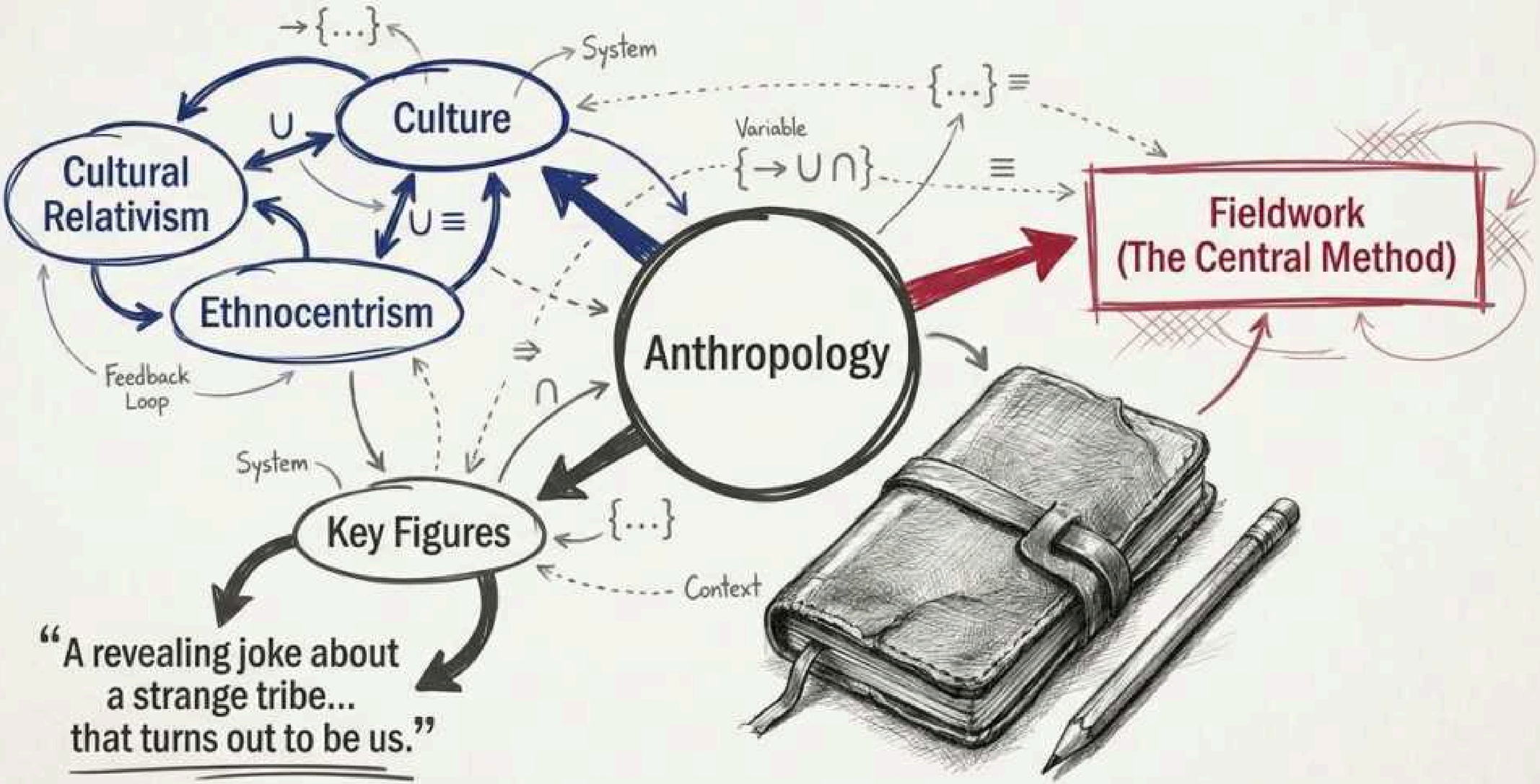
Mapping the Discipline of Anthropology

¶ 1.1

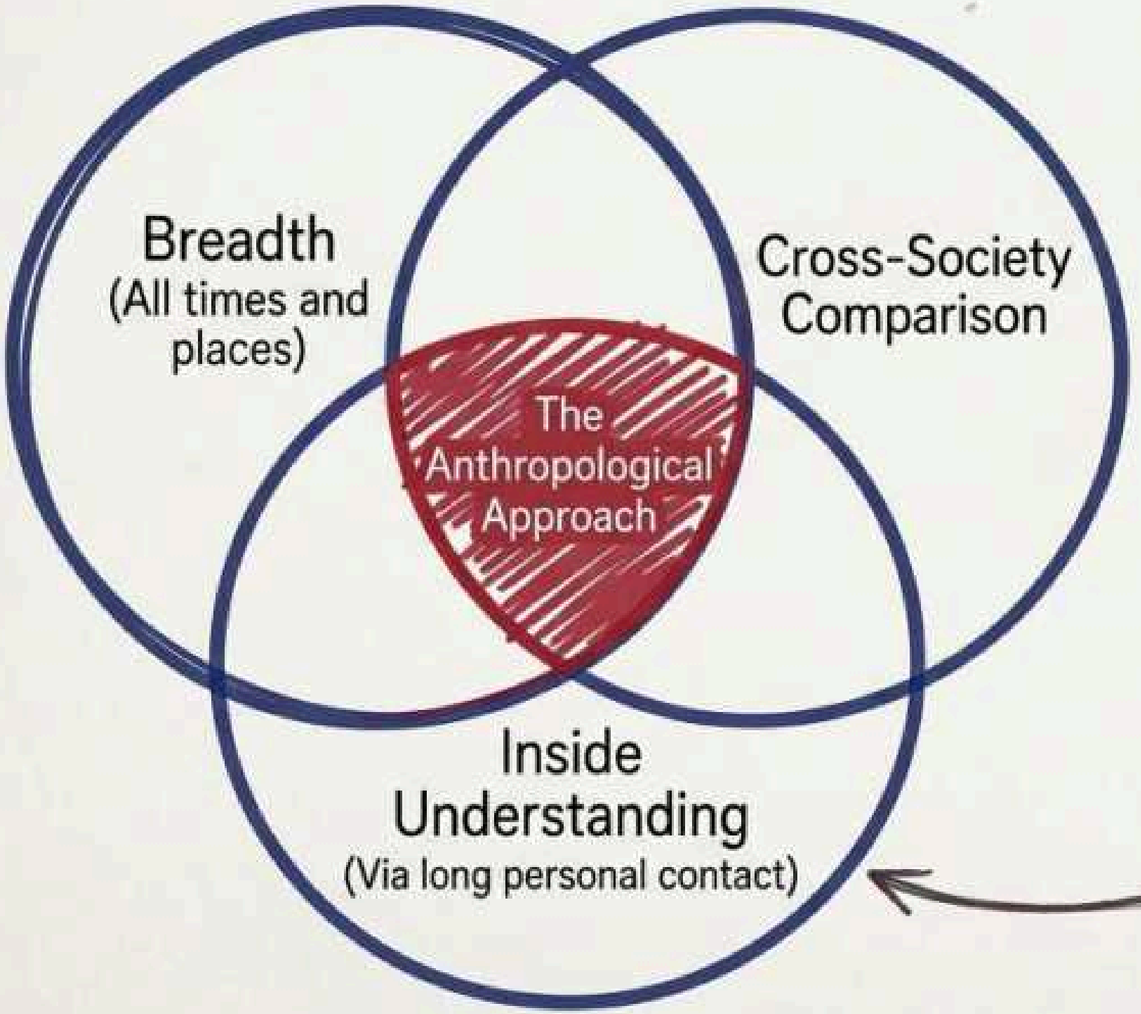


