POLITICAL CHANGE AND CULTURAL CHANGE: A CAUSAL OR INTERACTIVE RELATIONSHIP?

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Abstract: This article explores the complex relationship between cultural change and political change, aiming to answer a central question: Does cultural change precede and cause political change, or is the relationship between the two interactive and mutually influential? The article begins with the hypothesis that culture and politics are intertwined domains, where cultural values, beliefs, and symbols form an underlying structure for political behavior, while political decisions and public policies can, in turn, reshape the cultural framework of society.

The article adopts an analytical and theoretical approach, reviewing historical and contemporary examples that illustrate how cultural transformations—such as the rise of human rights discourse or the growth of civic awareness—have paved the way for major political shifts, such as democratic transitions. Conversely, it also highlights how political changes (e.g., decolonization or legal reforms) have led to significant cultural shifts.

The article concludes that the relationship between cultural and political change is neither linear nor simplistic, but rather interactive and complex, influenced by local and global contexts as well as the sociopolitical timeline. Therefore, a deep understanding of societal change processes requires a careful study of how culture and politics affect one another.

Keywords: cultural change, political change, channels and actors, the state.

INTRODUCTION

The dynamics of change represent an inherent necessity imposed by prevailing circumstances and the nature of entities within any political system. The pattern through which such change occurs varies across different regions of the world, depending on levels of development and across multiple sectors. Science and knowledge are ongoing and evolving processes that gradually produce change through reception and response mechanisms. In this context, circumstances often necessitate a dynamic process that ultimately leads to cultural shifts, the renewal of knowledge structures within social frameworks, and transformation across all social components. This, in turn, drives social change as a result of cultural transformation, which subsequently reinforces the process of political change within the state.

The modernization of culture inevitably and automatically leads to changes in individuals' behavior, their relationships, aspirations, and overall outlooks. This constitutes both a conscious and unconscious simulation within the political system, wherein political change becomes a necessary requirement for various actors within the system, compelled by the need to respond to evolving national, regional, or even global variables.

In this context, the central research problem can be formulated as follows:

How does cultural change contribute to facilitating political change within the state?

This overarching question gives rise to several sub-questions that reflect the analytical breakdown of the study:

1. What is the conceptual framework for both cultural and political change?

2. How does diverse change manifest within the structure of society?

3. Through which frameworks is change initiated within the political system? To what extent does cultural change influence political change? Or, in other words, how does cultural change drive political transformation in the state?

To address these questions, the following hypotheses are proposed:

1. Cultural change influences political transformation by exposing members of society to new cultural patterns that simulate and reinterpret the old, employing methods that deeply impact human thought and reshape individuals' positions within the social structure through various communicative channels.

2. Cultural change precedes all other forms of change within the political system.

3. Political change entails a transformation in the form of the prevailing governance system and the nature of the political process.

4. Cultural change prompts and propels political change through a set of factors that necessitate the use of specific methods, channels, and strategies to achieve such transformation.

Significance of the Study:

The topic of cultural change holds significant importance for experts in the field of systems—regardless of their type or domain—due to its multidimensional impact. This relevance is further amplified by the emerging transformations in the global system, which have introduced new issues that, until recently, were not widely considered central within the social framework.

Objectives of the Study:

This study aims to explore and achieve the following key points:

- To identify the issues surrounding cultural change and assess its impact on the structure of society.

- To highlight the relationship between cultural change and the broader transformations occurring within the social fabric.

- To understand the fundamentals of how cultural change contributes to initiating political transformation.

Methodological Framework:

In addressing this topic, a suitable and coherent methodological framework has been adopted with the aim of achieving the desired results:

A. Descriptive Method:

The descriptive method aids in analyzing and explaining the processes of cultural and political change by providing detailed accounts of each active component within the social structure, highlighting its interactive and branching nature across primary and secondary dimensions.

B. Inductive Method:

This method enables the identification of change processes occurring within the social system, particularly through the relationships among various actors and the nature of the tools and communication channels available to the system within specific temporal and contextual settings.

