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PROTECTION OF CULTURAL AND RELIGIOUS HERITAGE IN TRADITIONAL STRUCTURE: ON LEADERSHIP AND AUTHORITY IN ALEVI SOCIETIES

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Abstract. Alevism has a rich cultural and historical background, with charismatic and religious leaders playing a central role in both belief and social systems. These leaders provide spiritual guidance and are key figures in maintaining social norms, values, and community cohesion. Their influence reinforces a shared identity and strengthens unity and solidarity. Like many traditional societies, Alevism is structured around such authority figures, who bear the responsibility of preserving cultural heritage and ensuring social order. These leadership structures allow Alevi communities to transmit cultural values across generations and build resilience against external pressures. However, globalization and modernization present new challenges to these traditional frameworks. In response, the adaptability of leadership and authority becomes increasingly vital. This study, based on a literature review, aims to examine the leadership structures and authority relations within Alevi communities. It explores how these frameworks contribute to preserving cultural identity while adapting to societal change. Understanding Alevi leadership sheds light on broader traditional leadership dynamics and helps anticipate how such structures may evolve in the future. Through this analysis, the study contributes to discussions on cultural preservation and the ongoing relevance of traditional leadership in a changing world.

Keywords: sociology of religion; culture; tradition; alevism; authority

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МӘДЕНИ ЖӘНЕ ДІНИ МҰРАНЫҢ ДӘСТҮРЛІ ҚҰРЫЛЫМДА ҚОРҒАЛУЫ: АЛЕВИ ҚАУЫМДАРЫНДАҒЫ КӨШБАСШЫЛЫҚ ПЕН БИЛІК

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ЗАЩИТА КУЛЬТУРНОГО И РЕЛИГИОЗНОГО НАСЛЕДИЯ В ТРАДИЦИОННОЙ СТРУКТУРЕ: О ЛИДЕРСТВЕ И ВЛАСТИ В АЛЕВИЙСКИХ СООБЩЕСТВАХ

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Аңдатпа. Алевизм бай мәдени және тарихи негізге ие. Алеви қауымдарында харизматикалық әрі діни көшбасшылар сенім мен әлеуметтік жүйеде орталық рөл атқарады. Олар рухани бағыт-бағдар берумен қатар, әлеуметтік нормалар мен құндылықтарды сақтап, қауымдағы бірегейлікті нығайтады және ынтымақты арттырады. Көптеген дәстүрлі қоғамдардағыдай, алевизм де беделді тұлғалардың айналасында құрылымданған. Оларға мәдени мұраны қорғау мен қоғамдық тәртіпті қамтамасыз ету міндеті жүктеледі. Мұндай көшбасшылық жүйе құндылықтарды ұрпақтан ұрпаққа жеткізіп, сыртқы қысымдарға төтеп беруге жағдай жасайды. Алайда жаһандану процесі дәстүрлі құрылымдар үшін қатерлі. Яғни биліктің бейімделгіш болуын көздейді. Бұл зерттеу әдебиеттерге шолу негізінде алеви қауымдарындағы көшбасшылық құрылымдары мен билік қатынастарын талдайды. Онда олардың мәдени сәйкестікті сақтауға және қоғамдық өзгерістерге бейімделуге ықпалы қарастырылады. Алеви көшбасшылығын зерделеу дәстүрлі билік динамикасын кеңірек түсінуге және мұндай құрылымдардың болашақтағы даму бағыттарын болжауға мүмкіндік береді. Аталған талдау арқылы зерттеу мәдени мұраны сақтау мәселелерін ашып көрсетіп, өзгергіш уақыт жағдайында дәстүрлі көшбасшылықтың өзектілігін айқындайды.

