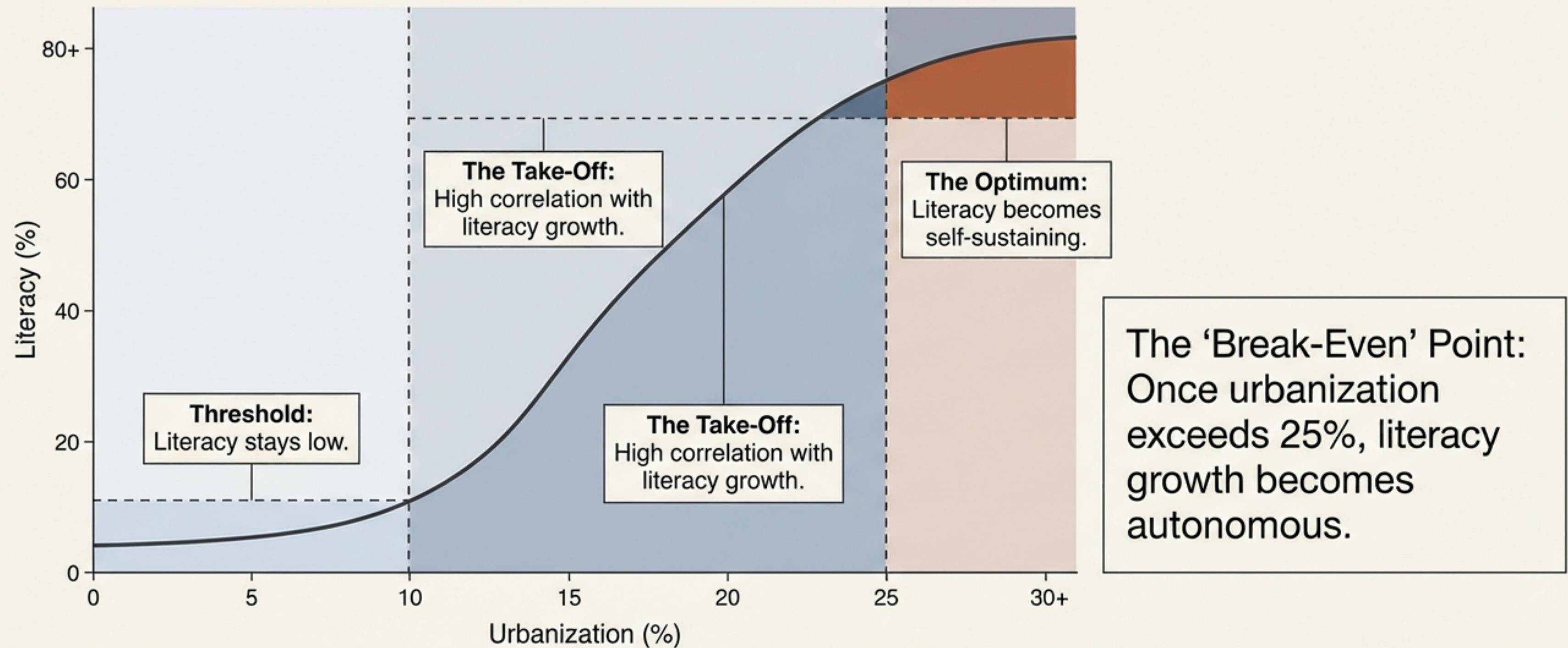
Literate population
accelerates market for
media consumption.

Media exposure creates
citizenry with opinions,
demanding political
voice (Voting).

Lerner (1958), *The Passing of Traditional Society*.

The Critical Minimum & The Take-Off

Analysis of 73 Countries (UNESCO Data)



Empirical Evidence: The Correlation Matrix

Multiple correlation coefficients from 54 countries prove the variables “go together” historically.

