

CULTURAL CHANGE :

According to the Sociologists the main characteristics of culture are the cumulative nature of culture and the dynamic nature of culture. The social scientists's interest in culture is not only confined to the structure and function of human beings. He is vitally interested in the dynamics of cultural development and change.

Any change that takes place within the preview of culture is known as cultural change. We all know that culture is not static, but it keeps on undergoing change. Cultural change takes place when there is a change in the concept of property and morality, new forms of music, art, dance, new styles in architecture are invented.

In the social and cultural change and growth three processes play decisive roles viz. (namely) (1) Invention.
(2) Diffusion.
(3) Transmission.

Inventions :- Inventions and discoveries though apparently related to material culture are vitally connected with non-material culture both in their motivation and acceptance. For example in the remote past someone invented poetry, stone mortar etc. and

with constant use a better stone scraper or new method of scraping came into being gradually. This is called innovation also applies to new social and cultural arrangements. For example use of new words, songs, stories, new knowledge, understanding new relationships etc. are cases of cultural change occurring in the sphere of non-material culture.

Diffusion :- Cultural growth occurs not merely due to inventions and discoveries but also due to adoption of new novel concepts from other cultures which is known as diffusion.

In the words of Sutherland, Woodward and Maxwell "when innovations created by our society is learned or adopted by members of other societies we have cultural diffusion. the spreading of culture traits from group to group."

Ogburn and Nimkoff have written that "the transference of culture parts from one sphere to another is called diffusion". It also means acceptance of cultural patterns from other groups. Diffusion may be direct and indirect, the former results from direct contact with other cultures while the latter is caused by printed words, by radio etc. Thus diffusion takes place when

Societies borrow cultural traits from one another. According to MacIver and Page cultural diffusion ~~takes place when societies~~ is the most important cause of social development. For example Greeks were influenced by Egyptian culture and Rome was affected by Greek culture. Not only machines, tools, weapons etc. spread from one country to another but the same is true of thoughts and ideas which spread from one country to another. For example communism which originated in Russia now has spread elsewhere. Buddhist thought and philosophy have spread from India to China, Japan, Burma etc.

The main factors which influence diffusion are - ① means of transport or communications.

② Competition

③ Respect and recognition of those who bring new traits. Acculturation is the process of fitting diffused cultural traits into the pattern of a culture. It is a very complex process.

Transmission : is the process by which the accumulated knowledge of one generation is passed on to the other generation. In enlightened societies transmission takes place through the written language whereas in non-literate societies they are handed down to the next generation by word of mouth.