Түйін сөздер: дін социологиясы; мәдениет; дәстүр; Алевизм; билік

Аннотация. Алевизм имеет богатую культурную и историческую основу, в которой особую роль играют харизматичные и религиозные лидеры. Они выступают не только духовными наставниками, но и хранителями общественного порядка. Благодаря их влиянию сохраняются социальные нормы и ценности, поддерживается сплоченность внутри общины. Именно через таких лидеров формируется общее чувство идентичности, укрепляются единство и солидарность. Как и во многих традиционных обществах, жизнь алевитов организована вокруг авторитетных фигур, на которых возложена ответственность за сохранение культурного наследия и поддержание стабильности. Такая структура обеспечивает передачу ценностей от поколения к поколению и помогает общине противостоять внешнему давлению. Однако в условиях глобализации и модернизации традиционные механизмы сталкиваются с новыми вызовами. В этих обстоятельствах особое значение приобретают гибкость и способность лидеров к адаптации. Настоящее исследование, основанное на обзоре литературы, рассматривает систему лидерства и власти в алевийских сообществах. Наибольшее внимание уделено тому, каким образом эти структуры одновременно способствуют сохранению культурной идентичности и адаптации к общественным изменениям. Подобный анализ позволяет глубже понять традиционные формы власти и предсказать, как они могут трансформироваться в будущем. Тем самым данная работа вносит вклад в обсуждение проблем сохранения культурного наследия и показывает актуальность традиционного лидерства в условиях меняющегося мира.

Ключевые слова: социология религии; культура; традиция; Алевизм; власть

Introduction

The leadership structures and authority relations in traditional societies hold critical significance in maintaining cultural continuity and social order. These structures are often shaped around charismatic or religious figures, playing a decisive role in the social, cultural, and religious life of communities (Aktürk, 2019; Arı, 2020). Leaders assume the responsibility of ensuring social order, preserving cultural and religious values, and transmitting this heritage from generation to generation. Developing an understanding of these structures in traditional societies enables us to comprehend not only social norms but also the preservation of cultural heritage.

In this context, the concepts of leadership and authority in Alevi communities carry special importance. Alevi societies typically structure leadership and authority around religious and cultural figures. The fundamental principles of Alevism have profoundly influenced social structure and the understanding of leadership within it. In Alevi communities, leadership is often exercised by religious leaders referred to as 'pir' or 'dede' (Durbilmez, 2017), who play a central role in preserving social norms, religious beliefs, and cultural traditions. The authority of these leaders extends beyond religious rituals to encompass the resolution of social issues and the promotion of social solidarity.

The phenomenon of leadership and authority in Alevi communities plays a significant role in the preservation of these societies' social structure and cultural heritage. The social acceptance of leadership figures is often reinforced by their personal charisma and religious knowledge. Processes of modernization and globalization have had various impacts on these traditional structures, leading to changes in the understanding of leadership and authority within Alevi communities (Arı, 2020). Understanding these changes can illuminate how traditional leadership structures have evolved and what new strategies have been adopted for preserving cultural heritage.

This study examines the relationships of leadership and authority within Alevi communities, their impacts on social structures, and their roles in preserving cultural heritage. The information obtained through a literature review will contribute to our understanding of how leadership structures in Alevi communities operate and how these structures have undergone an adaptation process in modern world conditions. The functions of traditional leadership structures, their roles in maintaining social order in Alevi communities, and their effects on preserving cultural heritage constitute the primary focus of this study.

Traditional Societies: Closed Structures, Family Ties, and the Power of Social Norms

Traditional societies are characterized as social structures in which interpersonal relationships are direct and profound (Tönnies, 1887). These societies emerged during periods when social values and customs were rooted in agriculture-based economic systems (Yengin, 2015). Agricultural economic structures ensured individuals' direct dependence on the land, contributing to the strengthening of settled life and social relationships (Dönmezer, 1982). One of the distinctive features of traditional societies is the deep and tightly woven nature of family, kinship, and community relationships (Bayer, 2013). This network of relationships

forms a cornerstone of the social structure, playing a profound role in shaping individuals' lives. Solidarity and unity within families reinforce a culture of trust and collaboration throughout society (Celkan, 1991), while kinship and community ties are critical in maintaining social support and norms. These characteristics of traditional societies promote a tight social integration and societal harmony among individuals (Parsons, 1951). However, modernization processes and technological advancements have led to changes in these traditional structures and variations in social relationships (Özdemir, 2007).