	Urbanization	Literacy	Media Participation	Political Participation
Urbanization		.61	.87	.85
Literacy		.61	.84	.91
Media Participation		.78	.83	.82
Political Participation		.63	.30	

Multiple Correlation Coefficient = .82. This indicates a “System” is in operation. You cannot adopt one part without triggering the others.

The Typology of Transition

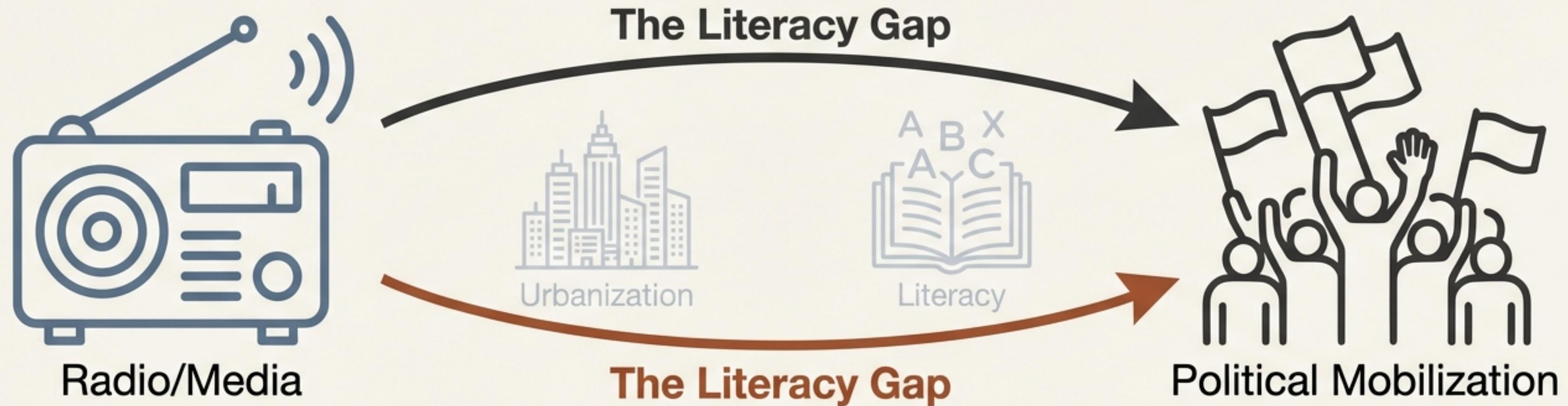
The Basic Typology Reproducing the source material					
Type	Literacy	Urbanization	Media Participation	Empathy	Opinion Range
MODERN (Type A)	+	+	+	+	1
TRANSITIONAL (Type B/C)	-	-	+	+	2-4
TRADITIONAL (Type D)	-	-	-	-	5

The Grocer's Zone
- Aspiration exceeds Capacity

The Transitional's Dilemma: Defined by what they WANT to be, not what they ARE.

Stochastic Factors & The Problem of Balance

Deviant Cases (e.g., Egypt)



- * **The Anomaly:** Radio (oral media) outpaces literacy in the Middle East.
- * **Result:** “Internal Rural Refugees.” Populations mobilized by media rhetoric but lacking the urban/literate foundation.
- * **Consequence:** The Revolution of Rising Expectations leads to instability.

The Expansive vs. The Constrictive Self

THE CONSTRICTIVE SELF (Traditional)

Defined by routine. No conflict of personalities.
Life is fixed by fate.

The Chief: Contentment.