Additionally, the study draws on the following theoretical approaches:

A. Systems Approach: This approach is particularly valuable for explaining and analyzing the various interactions among the elements that comprise different social systems. Its emphasis on continuous and reciprocal relations provides a useful framework for exploring the connection between cultural and political change, as well as understanding the mechanics of such transformations.

B. State-Society Relations Approach: Within this perspective, the study seeks to clarify the degree of participation of various societal components—including political, social, intellectual, and economic actors—in the process of cultural change. This will be examined within the framework of mutual exchange between society and both formal and informal institutions of the state.

The study is structured around three main chapters:

Chapter I: Epistemological Framework for the Concepts of Cultural and Political Change

Chapter II: The Dynamics of Change and the Influence of Cultural Transformation on the Social Structure

Chapter III: Intellectual and Methodological Frameworks for Political Change

CHAPTER ONE : THE CONCEPTUAL FRAMEWORK OF CULTURAL CHANGE AND POLITICAL CHANGE

The conceptual and cognitive framework constitutes the intellectual starting point for any concept used to explain various phenomena. Perspectives and debates multiply regarding any concept in terms of deconstruction, explanation, and interpretation. The concepts of cultural change and political change are among those that occupy a central place in the interests of researchers in social and political sciences due to their close interrelation, whereby each reinforces the other amid the transformations occurring within the social system.

Section One: The Conceptual Framework of Cultural Change

1. Definition of Cultural Change

Before delving into definitions of cultural change, it is essential to unpack this compound term composed of two parts: "change" and the "cultural" aspect.

-       Change (Terminologically): In terminology, change refers to an observable empirical difference in the form or quality of a particular entity over time, generally indicating transformation or variation.
-       Culture (Terminologically): UNESCO defines culture broadly as: "the set of distinctive spiritual, material, intellectual, and emotional features of a society or social group, which includes not only arts and literature but also modes of life, fundamental human rights, value systems, traditions, and beliefs."[1] Thus, defining culture and its transformation depends on one's perception and application of it[2].

Culture is a foundational factor in shaping the individual within their environment, motivating their participation in various forms required by the social system. It constitutes a structured framework composed of customs, traditions, language, religion, and belonging, which collectively express the identity of the environment. Cultures vary in type and level both between countries and within a single unified state, allowing for cultural diversity without necessarily causing negative impacts; rather, culture contributes positively to social construction.

Change represents a fundamental objective within every component of the multifaceted social structure[3]. It has a positive effect on continuous dynamic interaction that guarantees development and modernization, emerging from conscious ideas that necessitate planning to implement change according to specific foundational principles in reality. This requires tools, methods, and channels to determine its pathways. Cultural change is considered a primary type of change that drives all other changes—social, economic, and political—within the social structure[4].

The political system, despite its ideological diversity, is characterized by constant dynamism, whereby changes occur within its orbit, whether formal or substantive, in response to its environment.

Dershler defines cultural change as: "A transformation or break from tested and transmitted procedures of past culture with the introduction of new practices affecting beliefs, tastes, places, attire, traditions, arts, morals, and technology, as well as changes in social structure and functions[5]." This definition highlights the key elements involved in cultural change, reflecting its simulation of evolving social conditions and its degree of influence. Any society undergoing cultural change assimilates certain values, traditions, and behavioral

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[1] Dominique hayer, la culture : des questions essentielles, revue humanisme, N° 296, Grand orient de France, 02/2012, p85.
[2] Debra Meryerson, Joanne Martin, Cultural change**: An integration of three different**, Journal of Management Studies, Vol 24, N: 06, Graduate School of Business, Stanford University, November 1987, p 623.
[3] Kadhim, Dalal A. "The Concept of Change as an Educational Value in the Holy Qur'an." Journal of Scientific Heritage, no. 39 (2018): p 312.
[4] Lassoud, Dhaaouia. "On the Dialectic of Culture and Identity: A Contemporary Perspective." Al-Badr Journal 10, no. 12 (2018): p 1517. University of Béchar.
[5] Hamdani, Bushra Hussein. Media and the Culture of Change in the Context of the Arab Revolutions. 1st ed. Cairo: Dar Al-Alam Al-Arabi, 2015, p 37.

patterns from external societies while rejecting others, resulting in a "cultural synthesis"—a new cultural formula integrating traditional internal elements with modern external ones. The speed of cultural change increases especially during times of crisis[6].