As an example of traditional societies, Alevi communities uniquely reflect these social dynamics, having historically developed within agriculture-based economic systems, thereby exhibiting the general characteristics of traditional societies (Kızılkaya, 2011). However, Alevi communities possess distinctive social structures and normative systems, particularly concerning family and community ties, and are known as closed structures where social norms and values are strongly embraced. Community and family relationships play a central role in Alevi societies, significantly impacting individuals' social integration (Güler, 2015).

Agricultural economic structures can enhance the independence of traditional societies from other communities, potentially leading to their generally closed nature (Hobsbawm, 1987). In this context, Alevi communities can also be described as closed structures, as they prioritize community solidarity and adherence to social norms (Arı, 2023). This structure features a characteristic where the norms of the community and families dictate individuals' roles in social decision-making processes (Şahin, 2022). Individuals learn societal values from their families and communities, and they act in accordance with these values. This structure ensures that individuals' personal preferences align with the broader interests of society and the culture of solidarity (Vural, 2018).

In Alevi communities, community and family ties strengthen social support networks and reinforce a sense of solidarity (Aydemir, 2011). However, such structures can also be closed to the outside world, demonstrating resistance to external influences (Anderson, 1983). Social norms and values in Alevi communities play a significant role in ensuring individuals' social cohesion, with behaviors that do not conform to these norms often leading to the risk of social exclusion (Bingöl, 2022).

Like closed societies, Alevi communities have authorities that represent the interests of the community. These authorities often emerge as religious leaders or prominent community members (Wach, 1990). In Alevi communities, these leaders take on the responsibility of safeguarding the community's interests and maintaining social order. Individuals whose lifestyles, values, and social organization do not align with those of the community may face the risk of social exclusion (İbicioğlu et al.). This exclusion can manifest as a loss of social status, isolation from the community, or punitive sanctions (Yaman, 2009). In traditional societies, behaviors that deviate from social norms and values can have serious consequences and may be perceived as risks threatening the integrity of the community (Foucault, 1975). Similar situations also occur in Alevi communities, where rules and sanctions addressing such risks are pertinent (Arı, 2020).

The closed structures of traditional societies and Alevi communities are grounded in the recognition of patronage, loyalty, and obedience as significant social values (Özkan et al., 2017).

These values are crucial for ensuring the integrity and order of the community. Individuals who demonstrate loyalty and obedience are regarded as individuals who value the community's noble ideals and interests, often receiving patronage and trust from societal authorities (Bandura, 1977). Due to their structures, these societies can function as organizations of patronage and trust (Güngörer, 2021). The significant influence of leaders and authorities is often reinforced by loyalty and obedience, playing an essential role in ensuring individuals' compliance with community lifestyles and rules (Çetin, 2003).

Fundamental Indicators of Community-Leader Relations

1. The Role of the Community Leader in Traditional Society

The community leader serves as a mediator who resolves societal issues, safeguards interests, and distributes resources. They play a crucial role in addressing daily challenges faced by the community, taking on the responsibility of protecting communal interests and ensuring justice (Ulutaş, 2016). Understanding the dynamics of traditional societies necessitates recognizing the significance of the community leader's role. These leaders strengthen the social and cultural fabric of the community, effectively addressing problems while considering the welfare of community members (Öztürk, 2022). Their influence typically manifests through leadership and authority, which are essential for maintaining social order within the community.

Community leaders possess broad authority to address various challenges faced by society, encompassing both religious and social responsibilities (Cevirov, 2013). For instance, in Alevi communities, elders or lodge leaders play a pivotal role in meeting the community's needs and actively contribute to ensuring social justice (Arı, 2020; Khan, 2010). Another critical function of community leaders is to ensure the equitable distribution of resources, which is often achieved through the management of economic resources and social aid (Akkuş, 2023). Leaders effectively manage these resources to enhance community welfare and foster social solidarity.

Moreover, charismatic leaders act as unifying figures among community members, reinforcing social cohesion (Zariç, 2011). This is often facilitated through religious and cultural events, which are vital for maintaining the community's unity (Hammond & Royal, 2001). For example, the cem ceremonies and other traditional rituals organized within Alevi communities bring members together to share common values.

In conclusion, the role of community leaders holds both religious and social significance within the structures of traditional societies. These leaders assume crucial responsibilities in maintaining community cohesion, resolving issues, and enhancing the welfare of community members. Thus, the leadership of community leaders is vital for the sustainability and social order of traditional societies.