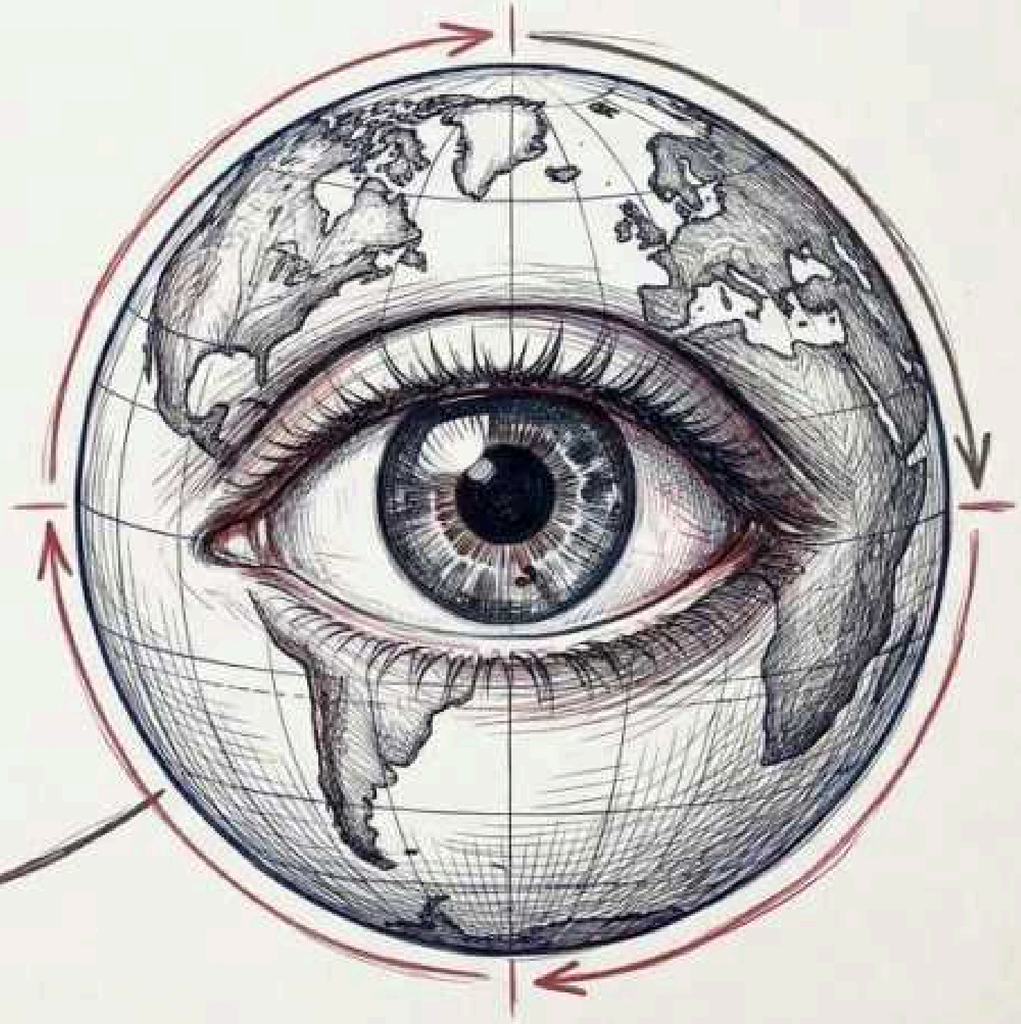
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The Etymology and Unmatched Scope of Anthropology