Cultural change precedes all other changes within the political system. This process occurs within the framework of reception and response to the "other," especially in light of rapid technological advancements and widespread use of information technology by individuals, societies, and state institutions. Information technology has deeply permeated all sectors of social structures, making knowledge readily accessible in quantity and quality, catering to individual and societal interests.

2. The Importance of Cultural Change

Researchers note that cultural change accelerates in times of crisis. Its importance grows proportionally with its contribution to social change. When culture is a product of social systems, cultural change results from internal dynamics or external influences, a reality that must be acknowledged[7].

Cultural change seeks a new synthesis of ideas, visions, and dynamic methods that provide a healthy climate for appropriate adaptation to changes and developments recently affecting the foundations of communities or societies. Thus, cultural change is driven by the struggle for survival[8]. It encompasses transformations within all cultural branches, including arts, sciences, philosophy, and technology. It also involves the forms and rules of social change itself, including overarching changes in the shape and norms of the social system[9].

Cultural change may find paths provided by the political system to be partially or fully absorbed, in accordance with the logic of political authority, through various executive mechanisms that allow it to expand or contract while maintaining harmony with environmental actors.

On one hand, cultural change can motivate improved living conditions; on the other hand, it may yield adverse effects, reducing human value by commodifying individuals. The speed, magnitude, and scope of cultural change vary from society to society. Change can occur naturally through the transfer of cultural elements from advanced to less developed cultures or be forcibly imposed, as in the case of colonization.[10]

Section Two: The Concept of Political Change

1.   Definition of Political Change

The Encyclopedia of Political Science defines political change as: "The total transformations that political structures in society may undergo, or the nature of political processes and interactions among political forces, and changes in objectives, which entail effects on centers of power such that the distribution of authority and influence is reshuffled within the state itself or among several states."

The thinker Abdelilah Belqziz defines it as: "Political change is the transition toward a better situation from an abnormal or bad state, especially regarding the practices and behaviors of corrupt or authoritarian institutions, or backward societies, or the removal of injustice, correction of error, or rectification of deviation."

Similarly, Gabriel Almond defines it as: "The acquisition by the political system of some new capacity and the associated changes in political culture and structure. A modern political system, unlike traditional political units, is capable of employing concepts such as effectiveness and efficiency."

Thus, political change is an organized qualitative movement aimed at creating a new form compatible with the conditions and reality within the political system and all its parts, following a logic of reception and response.

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[6] Ibid. p 77

[7] Stitiya, Dalal. Social and Cultural Change. 2nd ed. Amman: Dar Wael, 2008, p 79.

[8] Bouchari, Amna. "Cultural Change through Public Relations: An Evaluative Study of Algerian Ministries." Algerian Journal of Globalization and Economic Policies, no. 6 (2015): p 215.

[9] Amelia Rizal Matondang, Tia Husnul Zarriyati, p44

[10] Moqalled, Ismail Sabri, and Mohammed Mahmoud Rabie. Encyclopedia of Political Science. Kuwait: University of Kuwait, 1994, p 47.

To design a purposeful political change plan, certain foundations must accompany and align with the fundamental building blocks of social construction. These include structural-institutional, intellectual-cultural, and material-moral supports, through which energies and zeal are harnessed toward changing a political system marked by the absence of rights, prevalence of duties, and crises.