2. Authority and Leadership: Metaphysical and Spiritual Dimensions

Leadership and authority occupy an essential place within the social and cultural structures of traditional societies, drawing not only from worldly power but also from metaphysical and spiritual dimensions (Eisenstadt, 1968). These concepts encompass elements that strengthen the influence of leaders and authorities, enhancing their legitimacy (Yıldırım, 2019).

The metaphysical dimension indicates that leadership and authority are rooted in spiritual or religious mandates. In many examples of traditional societies, leaders derive their legitimacy

from a divine or sacred source (Batur, 2021), which amplifies their influence over community members (Carlyle, 1976). For instance, in Alevi communities, elders or lodge leaders are regarded as spiritual guides who oversee the community's religious rituals.

The spiritual dimension pertains to the role of leaders and authorities in guiding the future and spiritual direction of the community. This aspect enables leaders to be seen not only as current influencers but also as guides for future generations (Smith, 2005). Thus, the concepts of leadership and authority have the potential to shape both the present and the future (Arendt, 1958; Bourdieu, 1972). This aligns with John C. Maxwell's "Law of Vision," which emphasizes the importance of a leader's ability to foresee the future and communicate this vision effectively to others. Effective leaders engage not only with current conditions but also with future goals and strategies. In this context, leadership and authority embody the capacity to direct the future through the vision created by a leader (Maxwell, 2013).

Leadership and authority are critical in maintaining social order, transmitting values, and fostering unity among community members (Burns, 2012). By facilitating collective action around a shared cultural heritage and identity, these concepts strengthen social cohesion within traditional societies, signifying profound meaning on both worldly and metaphysical levels (Durkheim, 1995; Gertz, 1973). Furthermore, it can be stated that they represent fundamental elements that reinforce leaders' influence over society, playing a crucial role in maintaining social order.

3. Initiative in Community Institutions: Leader and Authority

Decision-making processes and initiatives within the community are typically shaped by the authority and leadership of community leaders (Goleman, 2000). Leaders assume a critical role by advocating for societal interests. Community structures are organizations formed to address the social and cultural needs of individuals, serving as a vital part of traditional societies (Durkheim, 1995). These structures operate under the oversight of leaders, who clearly influence decision-making processes.

In community organizations, these leaders hold authority that is a decisive element in decision-making processes (Northouse, 2018), taking on the responsibility of preserving and enhancing the social order while representing community interests (Weber, 1947). These responsibilities are typically linked to the necessity of maintaining and perpetuating religious, cultural, or social norms.

Leaders play an effective role in decision-making processes within the community. These processes generally occur under their guidance, as leaders employ various methods to understand the needs of community members, ensure social cohesion, and maintain community unity (Yukl, 2013). In Alevi communities, for example, elders or lodge leaders direct the religious and cultural life of the community, organizing rituals such as cem ceremonies (Shankland, 2003). The initiative of leaders often depends on their religious or spiritual wisdom, education, and reputation within the community (Berger & Luckmann, 1966). These attributes strengthen leaders' influence over community members, establishing them as respected and authoritative figures.

It is essential to recognize that community institutions and leadership structures are considered integral parts of the social and cultural fabric of traditional societies (Turner,

1969). These institutions are defined by the responsibilities leaders undertake to represent community interests, maintain social order, and ensure the unity of community members (Bell, 1992). Effective leadership helps the community remain cohesive and sustain traditional values across generations.

4. Culture of Patronage: Leaders' Authority over the People

In the context of a culture of patronage, community leaders are responsible for ensuring and safeguarding the welfare of the populace. This culture enables leaders to exert significant influence over community members (Scott, 1972). The culture of patronage grants leaders extensive authority and responsibilities regarding community members (Blau, 1964). This entails that leaders are obligated to protect and promote the welfare of the people, allowing them to wield considerable influence within the community.

The culture of patronage, which enhances the influence of leaders in traditional societies, also serves as a fundamental and effective mechanism of social cohesion. Leaders are often regarded as spiritual or religious authorities within this cultural framework, which grants them respect within the community (Özbolat, 2015). Responsibilities under this culture include ensuring social and economic welfare, administering justice, and addressing the needs of community members.