¶ 1.2

Anthropos (Human) + Logos (Study) = Anthropology

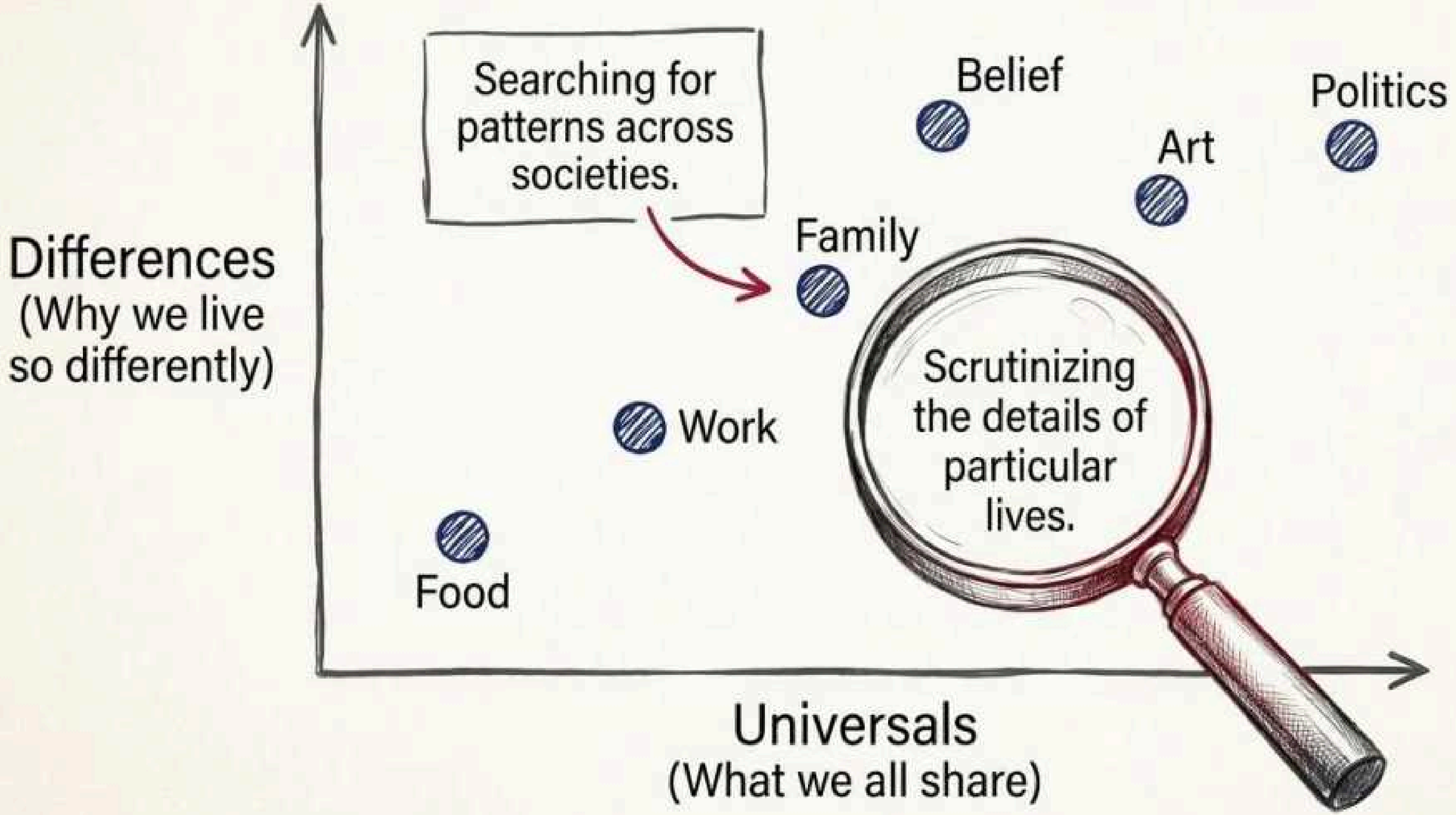




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The Core Inquiry of Human Existence

¶ 1.3



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Defining the Complex Whole (Edward Tylor, 1871)

¶ 1.4

$$C = \{K, B, A, M, L, Cs, H\}$$

- **K** = Knowledge
- **B** = Belief
- **A** = Art
- **M** = Morals
- **L** = Law
- ✓ **Cs** = Custom
- **H** = Any other capabilities/habits acquired as a member of society.

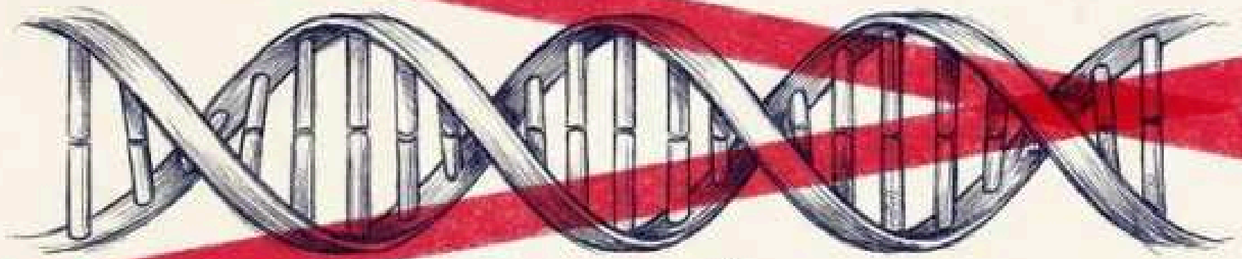
In plain terms:
The shared, learned way of life of a group.

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The Mechanics of Enculturation

¶ 1.5

Pathway A



→ Instinct / Genes

Pathway B

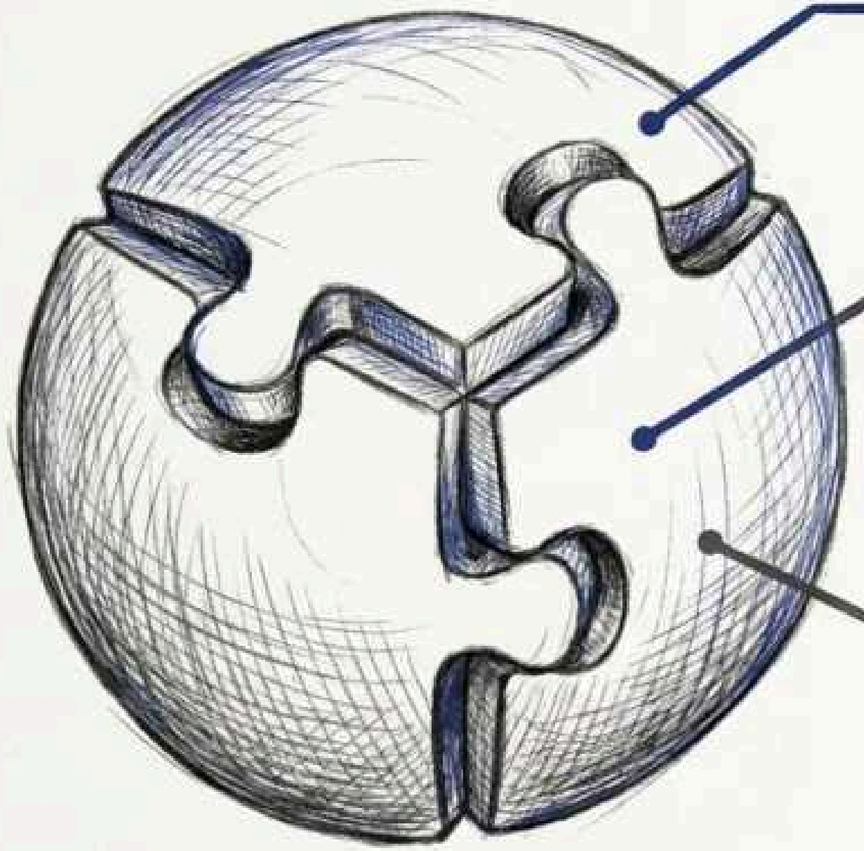
{Language + Example + Correction} —Time→ Enculturation

- How to greet people
- Which foods are disgusting
- How close to stand in conversation

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The Structural Properties of Culture

¶ 1.6



Shared: Common understandings held by a group.

