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The Passing of Traditional Society Modernizing the Middle East Daniel Lerner Snippet view - 1958. Common terms and phrases. American appears Arab asked Balgat become Beduin behavior better Chief cities communication compared countries daily desires developed direction economic Egypt Egyptian elite empathy extreme Farmers feel foreign four give ...

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### The passing of traditional society modernizing the Middle ...

This paper employs a proposed alterity discourse analysis (ADA) framework to argue that The Passing of Traditional Society – the bible of the modernization paradigm of development communication research – exemplifies far less a discourse on the relationship between empathy and development, as it does on the political/ideological imperatives governing the construction of the Other (i.e. the Middle East) by the Self (i.e. the US). To substantiate this claim, the paper debunks the book's ...

### REREADING THE PASSING OF TRADITIONAL SOCIETY: Empathy ...

The Passing of Traditional Society. Modernizing the Middle East. By D. Lerner, with the collaboration of Lucille W. Pevsner, and an introduction by David Riesman.

### Results for 'ti:"The Passing of Traditional Society ...

This paper employs a proposed alterity discourse analysis (ADA) framework to argue that The Passing of Traditional Society – the bible of the modernization paradigm of development communication...

### REREADING THE PASSING OF TRADITIONAL SOCIETY

The Passing of Traditional Society: Modernizing the Middle East Daniel Lerner (1917 - 1980) [1] was an American scholar and writer known for his studies on modernization theory . Lerner's study of Balgat Turkey played a critical role in shaping American ideas about the use of mass media and US cultural products to promote economic and social development in post-colonial nations.

### Daniel Lerner - Wikipedia

Traditional society has fewer social institutions. Simple culture with old ways of life exists. Means of communication were very slow and old. Urban life was very rarely found. Social changes were minimum and almost invisible. The population in such society is not much and homogeneous social life is found.

### Traditional Society Meaning and Characteristics in ...

From this parochial fund of traditional virtues, the Chief <lrew equally his opinions of grellt m~n. nations, Issues. The larger dramas · of international politlque he judged solely in terms of the courage and loyalty of the actor'\$, invoking, to acknowledgo · their magni tude, the traditional rhetoric of aphorism. Generations of Anatolian

### I. The Grocer and The Chief: A Parable

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P. M. Mahar, "The Passing of Traditional Society. Daniel Lerner , Lucille W. Pevsner ," American Journal of Sociology 65, no. 1 (Jul., 1959): 110. [https://doi.org/10 ...](https://doi.org/10...)

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### ETHNOLOGY AND ETHNOGRAPHY: The Passing of Traditional ...

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Daniel Lerner's 1958 book *The Passing of Traditional Society* was central in shaping Cold War-era ideas about the use of mass media and culture to promote social and economic progress in postcolonial nations. Based on a study of the effectiveness of propaganda in the Middle East, Lerner's book claimed that exposure to American media messages could motivate "traditional" people in the postcolonial nations to become "modern" by cultivating empathy for American ideas, goods, and ways ...

### **Project MUSE - The Production of Modernization**

Daniel Lerner's 1958 book, *The Passing of Traditional Society: Modernizing the Middle East*, was among the first book-length publications to set out a psychosocial theory of modernization. The book was based on research that the U.S. State Department funded in the late 1940s.

### **The Production of Modernization: Daniel Lerner, Mass Media ...**

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