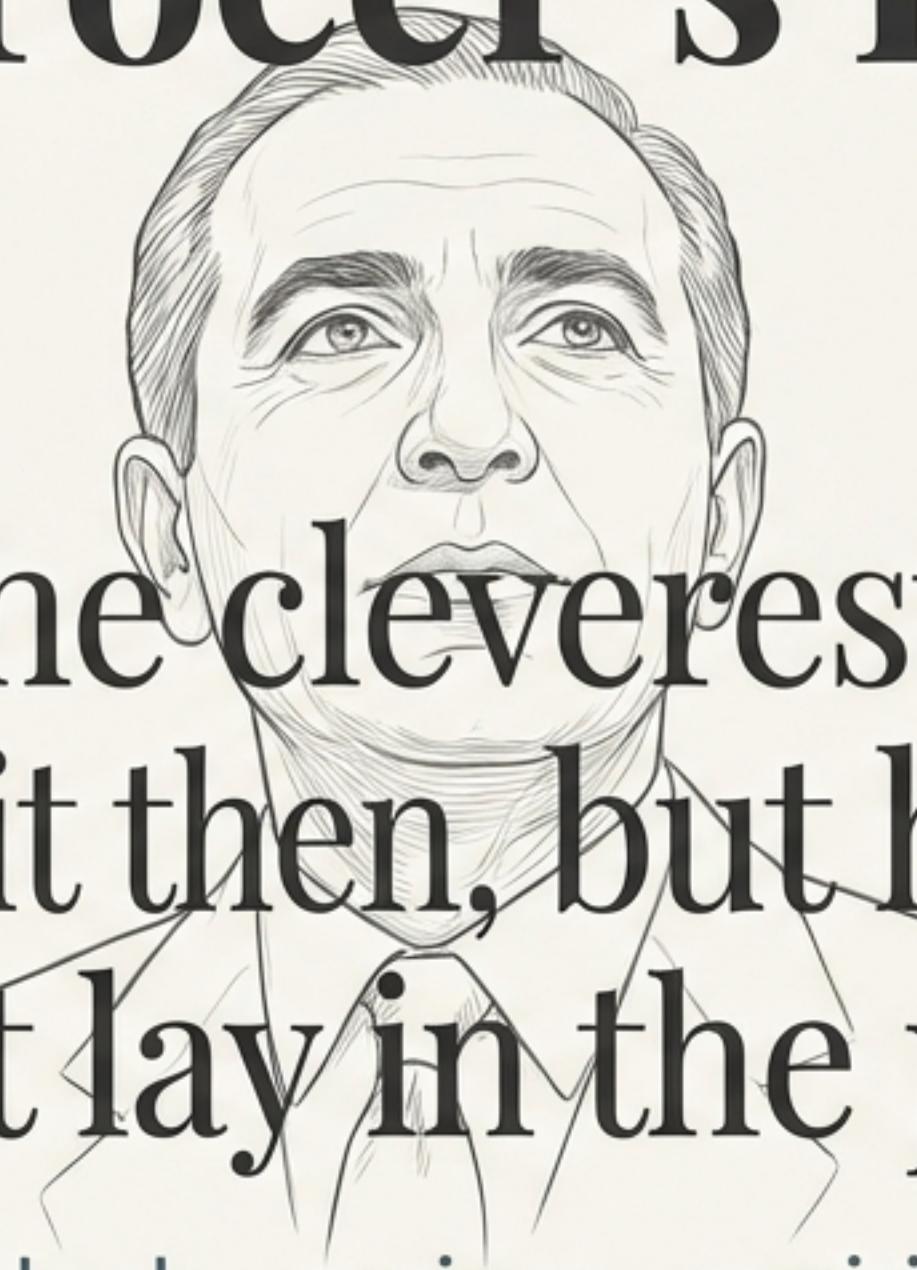
THE EXPANSIVE SELF (Modern)

Defined by desire. Wants to live in a world populated by imaginings.

The Grocer: Anxiety & Ambition.

The Transition is not painless. It is marked by "hard bumps and unsuspected detours." The Grocer was ridiculed as an infidel for his vision.

The Grocer's Legacy



“Ah, he was the cleverest of us all. We did not know it then, but he saw better than all what lay in the path ahead.”

The ‘Transitional’ individual—anxious, aspiring, and empathetic—is the key agent of change in the modern world. He was a prophet.