Symbolic

$$\sum \left(\begin{matrix} \text{Words, Gestures,} \\ \text{Flags, Colours)} \end{matrix} \right) = \text{Agreed Meaning}$$

Integrated: Parts influence one another and tend to fit together.

↳ Economy ↔ Family ↔ Religion

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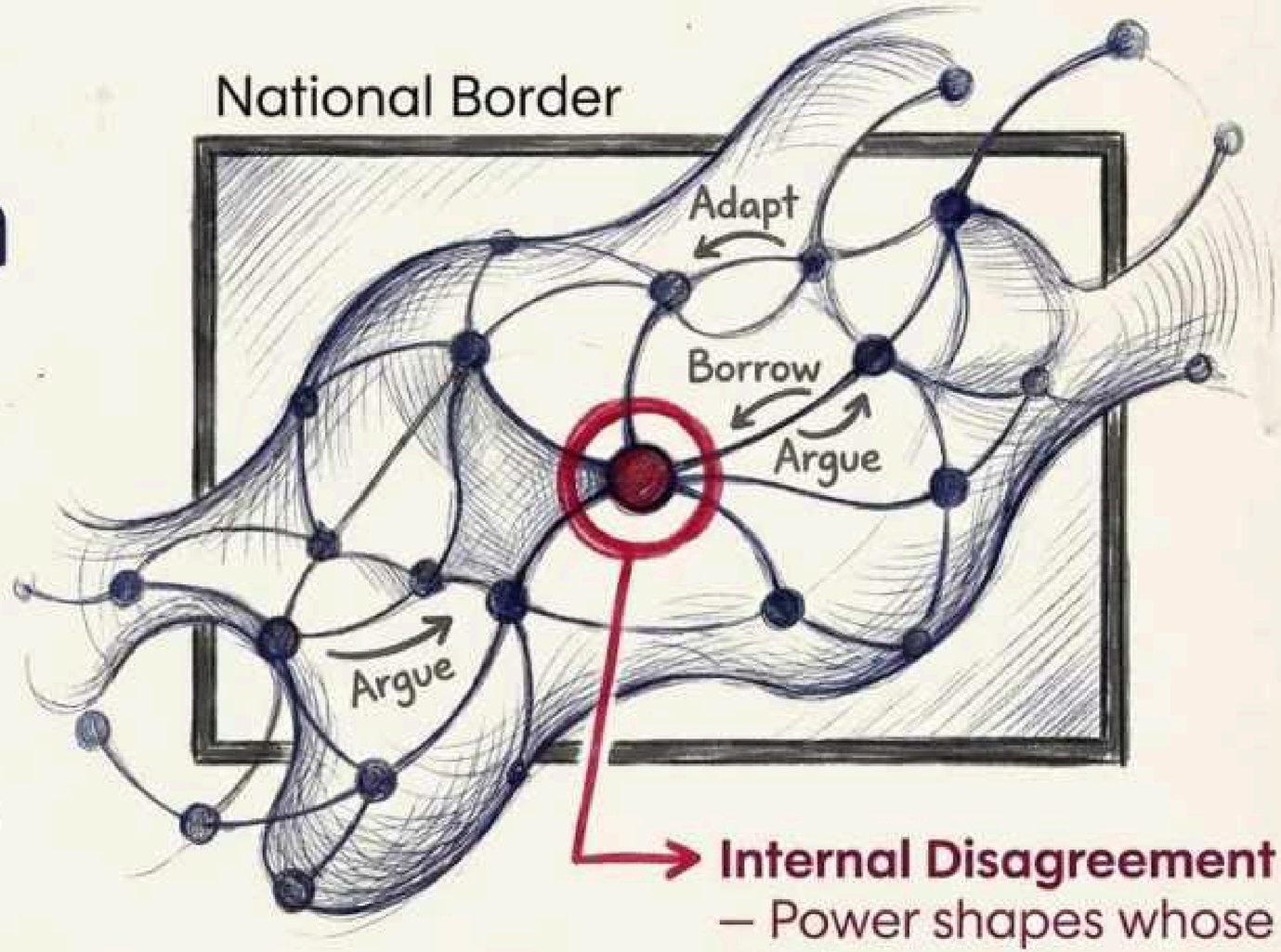
Culture is Dynamic and Unbounded

¶ 1.7

Culture ≠ Nation

Culture ≠ Race

A nation holds many cultures; a culture stretches across borders.

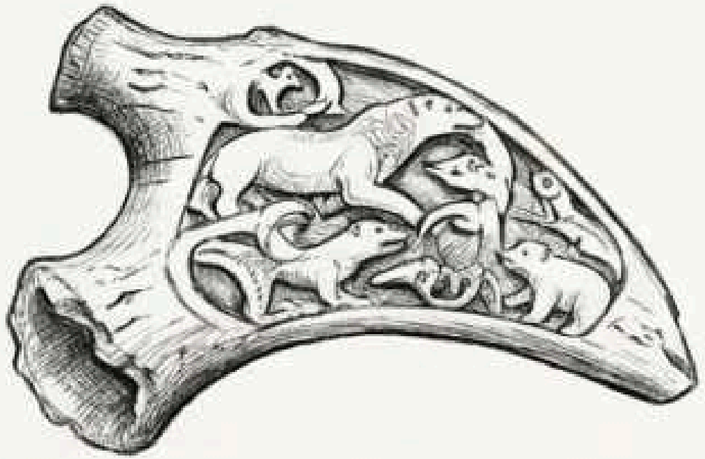


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The Boasian Shift in the Modern Discipline

Franz Boas — Columbia University





Society **requires** → Historical Setting Context



Argued firmly against ranking peoples as higher or lower.