In Alevi communities, elders or lodge leaders assume significant roles within the culture of patronage (Akın, 2017). These leaders are viewed as spiritual guides (Çebi & Nacaroğlu, 2015) and undertake tasks such as strengthening social solidarity, ensuring justice, and maintaining community unity (Ünlü, 2023). The culture of patronage enables leaders to fulfill these responsibilities effectively, simultaneously enhancing their influence over community members.

However, this culture can also lead to criticism and exclusion. The extensive powers and strong influence of leaders may sometimes restrict individual freedoms or impede democratic processes (Habermass, 1984). Thus, it is crucial to manage the culture of patronage in a balanced manner, ensuring that leaders consider the collective interests of the community.

In light of this information, it becomes evident that the culture of patronage has a profound impact on the leadership structures of traditional societies. Leaders undertake the responsibilities of ensuring the welfare of the community and maintaining social order. This culture not only empowers leaders with significant influence over community members but also fosters expectations for them to fulfill their responsibilities fairly and effectively.

5. Culture of Obedience: Reinforcing Authority and Charisma and Creating the Ground for One-Man Rule

The culture of obedience, which is widespread in societies, plays a central role in the leadership structures of traditional societies and helps leaders to consolidate their authority and charisma, paving the way for the establishment of one-man rule (Blau, 1964). A culture of obedience expresses the strong loyalty and respect that community members have for leaders and enhances their effectiveness in certain authority and decision-making processes.

In traditional societies, a culture of obedience often creates an environment in which leaders build their sources of authority on religious or spiritual legitimacies. These legitimacies strengthen leaders' influence over community members and enable them to play a decisive role in decision-making processes (Adorno et al., 1950). Religious leaders or spiritual authorities, in

particular, are held in high esteem and authority within the culture of obedience; these leaders are regarded as the spiritual guides of the community (Güler, 2015).

A similar culture of obedience is observed in Alevi communities. In Alevi communities, grandfathers and hearth leaders represent religious and spiritual authority. These leaders have a high authority in both social and spiritual spheres and exert a strong influence on community members (Arı, 2020). Since grandfathers are responsible for meeting the spiritual needs of the community, this role encourages strong authority and loyalty within the framework of a culture of obedience.

A culture of obedience can create a structure that supports the one-man rule of leaders. The tendency of leaders to make decisions alone and to be the sole authority in management may cause difficulties in taking democratic processes and different voices into account (Özkan & Polat, 2016). The charismatic influence and authority of leaders can lead to unquestioning obedience of community members to their leaders and compliance with their leaders' words (Zariç, 2011).

However, a culture of obedience can also strengthen the maintenance of social order and the ability to act in unity. The coming together of the community around its common cultural heritage and values can help maintain social cohesion (Anderson, 1983). Cem ceremonies and other rituals organized in Alevi communities are important elements that strengthen this social cohesion and reinforce a sense of solidarity and unity among community members.

In light of this information, it can be said that the culture of obedience has a profound impact on the leadership structures of traditional societies and strengthens the authority and charisma of leaders. However, it should be kept in mind that this culture may lead leaders to expand their authority unlimitedly and affect democratic processes. It should be emphasized that the culture of obedience plays an important role in maintaining social cohesion and order in society, but that this culture needs to be managed in a balanced way.

6. Barrier to Change in Social Norms from Generation to Generation

Traditional societies tend to maintain social norms that are passed down from generation to generation and are generally closed to change. These norms play a critical role in maintaining the integrity and continuity of society (Malinowski, 1922) and regulate the social lives of individuals. A similar situation can be observed in Alevi communities, where social norms and values are strongly linked to traditional rituals and beliefs.

In Alevi society, cem ceremonies and other religious rituals are a central part of social norms. These rituals reinforce both the community's shared identity and sense of unity (White, 2003). Cem ceremonies play an important role in determining social relations and social roles in Alevi communities. The community's efforts to maintain these norms aim to preserve and transmit cultural heritage to future generations (Tönnies, 1887).

