

# Modernization Theory and Technology/Media Diffusion



The “**Soft REVOLUTIONS**” of  
Neo-Colonialism  
1950s-Present Day

# “Modernization”

Theorists Media-Communication-Technologies (1960s→ Present)

## 1. Daniel Lerner

- Psychological Warfare against Nazi Germany (1949)
- The Passing of Traditional Society: Modernizing the Middle East (1958)



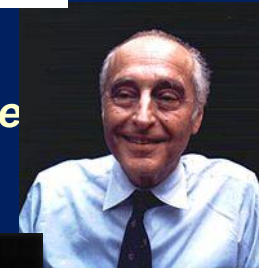
## 2. Wilbur Schramm –

- ▶ Iowa School of Journalism
- ▶ Stanford Behavioral Science Program
- ▶ Mass Media and National Development (1964)



## 3. Ithiel de Sola Pool (MIT)

- ▶ 1963 (White Paper/Article) *The role of communication in the process of modernization and technological change*
- ▶ 1984 (Book) Technologies of Freedom



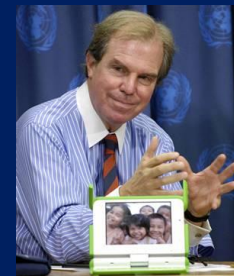
## 4. Everett Rogers -- Diffusion Theory (1980)

- ▶ University of Michigan
- ▶ Stanford
- ▶ Annenberg School of Communications USC



## 5. Nicholas Negroponte (MIT Media Lab) 1990s-2000s One Laptop Per Child

## 6. Jeff Bezos, Elon Musk, Sundar Pichai, Tim Cook, Trump...



# Daniel Lerner--

- Books by Daniel Lerner:

1. Psychological Warfare against Nazi Germany (1949)
2. The Passing of Traditional Society: Modernizing the Middle East (1958)

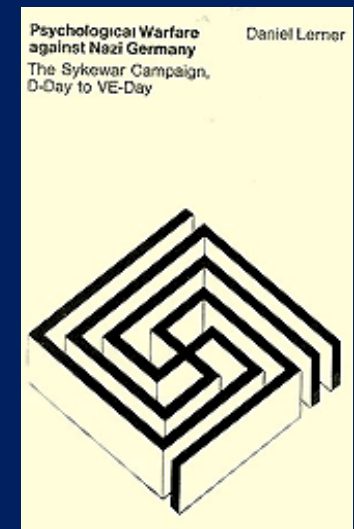
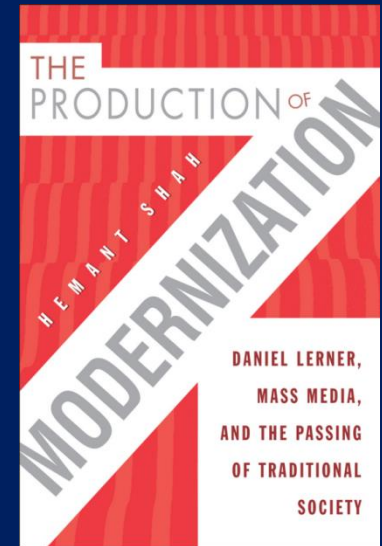
- PRIMARY Research Concept: **Defining a "Modern Man" and a "Modernized Society."**

- **QUESTION**: What are the essential criteria of "MODERN DEMOCRATIC SOCIETIES"?
- **QUESTION**: WHAT are the essential characteristics of "Traditional" societies.

- Secondary Focus: Evaluating the **EFFECTIVENESS** of AMERICAN "MESSAGES" ABROAD.

- Conducted over 1,000 Audience Surveys related to "popular" opinions about radio broadcasts in Turkey, Lebanon, Egypt, Syria, Jordan, Iran, and Iraq (The oil consortium)

- **OVERARCHING GOAL**: **MODERNIZE** ("westernize") global culture



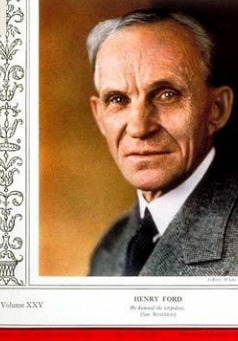
# Daniel Learner

## The Necessities of Modernization

Major Arguments: Modern ("westernized")



TIM  
The Weekly Newsmagazine



### 1. Rational-Scientific-Technical-Education

(quantitative/math, science, application, engineering, and linear logic)

### 2. UNIFIED MEDIA-MARKETING MESSAGES!



EGO-Individualistic DRIVEN within a "TEAM PLAYER" OPTIMISM!