During the 1980s and 1990s, more than 100 countries across Asia, Central and Eastern Europe, Latin America, sub-Saharan Africa, and the former Soviet Union experienced significant political transformations, often marked by the collapse of authoritarian regimes. This widespread change was widely interpreted by Western observers as a global wave of democratization. Leading this international push were the United States and other established Western democracies, which employed a range of tools—including diplomatic influence, economic incentives and sanctions, military power, and democracy-promotion assistance—to encourage democratic developments in these transitioning states.[11]

2. Motivations for Political Change

Political change usually occurs in response to a number of objective factors, in addition to the factor of political tyranny and the resulting political, economic, and social phenomena. These objective factors form an important incubator for the political change process, driving it forward, These factors include:

1. Public opinion, or what may be called the demands of individuals or citizens from the ruling political system. These demands form due to the continuous needs of individuals, life development, or the shortcomings of the political system. They cannot turn into outputs without adoption by parties and pressure groups.

2. Changes in the influence and strength of some parties or pressure groups or other social categories, implying changes in the goals and means of these parties and groups.

3. External pressures and demands by powerful and influential countries or organizations in international politics, through political, economic, military, or financial means.

4. Peaceful power alternation in democratic cases through regular elections or violence represented by coups, meaning the beginning of a new political era in the state.

5. External transformations in the regional environment or international balances that affect the re-shaping of internal and external policies in dealing with new dynamics in international politics.

Emphasizing prosocial motivations for holding political office—such as the opportunity to help others—rather than personal rewards like respect or social status, increases both the likelihood that individuals run for office and that voters choose them. This approach also leads to better alignment between public policy and citizens' preferences. Importantly, these effects only materialize when the messaging is randomly delivered in a public setting. Together, the findings underscore that perceptions of politics significantly influence who chooses to run, who gets elected, and the kinds of policies that democratic systems produce..[12]

CHAPTER TWO : DYNAMICS OF CHANGE AND THE DEGREE OF CULTURAL CHANGE INFLUENCE ON THE POLITICAL SYSTEM

Social and cultural changes include changes in cultural functions and human behavior in society from certain conditions to others. This means that changes occurring involve social and cultural changes that produce new conditions for humans and give the movement of change in the social system in general, and the political system in particular, a new pattern showing the differences between old and new.

Section one : Movement of Change in the Political System

The social structure is formed from several subsystems, including the cultural system, which expresses a set of elements composed of individuals, culture, communication channels, and values that work to transfer and

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[11] Carothers, Thomas, and Oren Samet-Marram. "THE NEW GLOBAL MARKETPLACE OF POLITICAL CHANGE." Carnegie Endowment for International Peace, 2015. http://www.jstor.org/stable/resrep12844.

[12] GULZAR, Saad et KHAN, Muhammad Yasir. Good politicians: experimental evidence on motivations for political candidacy and government performance. Review of Economic Studies, 2025, vol. 92, no 1, p. 339..

exchange information in interconnected or separate groups. The communication property and information availability exist within the framework of interaction tools. Culture, due to its size and prevalence among society and its institutions, has a clear impact through receivers and responsiveness within multiple communication channels used by all components of the cultural system, which is defined according to the elites' direction in power, ensuring a healthy climate that grants communication and control.

Political system elements are essential in activating the system's work in the form of reciprocal relations characterized by influence and response. This establishes the fact that the process of change takes its field within political processes and power policies, in every phase where the state witnesses development projects whose policies may be rejected or boycotted because they might not align with internal or external environment requirements.

It is essential to analyze the interaction between popular movements and the political system, with particular attention to the forms of political mediation and control operating at the local, regional, and national levels. This analysis must maintain a dual focus: on the one hand, it should examine the political organization and strategic initiatives undertaken by the movements themselves; on the other, it should synthesize the range of institutional responses to these popular initiatives and seek to characterize the system's margins of political maneuverability.[13]

Logic and historical experience indicate that the need and ability to change are linked to two factors:

- Objective factor: political society reaching the limits of crisis and disconnection between the political system and the masses.

- Subjective factor: the masses' awareness of their real value as influencers in the system's stability or change.

Without the second factor, even if the first is present, the need for change remains but without possibility[14]. Change occurs and develops due to new solution visions, their exploitation after discovery, design, conception, and monitoring by individuals or groups[15].

