FEEDBACK TUTORIAL LETTER

1st SEMESTER 2019

ASSESSMENT 1

FOR
DEVELOPMENT MANAGEMENT

DMA711S
Ms Puleinge would like to use this opportunity to thank all students for submitting assignment one. The overall performance was good. Well done dear students! The lowest score in Development Management Assignment 1 was a 0% and 82% is the highest score.

The following challenges were identified during tutor-marking:

- Many students did not acknowledge sources consulted during research. Academic dishonesty needs to be addressed urgently!

- Most of the listed materials/sources listed under the reference page are not cited anywhere in the body of an assignment.

- Quite a number of students did not use the American Psychological Association (APA) referencing housing style, 6th edition.

- A few assignments do not consist of an introduction, Conclusion or Reference page.
Many students did not use a variety of reading materials; excessive use of web-based sources is discouraged.

Practical and relevant examples were not provided by many students; therefore general information regarding modernisation theory.

The Marker tutor comment page, Assignment evaluation form are not attached by many students.

NOTE: Students are encouraged to read and adhere to comments provided in assignment 1 in order to improve performance in assignment 2.

ASSIGNMENT 1

Modernization theory *is used to explain the process of modernization within societies.* ... The theory looks at the internal factors of a country while assuming that with assistance, "traditional" countries can be brought to development in the same manner more developed countries have been.

Modernisation is the term used to describe the transition of a traditional society of the past to a more modern society, as it is found in the West (Sorensen:2001). Modernisation or development theory presents the idea that by introducing modern methods in “technology, agricultural production for trade, and industrialisation dependent on a mobile labour force”. The underdeveloped countries will experience a strengthening in their economies. There were many proponents of the Modernisation Theory, such as Walter Rostow etc. They all felt that the rest of the world needed to look to the Western model of modernity and pattern their societies like the West in order to progress. Therefore, for modernisation theory you should focus on the following:

- It is a socio-economic theory, sometimes known as (or as behind encompassed within) development theory, which highlights the positive role played by the developed countries in modernising and facilitating sustainable development in underdeveloped nations, often contrasted with the dependency theory.
- Modernisation theory emerged in the climate of the cold war, conditioned by the strategic concerns of the USA to neutralise the actual and potential influence of the USSR in the Third World countries.
- The modernisation theories are classified into four approaches; namely: sociological, political, economic and psychological approaches.
According to Davids as cited in Theron (2008), the essence of this paradigm is Rostow’s stages of growth approach:

- Stage 1: Traditional Society
- Stage 2: Transitional Stage (pre-condition for take-off)
- Stage 3: Take off
- Stage 4: Drive to Maturity
- Stage 5: High Mass Consumption

Students are expected to evaluate the extent to which Modernisation theory undermines the characteristics of development.

Effect of Modernization on African Culture

A humungous continent with over 53 countries and countless number of cultures, languages, religion and other diversities, Africa has now come under the clutches of the modern world civilization and technology influences. Finding a variation in the lifestyles within a gap of just ten miles used to be a thing of normality in ancient Africa in the past. African culture, as is known worldwide can only be called a gist of the different unknown cultures practiced within different tribes and groups. However, due to the influence of media in the various sections of the African society, modernization has slowly seeped in taking over the colourful and vibrant parts of ancient cultural art and lifestyle. As the continent undergoes globalization, the traditional art forms are diminishing and most occupations are transforming from a cultural hobby or religious and social celebration to more commercial and business-based forms. This has inculcated even more interest amongst African art collectors’ world over to get their hands on authenticated arts and crafts of the African origin. In order to survive the modern society people are giving up their family traditions of art to adopt the new world means of commerce.

While there are other societies that are still underdeveloped and still practice older occupations of jewellery making, sculpting, painting, mask – making with ancient African themes on one hand, there are others who incorporate modern day African depiction through these art forms as well.

Whatever the inspirations of art may be, an overtly growing infatuation with African home décor styles, African fashion, African music and African art overseas helps the native African artisans to earn their bread in many ways. Authenticated African gift shops and African arts and crafts shops sell these goods either
online or offline. You need to find these products and encourage the African art by buying the original products of African origin and contribute to help retain their ancient occupations and culture.

The assessment should be supported by original and relevant examples in the context of Sub-Saharan African countries.

Additionally, relevant recommendations in respect of student's arguments should be provided.

- **Cook family recipes.** It's never too late to whip up some recipes from your grandmother's cookbook. Smell and taste have powerful connections to memory.
- **Share your culture's art and technology.** Each culture has its own clothing, music, visual art, storytelling traditions, and many more unique characteristics.
- **Spend time with other members of the community.** The best way to preserve your culture is to keep it alive. Gather as a group not just for holidays, but for ordinary meals, events, or just conversation. Many aspects of culture are difficult to learn in books and museums, including etiquette, body language, and humor.
- **Follow your family tree.** Record your family tree with the help of family members, adding to it as you go along. There are probably whole branches of cousins and in-laws you've never met.
- **Use your records to fight for your culture.** Minority cultures often struggle to pass on cultural traditions. Share your stories and records with young people in your culture, who may not know the riches of their cultural background. In the face of political struggles or social challenges, organize people to participate in discussions and cultural activities. Your research can help people understand the core values of their culture, and inspire them to keep it alive and thriving.
- **Speak your ancestral language.** If you know someone who shares your culture but has a different native tongue than yourself, ask them to teach you.