- Entrepreneurial/Promotional
- COMPETITIVE!

Time allocation and TIME management

- Efficiency trumps all other concerns
- Busy-Doing-Working-Playing HARD
- FUTURE DIRECTED. Ultimate belief in upward mobility and PROGRESS!
- Time = \$\$\$

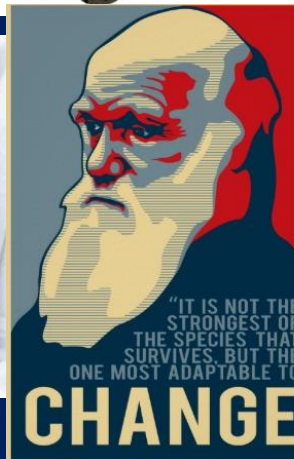


### 3. PRIVATE CORPORATION ECONOMIC ALLEGIANCE →Industrial→Urban

### 4. TECHNOLOGICAL ALLEGIANCE

### 5. "Psychic Mobility"

- > Empathy--Psychological Projection of one's self onto another
- > Urban, Industrialized, and Cosmopolitan-->Future Looking
- > UPWARD Linear Passage from traditional to modernized

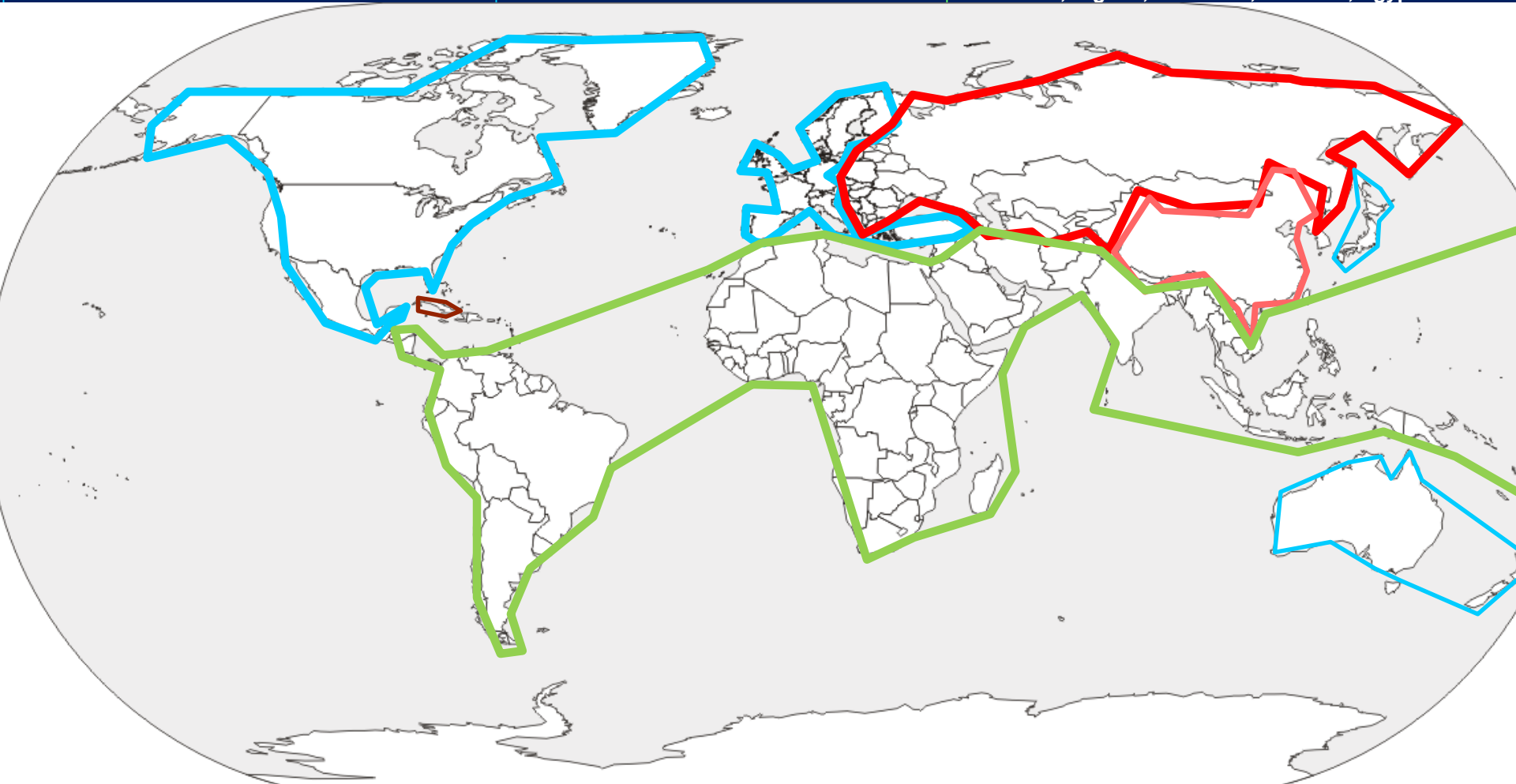


# Cold War Political Alignments/Divisions: 1945-2000

**The WEST (US, Britain, France)** **NATO Countries**  
(North Atlantic Treaty Organization)--  
U.S., Britain, Canada, France, West  
Germany, Italy, Greece, Turkey +  
Israel...