Cultural change finds quick acceptance in democratic systems, which seek ways to market it to society or related societies according to realism in international relations. In contrast, closed societies suppress such projects as threats to their prevailing system and cultural security, taking only what grants them survival and continuity.

In contemporary systems, political change is often described as a corrective movement seeking to reject an existing socio-political situation and replace it with a new one that suits society's interests and human rights and freedoms. It is a transformation of the state's basic structure that ensures advancement in line with contemporary international structural changes. This transformation has both internal and international aspects[16].

In developing countries, the political system plays a fundamental role in social change — preceding political change. Its role is not limited to policy making or economic intervention but extends to developing the political structure itself[17].

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[13] FOWERAKER, Joe, CRAIG, Ann L., et al. (ed.). Popular movements and political change in Mexico. Boulder : Lynne Rienner, 1990. P 3.

[14] Rana Ali Khalaf, "U.S. Policy Toward Political Movements in Arab Countries: Egypt as a Case Study," **Journal of Political Science**, No. 51, University of Baghdad, February 2016, p. 251.

[15] Gilberto capano, **political change and policy change1: some notes on the role of leadership as a theoretical and empirical problem**, paper presented at the XXI IPSA world congress of political science, 12-16 September 2009, panel the linkage between political change: for an epistemological re-foundation, department of political science, university of bologna at Forli, p 10.

[16] Khalaf. Op.cit. p 257.

[17] Ibid.

A dictatorial political system differs from a democratic one in the nature of political processes and their interaction with components. The political system's movement in fulfilling its multiple functions is continuous and interacts variably with its different components, seeking to achieve simultaneous adaptation to environmental influences and searching for usefulness in all behavioral fields[18].

The development happening in the third millennium is a new era and a different transition rapidly witnessed worldwide, requiring adaptation and response to guarantee modernization and sudden change that may cause crises or integration, promoting progress and consolidation. The exchange that intensified in the late 20th century concerning the role of transnational organizations and corporations and their role in globalization and their effect on social structures, though varying in development levels, led to changes where technology and information became the new tool in reciprocal influence among societies, individuals, groups, and elites, proposing new relationships reflecting this change.

Section tow : The Priority of Change in the Political System

Political change follows social change and does not precede it. There is no place for political change without discussing psychological and social change, and the tools of political change are inherently social, related to human capacities and efforts[19]. Cultural change precedes both when the system and society receive diverse cultures characterized by change and expansion across social construction components. This pushes changes in individual and community behaviors and their relationships.

In every society experiencing social change, new groups emerge to participate in political work. If the political system lacks autonomy, these groups enter the political field without conforming to existing political organizations or procedures, making those organizations incapable of countering the influence of the new social force. Conversely, in a developed political system, autonomy is protected by mechanisms that limit or delay the influence of new groups or impose socialist political adjustments on the main actors' positions and political activity in a high-institutional political system[20].

Cultural change influences political change through individuals receiving cultures that simulate old with new and methods impacting deep human thinking, which shapes their social structure position and markets it via multiple communication channels.

Studies and field experiences reveal two types of social forces in every social system:

- Conservative forces: seeking to maintain the current status, rejecting change.

- Forces favoring change.

Preserving the existing situation is an inherent function in social system construction but does not prevent change driven by internal or external forces[21].

Social changes are interconnected and sometimes complex. The political system, as part of this, reacts within its capacities to support channels marketing its ideology and objectives. The political system's responsiveness varies between individual rule systems and pluralistic systems, all striving for stability despite social, economic, and political differences defined by policies and objectives.

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[18] Dalal. Op.cit. p 56.

[19] Wael Mohamed Ismail, Change in the International System, 1st ed., Beirut: Al-Shuhouri Publishing House, 2016, p. 25.

[20] Samuel P. Huntington, The Political Order in Changing Societies, trans. Soumaya Faw Aboud, 1st ed., Lebanon: Dar Al-Saqi, 1993, pp. 31–32.

[21] Hesham Mahmoud Al-Aqdahi, Socio-Political Development in Developing Countries, Cairo: Shabab Al-Jameaa Foundation, 2015, p. 299.