However, the fact that these social norms are closed to change may bring some difficulties. In particular, modernization processes and global interactions may cause traditional norms to be questioned and changed (Arı, 2021). Alevi communities may experience difficulties in adapting to external influences and internal changes while maintaining their social norms. This can make it difficult to strike a balance between the need to preserve social identity and cultural values and the need for change and innovation.

While the rigid preservation of norms in Alevi communities strengthens social cohesion and solidarity, reflecting on the flexibility and openness to change of these norms can help better adapt to the future needs and transformations of the community. This flexibility can provide the ability to both maintain the legacy of the past and be open to modern and diverse perspectives.

In conclusion, social norms in Alevi communities play an important role in preserving traditional values and cultural heritage. However, the fact that these norms are closed to change, while contributing to social cohesion and the preservation of identity, also raises the need for flexibility in the face of modernization and global influences. Striking a balance between societies' past and future, preserving traditional values and being open to innovation can be considered a critical strategy to ensure social continuity and adaptation.

7. Immutable Norms: The Unshakable Foundations of Social Cohesion

In traditional societies, certain social norms and values are generally accepted as unquestioned and unquestionable. These norms are seen as sacred and immutable in order to preserve the unity and stability of society (Douglas, 1966). This is also the case in Alevi societies, where certain religious and cultural norms play a critical role in ensuring social cohesion and solidarity.

In Alevi societies, for example, cem ceremonies, rituals and moral values play an important role in maintaining social identity and unity. These norms are passed down from generation to generation by community members and serve as a basic guide in organizing social relations (Arı, 2023). Religious rituals and social norms are considered sacred in Alevi communities to ensure the integrity and cultural continuity of the community. These norms strengthen solidarity within the community and create common values among individuals.

Social norms often function as a protection mechanism against external influences or changes (Goffman, 1959). The fact that these norms are not questioned in Alevi communities is related to the community's efforts to protect its cultural and religious values. Members of the community generally accept and follow these norms because they are believed to ensure the unity and cultural continuity of the community. However, this can be a barrier to social transformation and innovative thinking.

Questioning or criticizing traditional norms can sometimes lead to tensions between individuals or subgroups within a community (Giddens, 2013). Therefore, discussions about the flexibility or openness to change of norms in Alevi communities are important for a better understanding of social dynamics. Reflecting on the flexibility and openness to change of norms in order to adapt to future needs and changes in society can help maintain social cohesion.

As it is understood, norms in traditional societies are generally considered sacred and unchanging and are not questioned. These norms play an important role in maintaining social cohesion and stability. However, it is also important that these norms are flexible and adaptable in the face of social change and transformation. In this way, society can both preserve its heritage from the past and better adapt to future needs and dynamics.

8. Solving Social Problems: Traditions and the Power of Representatives

To understand the structure of traditional societies, an important indicator is how traditions and their representatives play a role in solving social problems (Radcliffe-Brown, 1952). In these societies, social problems are usually addressed through the traditions of the past and the people who represent these traditions. These people provide social harmony and order by offering solutions in accordance with the values of the society (Dönmezer, 1982).

In Alevi societies, traditions and their representatives play a central role in solving social problems. For example, in Alevi society, grandfathers and hearth leaders have a critical position in both religious and social life. Dedes and hearth leaders provide guidance in solving social problems while keeping traditional values and rituals alive (Arı, 2020; Rençber, 2013). These leaders ensure the preservation of social order and unity by addressing the problems of society with traditional methods.

In traditional societies, leadership authority is usually based on spiritual and religious foundations. In this context, in Alevi societies, grandfathers and hearth leaders are considered spiritual authorities and have great respect and influence within the community (Hoog et al., 2018). Leaders are responsible for protecting the values of the community and ensuring its continuity. This structure is shaped to ensure the security and stability of the community and is generally supported by community members.

In the structure of traditional societies, the role of leaders and authorities is based on preserving the social order and unity of the society by providing traditional solutions to social problems. In Alevi communities, these leadership structures and authority relations are critical to the preservation of social values and norms. Dedes and hearth leaders address social problems through traditional methods and offer a solution-oriented approach to ensure the unity and continuity of the community (Arı, 2020).