**The EAST**  
**WARSAW PACT** Countries--Soviet  
Union, Romania, Bulgaria, Poland, East  
Germany, Czechoslovakia...

**The NON-Aligned Nations-  
Global South**  
**Non-Aligned Countries-** Countries which were either not  
invited to be part of NATO or the WARSAW Pact or which  
had decided not to become affiliated with the either  
NATO or WARSAW nations.  
Non-Aligned Countries include over **80 countries** and  
account for nearly **70% of the world's population**. India,  
Indonesia, Nigeria, Colombia, Thailand, Egypt...



# The Cultural Power Politics of Identity Development: Dates of African Independence



# ASIA--NATIONAL INDEPENDENCE



# MT'S Political-Economic FORMULA

Modernization (Tech/Ideological)



Economic “Free Market” Capitalism



Social/Cultural Progress



American Democratic Practices

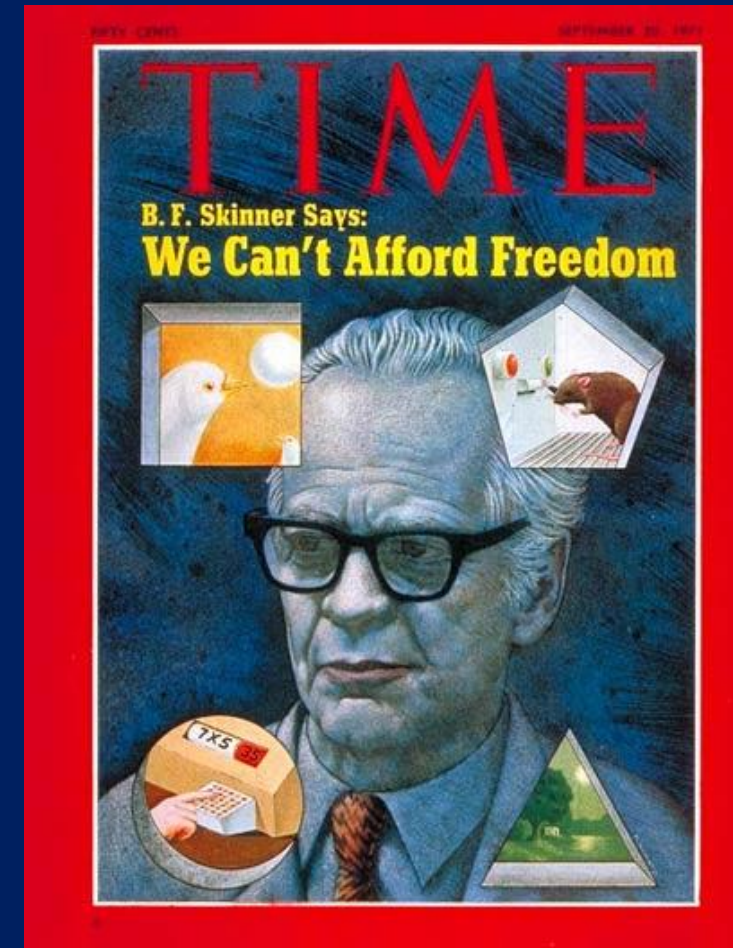
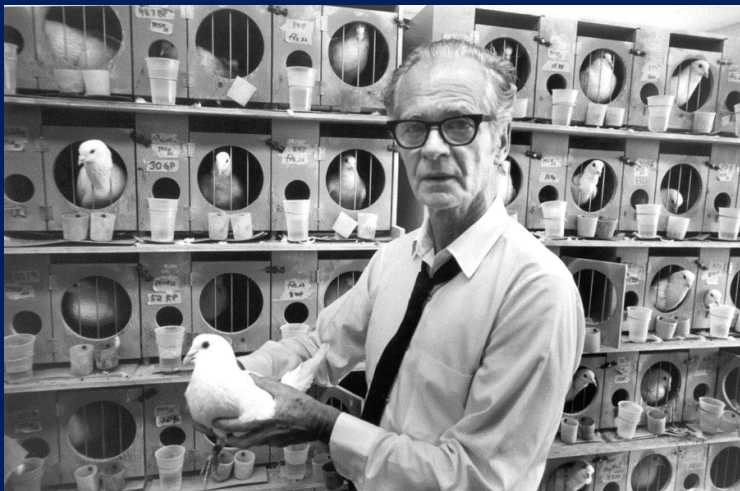