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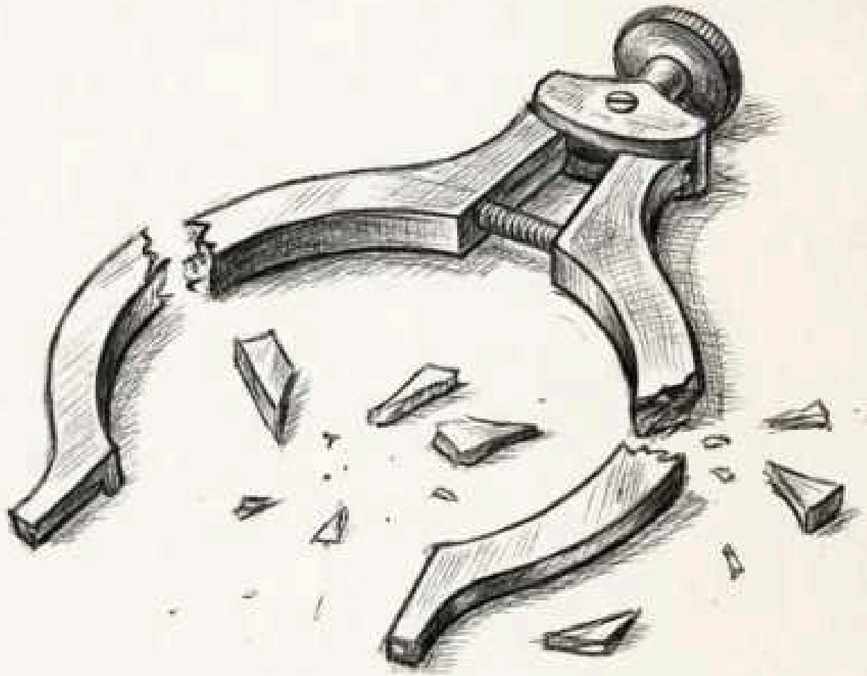
Dismantling the Hypothesis of Racial Science

¶ 1.9

H0: Human Differences = Biological Destiny

Status: REJECTED

Evidence: Head shapes of immigrant children changed in the United States.



H1: Human Differences = f(History, Learning)

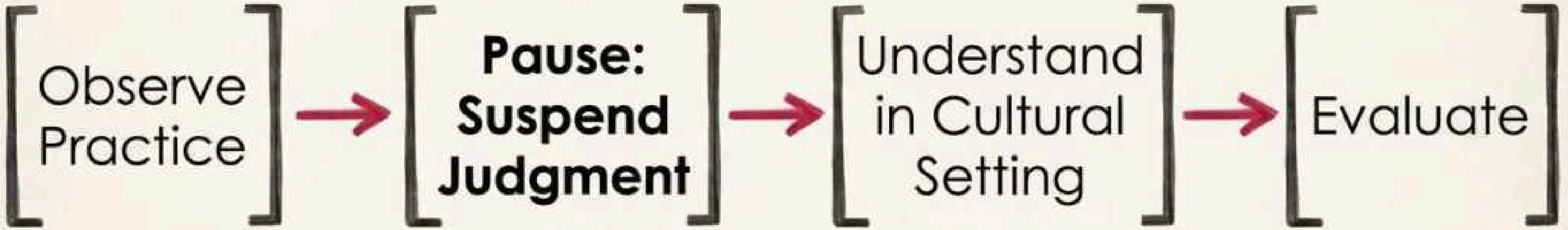
Status: ACCEPTED

Trained a generation (Margaret Mead, Ruth Benedict) who carried this message to the public.

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Cultural Relativism as Epistemological Method

