Walt Rostow
Modernisation Theory

Nations develop through 5 stages:
1: Traditional Society
2: Pre-Conditions for Take-Off
3: Take-Off
4: Drive to Maturity
5: Age of Mass Consumption

The West is Best!

Talcott Parsons: Why Nations Fail to Modernise
- Failure to change from traditional to modern values
- Collectivism to Individualism
- Religion to Science
- Particularistic to Universal Standards
- Ascribed to Achieved Status
- Lack of geographical and social mobility

Hoselitz: Social Engineering required to change traditional societies into modern ones – influences of Western Media, employment practices, city living, western patterns of consumption, Western education

Huntington: Cultural Factors are important but developing nations resent having modernity thrust upon them – this has led to rise of fundamentalism post 9/11

Aspect of Development | Modernisation View
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Education | Western
Healthcare | Western
Employment | Formal via TNCs
Gender Equality | Western
Population | Malthusian view of scarcity is inevitable
Conflict | Inevitable until developed
Environment | Fix issues when developed
Aid | Necessary
Trade | Motor for change
Urbanisation and Industrialisation | Necessary to achieve modernisation

A03
- Form of Cultural Imperialism – Capitalist ideologies
- Assumes Western Society is perfect
- Ethnocentric – based upon Western Industrial Revolution
- Encourages false needs by adopting capitalist values
- Has evolved into neo-liberalism – most dominant economic theory of past 40 years
- Benefits of Modernisation – higher standards of living, better education and healthcare