Stable & Sustainable National Development

# B.F. SKINNER

(1904-1990)

- ▶ Modern **Social** Psychology
- ▶ Post-WW2 1945+
- ▶ A founder of the **school of behaviorism**
  - ▶ Classical Conditioning (Involuntary behaviors Pavlov/Watson) to ...
  - ▶ **Operant Conditioning** (rewards and punishments & voluntary behaviors)
- ▶ Complex Behaviors can be controlled and systematically constructed in humans.
- ▶ **Media as a CENTRAL TOOL** for that control and “construction.”



A failure is not always a mistake, it may simply be the best one can do under the circumstances. The real mistake is to stop trying.

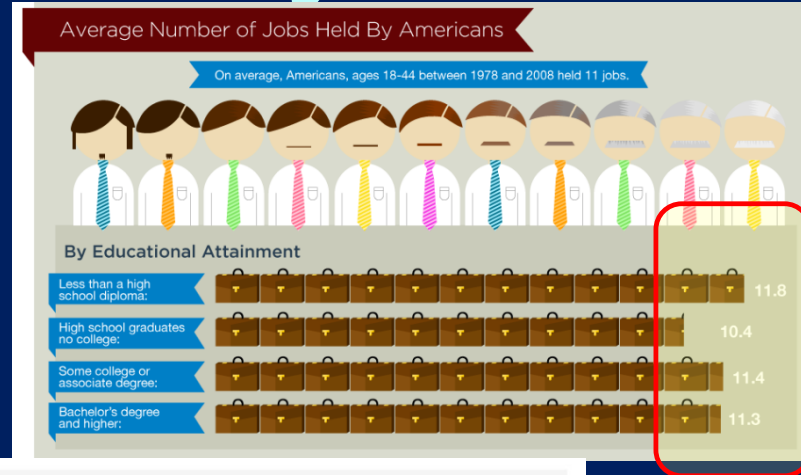
The real problem is not whether machines think but whether men do.

# Education → Opportunity

- ✓ Americans **change jobs 10-15 times (avg.)** during the course of their working lives.
- ✓ National average salary for someone with a **bachelor's degree is \$57,026** compared to \$34,197 for someone with a **high school diploma. ~23K**
- ✓ **LIFE TIME EARNINGS = \$1-1.5 million over the course of a lifetime**
- ✓ **Master's Degree = ~10-20% salary increase over Bachelor's**

## Better Quality of Life

- Lower unemployment rates = less than 2%
- **HEALTH Implications:** 20% better rates of overall health and 30% higher rates of **weekly exercise.**
- **COMMUNITY.** 39% of those with a bachelor's degree **volunteered** in 2015, as opposed to **16%** with a high school diploma.
- **VOICE.** **45%** college graduates **voted** compared to high school graduates (**20%**) in the same age group.
- The **children** of college graduates were 5X more likely to be involved in a variety of educational activities with their families.



Almost **one third** of Americans have **completely changed fields** since starting their first job.

## The Wage Gap Between College and High School Grads Just Hit a Record High

By: Adam Hardy  
Published: Feb 14, 2022 | 5 min read

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