Sociologists agree that demographic, technical, and economic factors drive all social transformations, while others emphasize the domain of values[22]. Social change is the result of multiple cultural influences and precedes political change and follows cultural change. Cultural change affects political change via social change by individuals receiving cultures that simulate old with new and methods impacting deep human thinking, which shapes their social structure position and markets it via multiple communication channels.

Systems thinkers argue that continuous adaptation to change aligns sequentially with the reality of change. Scott Flanagan stated that social change affects the structure of demands exerting pressure on political structures to make amendments, manifested in new models of resource specialization within the socio-political environment to complete the systemic cycle. Crisis arises when the system fails to respond to societal changes[23].

Cultural change is part of a broader subject, including all cultural branches (art, science, technology, philosophy), and changes in social organization forms and rules. Cultural change is much broader than social change[24].

Social changes generate new forces that may influence recruitment or formation of ruling elites, impacting the authority's operational demands and the formation of diverse internal interests.

Political behavior, values, and attitudes may change; political change can result from the rise of a new political force or party approaching power legitimately to implement its program. It may also result from increased education, cultural awareness, and expansion of industrialization and urbanization.

CHAPTER THREE : CULTURAL CHANGE AND ENHANCING THE PROCESS OF POLITICAL CHANGE

In order for the process of cultural change to succeed and thereby enable political change within the state, this framework must be reinforced with a set of tools and means that facilitate and simplify the dynamics of both quantitative and qualitative performance for every actor who can play a primary or secondary role. Among these forms, we find the following:

Section one : Means of Cultural Change

Currently, multiple communication means and channels are widely used by members of society, which eases the process of learning and familiarizing oneself with all the events happening globally—cultural, economic, political, and others. This i   mpacts prevailing ideas and replaces them with new ideas and cultures that may sometimes conflict with the old ones or sometimes harmonize with them and give them a modern character. However, the issue does not stop here; it extends to attempts to threaten collective security in its broadest sense.

a.   **Media:** Media and the information it provides to the public shapes the way people view their issues. It can generate intellectual and political change among the public, who begin to think about their various issues, discuss them, and interact with them. Over time, this can lead to deep political change at the level of the state and society.

b.   **Culture:** Changing culture represents a decisive turning point in the behaviors of individuals and society, reflecting on their performance and aspirations. The more the culture is imported, the greater its impact on the components of the state, including identity, belonging, patriotism, and other elements. The effect of this culture depends on strategies set to protect cultural security or national security. Culture plays a major role in educating and training individuals in society and provides them with horizons that define their status. However, it can also threaten their values and alter their proper behavior, posing a risk to their environment and society.

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[22] Koulferni Mohamed, "Social and Political Change: A Foundational Critical Study of Concepts," **The Arab Journal of Political Science**, No. 125, Beirut: Center for Arab Unity Studies, 2008, p. 141.
[23] Ibid .p 143
[24] Ibid p 109

c.   **Technology:** Technology is considered the most essential field and the main driving force of the cultural process[25]. The technological factor has become a new model in daily human interaction, with intensive mobility that finds many cultural paths to penetrate and position itself among individuals and institutions through many channels it relies on for transmitting and marketing the cultural model. This leads to reconstruction that takes time, defined by the region and prevailing components, which will change under the process of transformation.

d.   **Internet:** The internet represented a decisive turning point in the development of societies and contributed to their progress by providing conditions for renaissance and modernization in the roles and formations of the state and related aspects. It formed an advanced framework, reaching the speed of disseminating sciences and their techniques, with their availability, updating, and rapid development. This posed difficulties for many societies to keep up with this flow of information, progress, and harmony with it due to neglecting timely change and slow adaptation, which the entire world experienced.

e.   **Digital Transformation and Artificial Intelligence:** This variable represents a qualitative leap in the world of digital technologies and information. Currently, the world is witnessing rapid changes unprecedented in previous eras, which has caused several changes in the cultural and social structure of societies and their reflections on the cultural, economic, and political conditions of states. Access to information, the acceleration of scientific development, and the increased rate of learning are among the reasons that formed indicators of change in countries; some managed to respond at the pace of rapid change, while others suffered slippages and cracks in their social structure.

