Universalizing and Ethnic Religions
Definitions

• Universalizing religions seek to have global appeal and actively try to gain converts
  • Spread through Stimulus, Contagious, relocation, and Hierarchical diffusion
• Ethnic Religions are associated with a singular group of people, membership is gained by birth
  • Spread primarily through relocation diffusion
Comparing

Universalizing
• Global appeal
• Usually, beginnings traced to an individual
• Use of missionaries to spread
• Followers widely dispersed
• Holidays based on founder’s life

Ethnic
• Tied to singular group of people in one place
• Usually unknown source
• Content linked to landscape in place of origin
• Follower clustered
• Holidays based on local climate and history of people
Universalizing and Ethnic Religions

Universalizing
• Buddhism *
• Christianity (Protestantism, Catholicism, Orthodox)
• Islam (Shi’ite & Sunni)
• Sikhism

Ethnic
• Confucianism
• Daoism
• Hinduism
• Judaism
• Shintoism