As can be seen, traditions and the leaders who represent these traditions play an important role in solving social problems in traditional societies. In Alevi societies, grandfathers and hearth leaders play a central role in solving problems with traditional methods by undertaking the task of maintaining social order and harmony. These structures offer a traditional approach to protecting social values and norms and ensuring the social order of society.

9. Modernization and Globalization: Transformation Shaking Traditional Social Structures

The processes of modernization and globalization have had profound and varied impacts on traditional social structures, manifesting themselves in social, economic, cultural and political spheres (Ritzer, 2010). These processes have transformed or reshaped the structures of traditional societies.

9.1. Economic Change and Traditional Production

Economic modernization and globalization have brought about profound changes in the production and trade practices of traditional societies. Integration into the global economic system has transformed local forms of craftsmanship and production, in some cases leading to the disappearance or major changes in these traditional occupations (Sachs, 2005). International markets and trade routes have influenced local economic dynamics, weakening traditional structures.

For example, the historically independent and locally organized production systems of Alevi communities have changed under global economic pressures. While these communities used to make a living through agricultural and artisanal production, modern trade practices and international competition have reduced the market value of local products and threatened local crafts.

In addition, traditional agricultural practices have experienced a similar transformation. Modern agricultural techniques and global food systems have affected local agricultural

practices, with local produce often being replaced by cheaper, standardized and mass-produced foodstuffs. This has jeopardized the economic independence and cultural identity of local communities, while at the same time weakening the vitality of local markets. Thus, the process of globalization has brought about fundamental changes in the economic structures of traditional societies and reshaped their historical modes of production.

9.2. Transformation of Social Structures

In terms of social structures, modernization and globalization have deeply affected interpersonal relations and family structure (Aktı, 2012). The acceleration of urbanization processes has increased migration from rural areas to cities and this has significantly changed the social fabric of traditional societies. For example, in Alevi communities, this transformation is evident; roles and gender norms within the family have been redefined or questioned under the influence of urbanization and modern lifestyles.

Traditional family structures, shaped by the norms and values inherited from previous generations, have been transformed by the new dynamics of modern life. The balance of power between family members is changing due to factors such as economic independence and educational opportunities, leading to a more egalitarian approach in the social relations of individuals.

The process of modernization has had profound effects on traditional social structures, significantly transforming the relationships between individuals and families. The adoption of modern social norms, especially by younger generations, is questioning the view of traditional roles and weakening hierarchical structures within the family. These changes are reshaping the social structure of Alevi communities as well as their cultural identity. 9.3. Cultural Change and Homogenization

Culturally, modernization and globalization have significantly affected traditional cultural practices and values. The proliferation of media and communication technologies has standardized and homogenized cultural habits and lifestyles (Hannerz, 1990). This has resulted in cultural elements such as traditional rituals, clothing styles and language use, especially in Alevi communities, being altered or threatened with extinction.

The process of modernization has led to the replacement of some traditional cultural elements with universal cultural standards. In addition to traditional clothing and ritual practices within the Alevi community, elements such as social media and global pop culture have reshaped individuals' identities and social relations. This process has become a threat to local cultural elements as well as the social bonds of the community.

In this context, the preservation and re-evaluation of traditional values is critical for strengthening social identity. Alevi communities can sustain their cultural identity by increasing their resilience against the influences of the modern world.

9.4. Political and Administrative Transformations

Politically, modernization and globalization have affected national and international policy dynamics (Rodrik, 2011). The governance structures and leadership understandings of traditional societies have been transformed or forced to adapt to international norms and standards. In Alevi societies, traditional leadership and social governance structures have also changed in the face of international and national political pressures. The influence

of international organizations has become more pronounced on local governments, and the processes of modernization and globalization have radically transformed traditional social structures and forced many local values to be questioned or redefined.

As a result, modernization and globalization processes have led to far-reaching changes in traditional social structures. While these processes have had different impacts on each society, they have generally led to a search for a balance between the traditional and the modern and have triggered efforts to preserve cultural diversity. Preserving traditional values and structures and adapting to modern dynamics requires a critical balance for the future success of societies.