¶ 1.10



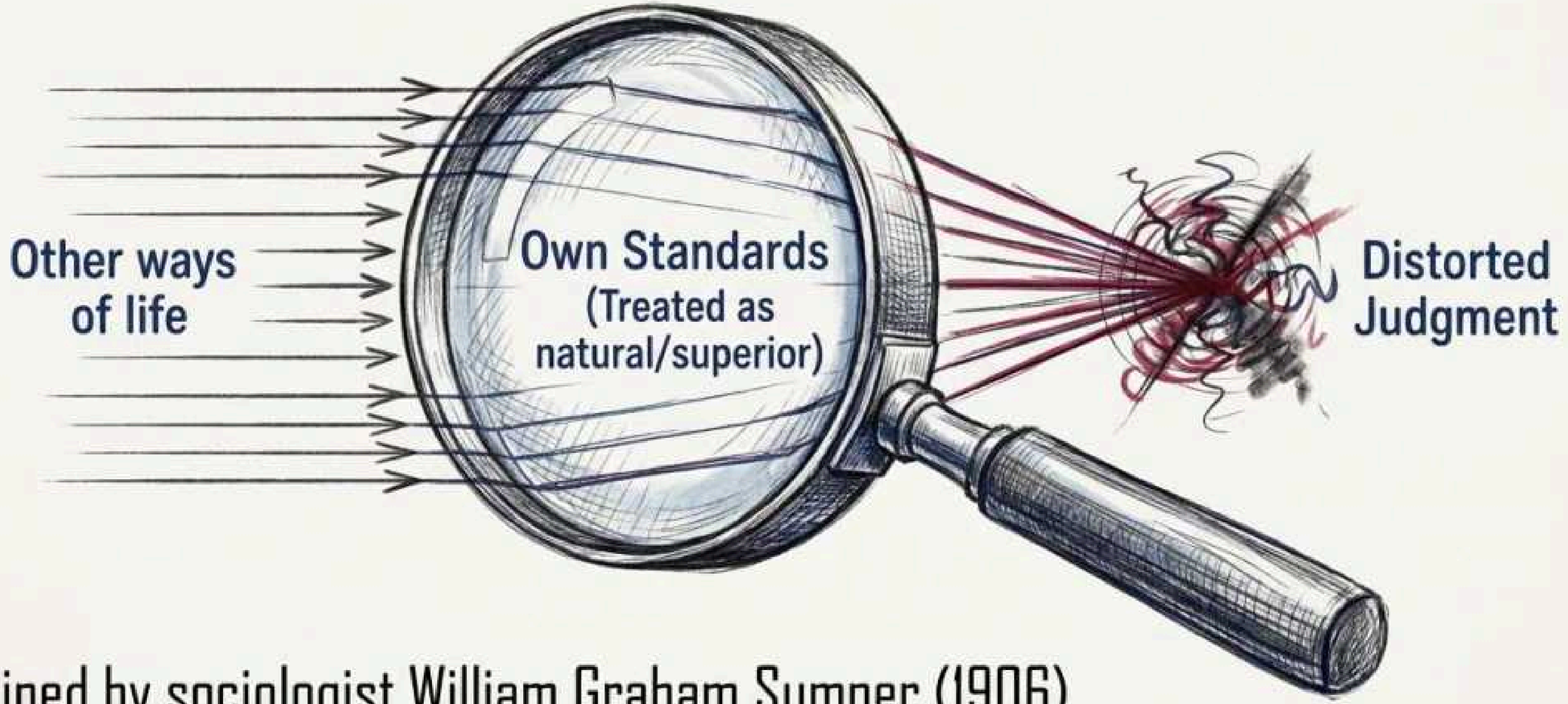
Relativism = Method ≠ Moral Position

Suspending judgment to understand DOES NOT mean anything is acceptable.

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The Cognitive Trap of Ethnocentrism

¶ 1.11



- Coined by sociologist William Graham Sumner (1906).
- Everyone is a little ethnocentric; anthropology functions as training to notice it.

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Making the Familiar Strange (Horace Miner, 1956)

¶ 1.12

NACIREMA

AMERICAN

- A strange people with bizarre rituals around the body.
- Keep charms in shrines and visit holy mouth men.

The Reveal: A satirical description of ordinary dental and bathroom habits showing that any culture looks bizarre from the outside.

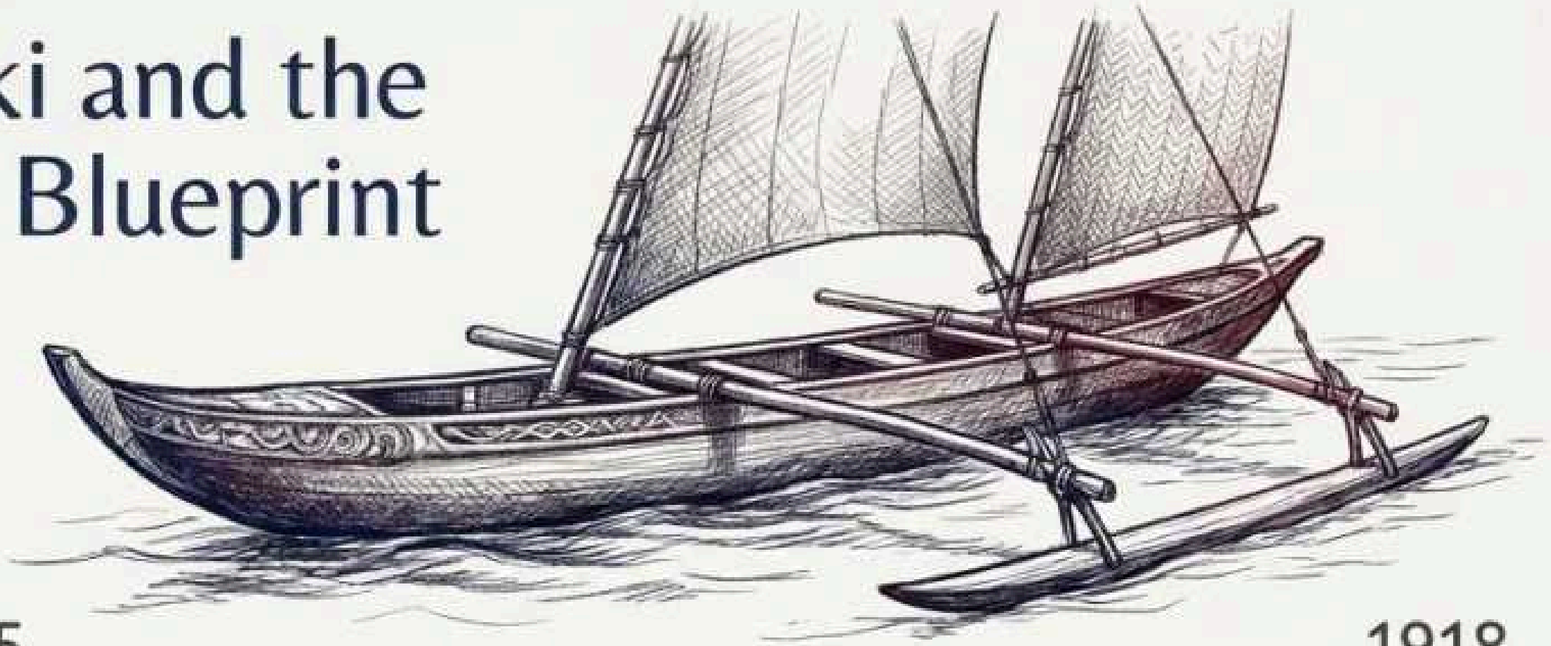


Holy Mouth Charm

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Malinowski and the Fieldwork Blueprint

¶ 1.13



1915 — 1918

Figure: Bronisław Malinowski (Polish-born anthropologist).

Location: Trobriand Islands (off the coast of New Guinea).

Action: Learned the language, lived in a village, recorded daily life.

Output: Published *Argonauts of the Western Pacific* (1922) — set the discipline's permanent operational model.

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The Signature Method: Participant Observation

¶ 1.14

Participation
(Joining meals, work, festivals)

+

Observation
(Watching & writing detailed field notes)