Section tow :Actors in the Process of Cultural and Political Change

a.   **The State:** Political structure worldwide relies on a form of balance in which every state plays the role of an actor. The state, whether as an abstract entity or a legal person, is an actor that interacts with other actors forming the international community. Just as the state maintains internal balance to achieve the goals of each actor without breaking the goals of others, interaction between states works similarly. The behavior of the state as an actor on the international level can be analyzed into elements: economic actor, political actor, military actor, and cultural actor[26].

b.   **The Citizen:** The citizen is the fundamental pillar of all changes that can occur in any state, especially amid new transformations experienced by various social structures. These have brought members of societies closer through different communication channels, facilitating contact, exchange of knowledge, information, cultures, and more. The citizen is primarily the source of inventions and secondarily the one who embodies these inventions and achieves results, whether planned or beyond all human expectations at a certain time.

c.   **Civil Society**: Civil society is a basic component in modern democracies and forms a main pillar for the state's structure and rationalization of its performance through the roles it can play with various tools and methods available from official institutions and the nature of the political system. It acts as a mediator conveying the concerns of society to decision-makers, a safety valve for public order when speaking for a just state, and an influential factor in making decisions that affect different segments of society. It also serves as a cultural platform receiving various components of society—phrases, ideas, projects of various kinds that lead to qualitative changes in the social system.

d.   **Socialization Channels**: Family, school, peer groups, youth organizations, ideological groups, political system, cultural, economic, and political globalization. Political change is often the result of social change occurring in society due to receiving a new culture that expands its scope through socialization channels and several factors pushing it to emerge and impose a new form on the political system, becoming the main adopted shape.

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[25] Amelia Rizal Matondang, Tia Husnul Zarriyati, Basic socio-cultural science: socialand change due to social media, **International Journalof Students Education**, Vol 1, No 1, This work is licensed under aCreative Commons Attribution 4.0 International License, 2023,p 45.

[26] Ahmed Zayed, The State Between Modernization and Dependency Theories, Cairo: Nahdet Misr, 2008, p. 22.

CONCLUSION:

Cultural change plays a fundamental and complex role in shaping political transformation within societies. It unfolds through various interconnected channels—media, technology, culture, and digital innovations like artificial intelligence—that collectively influence individuals' and groups' behaviors and perceptions. The interaction of multiple actors, including the state, citizens, civil society, and socialization agents, drives this dynamic process. Political change, therefore, is rarely isolated; it is deeply rooted in preceding cultural and social transformations, with culture acting as the foundational fabric that defines social norms, identity, and collective aspirations. As societies become more interconnected through technology and globalization, the pace and impact of cultural change accelerate, necessitating deliberate strategies to manage both opportunities and risks associated with such transformations.

KEY RESULTS:

1. Cultural change is essential for political change: Political transformations depend heavily on preceding shifts in cultural norms, values, and behaviors. Without cultural evolution, political reforms struggle to take root and succeed.

2. Media and communication technologies are powerful catalysts: Widespread access to media and digital platforms enables rapid dissemination of new ideas, facilitating intellectual and political awareness that can lead to societal change.

3. Technology and digital innovation accelerate cultural shifts: The rise of the internet, digital transformation, and artificial intelligence has fundamentally altered how culture is transmitted and consumed, creating both challenges and opportunities for societies to adapt.

4. Multiple actors influence the process: The state, citizens, civil society organizations, and social institutions each play vital roles in steering cultural and political change, highlighting the importance of inclusive participation.

5. Globalization and social networks intensify the process: The interconnectivity of societies through globalization and social communication channels increases exposure to diverse cultures and ideas, which can lead to both cultural enrichment and social tensions.

6. Strategic cultural security is necessary: Protecting cultural identity and national cohesion requires proactive policies to balance openness to change with preservation of core values and social stability.

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