10. The Alevism Axis: Modernization and Globalization Shaking the Fabric of Traditional Society

Alevi communities have been particularly affected by the processes of modernization and globalization, and these effects have manifested themselves in various social, cultural, political and religious dimensions (Aktürk, 2015; Shankland, 2003).

From a social perspective, Alevi communities have been affected by demographic changes such as urbanization and migration. Especially in Turkey, migration from rural areas to big cities has increased, changing the traditional settlement patterns and social structures of Alevi communities (Yıldırım, 2012). Alevis living in cities have had to adapt to new social dynamics and have tried to maintain traditional community ties differently.

Culturally, modernization and globalization have influenced and transformed Alevi culture and identity (Sökefeld, 2006). With the development of media and communication technologies, Alevi beliefs and traditions have reached a wider audience, but these processes have also led to the erosion of traditional rituals and cultural practices. Alevi identity has been reshaped under the influence of modern lifestyles and global culture, which has led to various debates within the community.

In religious and political contexts, Alevi communities have encountered the policies and religious norms of the modern nation-states in which they live. In the case of Turkey, issues such as secularism and the status of religious minorities have influenced the political and religious organization of Alevi communities. Alevi organizations have had to determine their positions in the face of state policies and social perceptions and have emerged with various demands for rights.

In the process, Alevi communities have been highly influenced by modernization and globalization factors and these processes have led to various transformations in their social, cultural, religious and political dynamics. These transformations have shaped Alevi communities' search for identity and forms of social organization, but they have also led to efforts to preserve traditional values and maintain the communities' internal dynamics.

Conclusion

The dynamics of traditional societies, especially in the case of Alevi communities, reveal how social norms, leadership structures and traditions form an intertwined unity. Cultures of patronage and obedience reinforce the influence of leaders over society and play an important role in ensuring social cohesion. However, these traditional structures are not immune to criticism and have the potential to restrict individual freedoms.

Modernization and globalization processes cause traditional norms to be questioned and changed. Economic transformations threaten traditional modes of production, reshape the cultural identities of Alevi communities and transform their social structures. Dynamics such as urbanization, the redefinition of family structure and the questioning of social roles reveal how traditional values clash with modern lifestyles.

Cultural homogenization leads to the erosion of traditional practices, threatening the preservation of specific cultural identities such as Alevi communities. The proliferation of media and communication technologies risks weakening local cultural elements as well as social ties. In this context, the preservation and reassessment of traditional values is critical for strengthening social identity. Alevi communities can sustain their cultural identity by increasing their resilience against the influences of the modern world.

In conclusion, Alevi communities and traditional societies in general are undergoing a significant transformation process under the influence of modernization and globalization. This process necessitates a critical search for a balance in order to strengthen social identity. The preservation of traditional values is essential for maintaining social cohesion and unity, but the flexibility and openness to change of these values will be a determining factor in the future dynamics of communities. This balance between the traditional and the modern is vital for societies to both preserve their ties to the past and approach the future with an open perspective.

Recommendations

1. Cultural Awareness and Education: Educational programs should be organized to protect and disseminate the cultural values of Alevi communities. Workshops and seminars can be organized for the younger generations to introduce them to their cultural heritage.

2. Social Dialogue and Cooperation: Dialogue and cooperation between Alevi communities and other ethnic and religious groups should be encouraged. Joint cultural events can strengthen inter-communal understanding.

3. Media and Communication Strategies: Media projects that portray Alevi culture and values in a positive light should be supported. Social media and digital platforms can be used as an effective tool to preserve cultural identity.

4. Political Representation and Rights: Strengthening the political representation of Alevi communities is important in defending their rights. At the local and national level, the development of laws and policies that recognize Alevi identity should be encouraged.

5. Re-evaluation of Traditional Practices: Reinterpreting traditional rituals and cultural practices in a way that is compatible with modern life can contribute to strengthening social bonds. In this process, the active participation of community members should be ensured.

These recommendations provide a roadmap for Alevi communities to both preserve their traditional values and adapt to the dynamics of the modern world. The most important outcome of these efforts will be for future generations to embrace their deep-rooted cultural heritage and maintain their identities with self-confidence.

Conflict of interests

The authors declare no relevant conflict of interests

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