=

The Native's Point of View



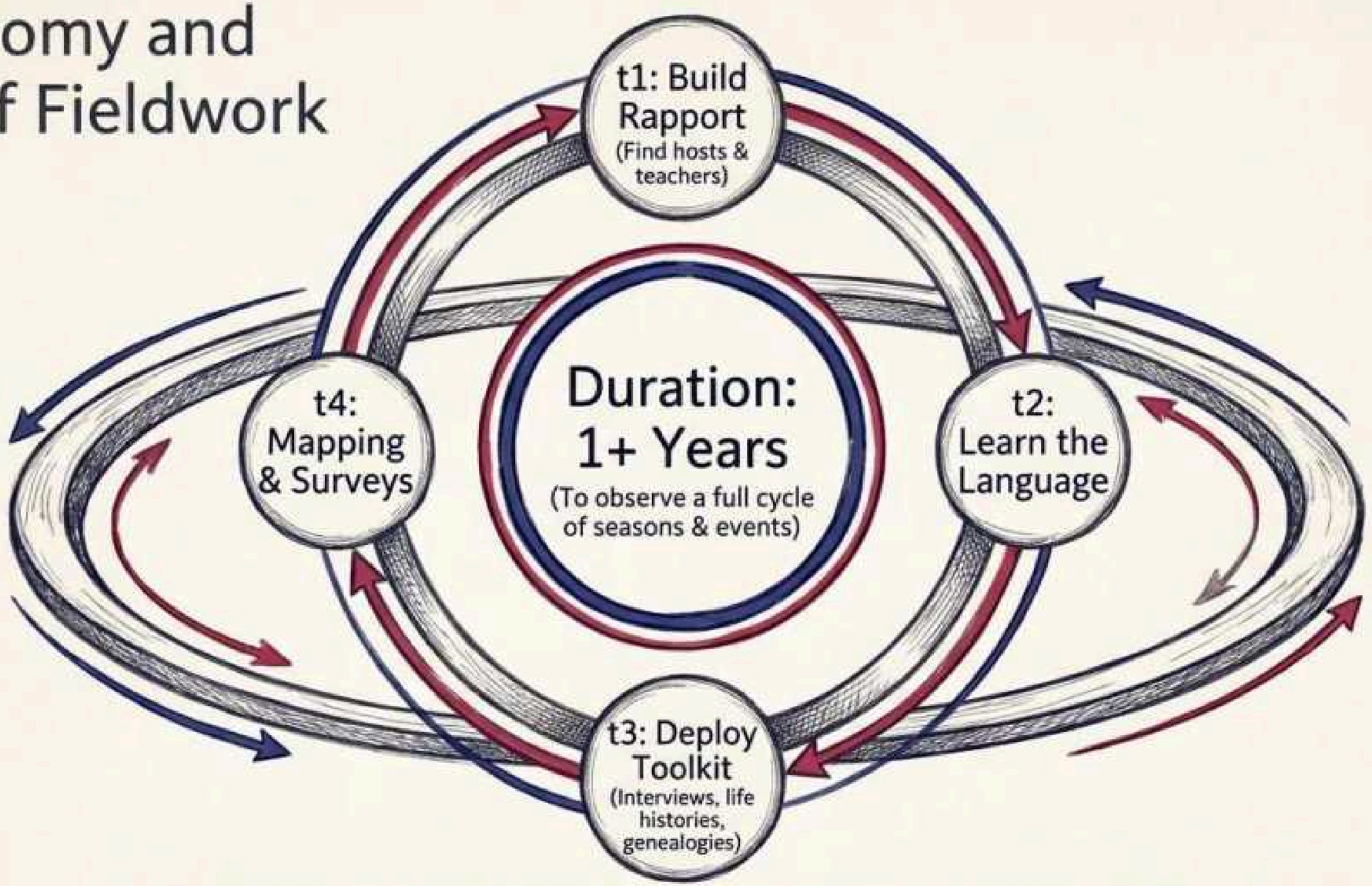


Goal: To see the world exactly as the people there see it.

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The Anatomy and Toolkit of Fieldwork

¶ 1.15



Factor X = Patience
(Trust takes time and mistakes are common.)

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Dual Lenses of Description: Emic vs. Etic

¶ 1.16

EMIC Column	ETIC Column
• Insider Account • Uses the categories and meanings of the people themselves.	• Outsider Account – Uses categories of the analyst (e.g., economic or ecological terms).

Emic ∩ Etic = Good Ethnography

(The written account of a culture usually offers both and shows how they relate).

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Interpretation and Thick Description (Clifford Geertz)

¶ 1.17



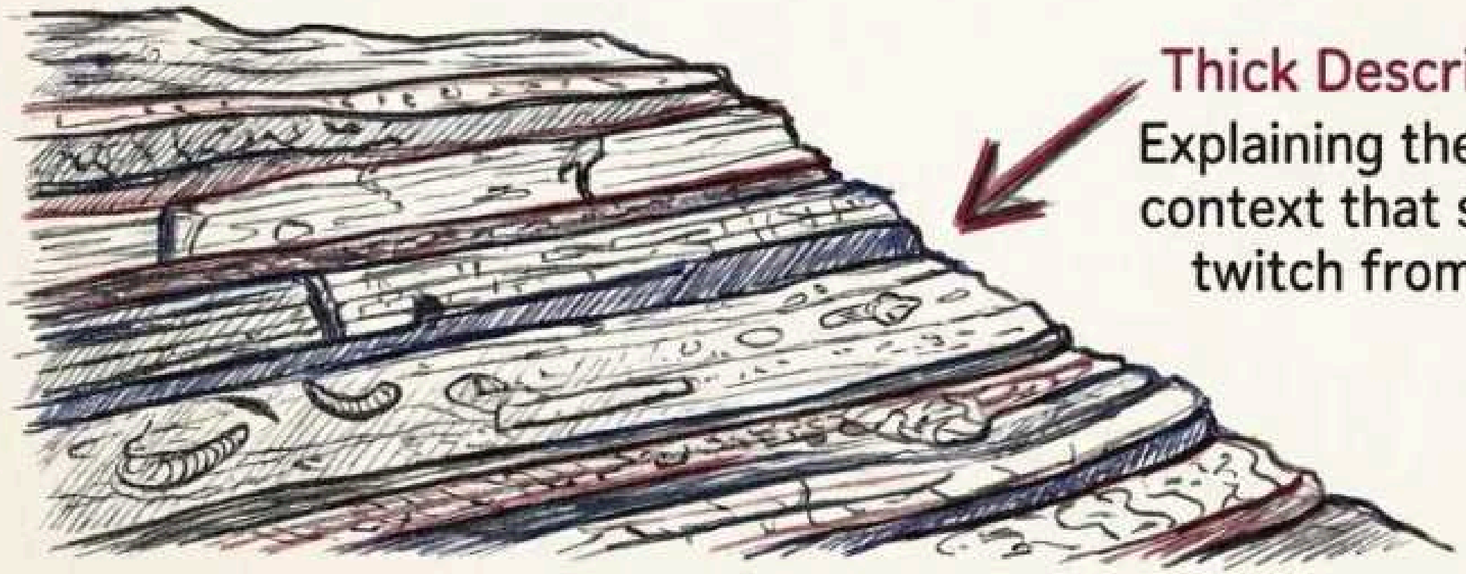
Eye 1

Muscle Movement = **Twitch**
(Raw physical action)



Eye 2

Muscle Movement + Intent = **Wink**
(A cultural message)



Thick Description:
Explaining the layers of context that separate a twitch from a wink.

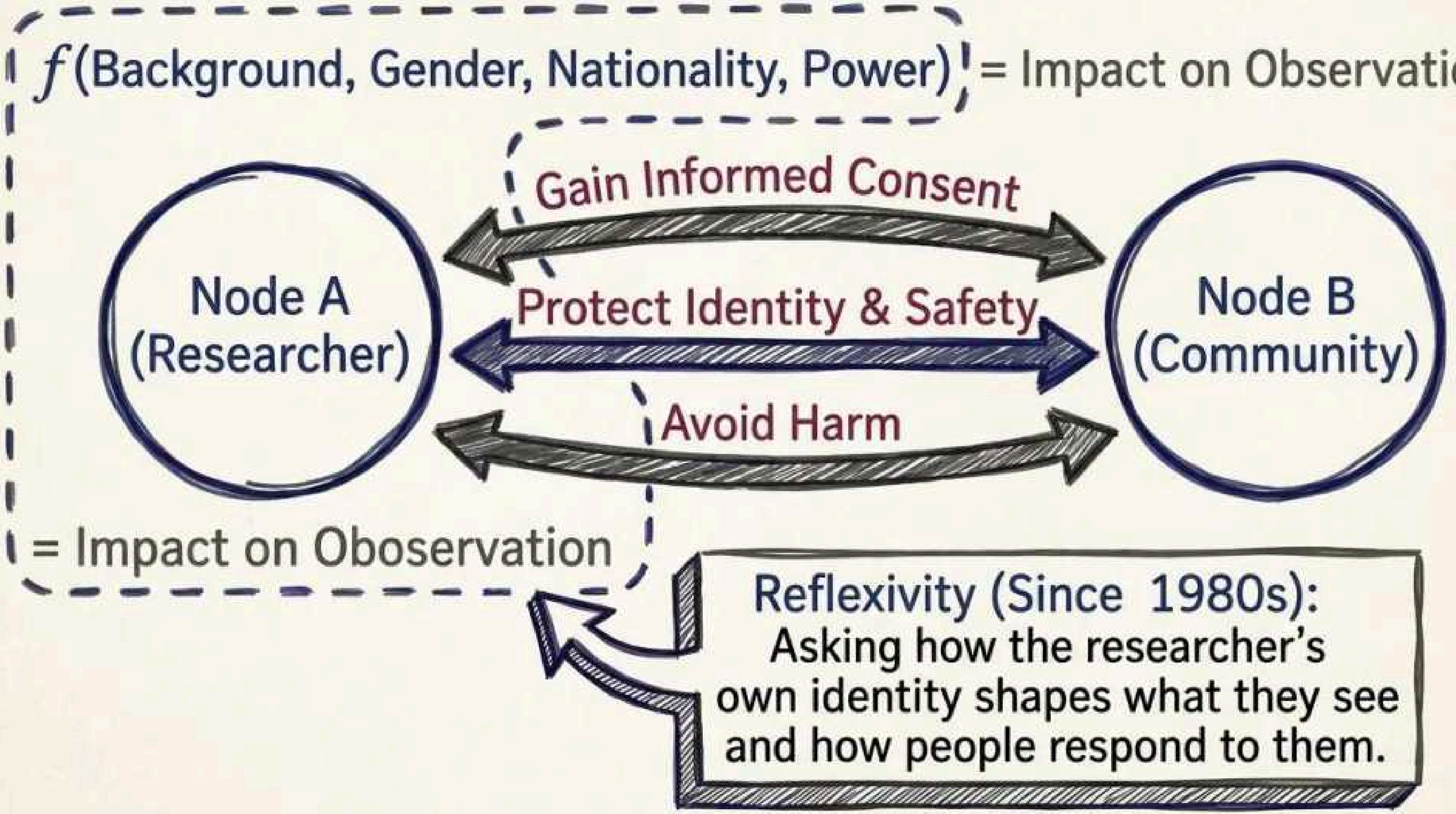
Culture is a web of meanings.

The anthropologist's job is interpretation.

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Ethical Duties and Reflexivity

¶ 1.18



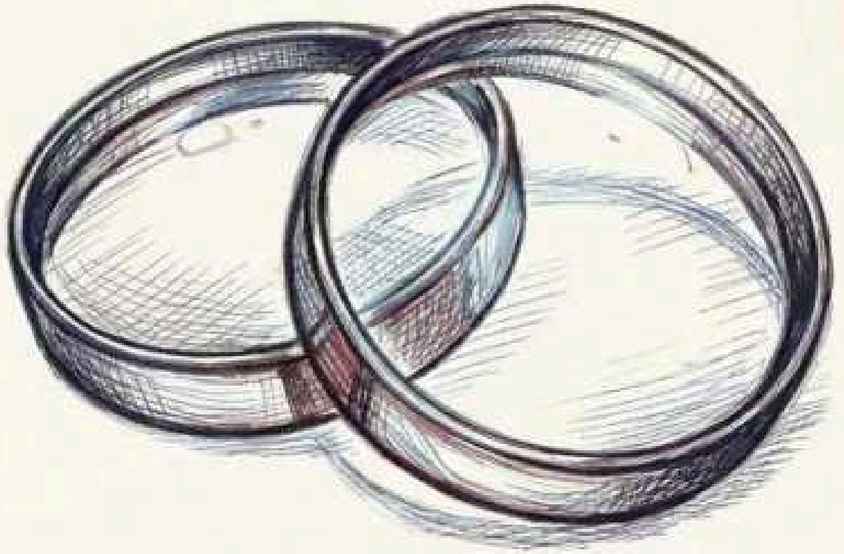
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Holism, Comparison, and The Anthropological Mantra

¶ 1.19



Holism: Seeing a society's parts in relation to one another.



Comparison: Identifying what is common and what varies across societies.

Make the strange familiar ↔ Make the familiar strange.

Next Lecture: Language
(The thing that makes culture possible)

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