

Brief Contents

<i>Chapter 1</i>	Exploring Cultural Diversity	1
<i>Chapter 2</i>	Culture	20
<i>Chapter 3</i>	Ethnicity and Race	37
<i>Chapter 4</i>	Language and Communication	65
<i>Chapter 5</i>	Making a Living	85
<i>Chapter 6</i>	Families, Kinship, and Marriage	109
<i>Chapter 7</i>	Political Systems	134
<i>Chapter 8</i>	Gender	159
<i>Chapter 9</i>	Religion	182
<i>Chapter 10</i>	The Modern World System	202
<i>Chapter 11</i>	Colonialism and Development	219
<i>Chapter 12</i>	Cultural Exchange and Survival	236
<i>Chapter 13</i>	Applied Anthropology	252

GLOSSARY 268

BIBLIOGRAPHY 283

ACKNOWLEDGMENTS 305

INDEX 307

Contents

PREFACE *xiii*

ABOUT THE AUTHOR *xxii*

LIST OF BOXES *xxiv*

Chapter 1 Exploring Cultural Diversity 1

<i>Human Diversity</i>	2
<i>Anthropology</i>	3
<i>Research Methods</i>	5
<i>Ethnography: Anthropology's Distinctive Strategy</i>	6
<i>Ethnographic Techniques</i>	6
Observation and Participant Observation	7
Conversation, Interviewing, and Interview Schedules	8
The Genealogical Method	10
Key Cultural Consultants	10
Life Histories	10
Local, and the Ethnographer's, Beliefs and Perceptions	11
Problem-Oriented Ethnography	12
Longitudinal Research	13
Team Research	13
<i>Survey Research and Complex Societies</i>	15
<i>Summary</i>	16

BOX
 The Evolution of Ethnography 18

Chapter 2 Culture 20

<i>What Is Culture?</i>	20
Culture Is Learned	20
Culture Is Shared	22

Culture Is Symbolic	22	
Culture and Nature	23	
Culture Is All-Encompassing	24	
Culture Is Integrated	24	
People Use Culture Actively	26	
Culture Can Be Adaptive and Maladaptive	26	
Levels of Culture	27	
Ethnocentrism, Cultural Relativism, and Human Rights	28	
<i>Universality, Particularity, and Generality</i>	30	
<i>Mechanisms of Cultural Change</i>	31	
<i>Globalization</i>	32	
<i>Summary</i>	33	
BOX		
<i>Touching, Affection, Love, and Sex</i>	34	
Chapter 3	Ethnicity and Race	37
<i>Ethnic Groups and Ethnicity</i>	37	
Status Shifting	38	
<i>Race</i>	41	
<i>Social Race</i>	41	
Hypodescent: Race in the United States	42	
Not Us: Race in Japan	44	
Phenotype and Fluidity: Race in Brazil	47	
<i>Stratification and "Intelligence"</i>	48	
<i>Ethnic Groups, Nations, and Nationalities</i>	51	
Nationalities and Imagined Communities	51	
<i>Ethnic Tolerance and Accommodation</i>	52	
Assimilation	52	
The Plural Society	53	
Multiculturalism and Ethnic Identity	53	
<i>Roots of Ethnic Conflict</i>	56	
Prejudice and Discrimination	56	
Chips in the Mosaic	57	
Aftermaths of Oppression	58	
<i>Summary</i>	59	
BOX		
<i>Ethnic Nationalism Runs Wild</i>	61	
Chapter 4	Language and Communication	65
<i>Language</i>	66	
<i>Nonverbal Communication</i>	66	
<i>The Structure of Language</i>	68	
Speech Sounds	68	
<i>Language, Thought, and Culture</i>	70	

The Sapir-Whorf Hypothesis	71	
Focal Vocabulary	72	
<i>Sociolinguistics</i>	74	
Linguistic Diversity within Nations	74	
Gender Speech Contrasts	76	
Stratification and Symbolic Domination	77	
Black English Vernacular (BEV) a.k.a. "Ebonics"	79	
<i>Historical Linguistics</i>	81	
<i>Summary</i>	83	
BOX		
<i>Using Modern Technology to Preserve Linguistic and Cultural Diversity</i>	83	
Chapter 5 Making a Living		85
<i>Adaptive Strategies</i>	85	
<i>Foraging</i>	86	
Correlates of Foraging	87	
<i>Cultivation</i>	89	
Horticulture	89	
Agriculture	91	
Agricultural Intensification: People and the Environment	93	
<i>Pastoralism</i>	94	
<i>Economic Systems</i>	95	
Production in Nonindustrial Societies	96	
Means of Production	97	
Alienation in Industrial Economies	98	
<i>Economizing and Maximization</i>	98	
Alternative Ends	99	
<i>Distribution, Exchange</i>	100	
The Market Principle	100	
Redistribution	101	
Reciprocity	101	
Coexistence of Exchange Principles	103	
<i>Potlatching</i>	103	
<i>Summary</i>	106	
BOX		
<i>Scarcity and the Betsileo</i>	107	
Chapter 6 Families, Kinship, and Marriage		109
<i>Families</i>	110	
Nuclear and Extended Families	110	
Industrialism and Family Organization	112	
Changes in North American Kinship	112	
The Family among Foragers	115	

<i>Descent</i>	116	
Descent Groups	116	
Lineages, Clans, and Residence Rules		118
<i>Marriage</i>	118	
Same-Sex Marriage	119	
Exogamy and the Incest Taboo		122
Endogamy	122	
<i>Marriage across Cultures</i>	124	
Bridewealth and Dowry		124
Durable Alliances	126	
<i>Divorce</i>	127	
<i>Plural Marriages</i>	128	
Polygyny	128	
Polyandry	129	
<i>Summary</i>	130	
BOX		
<i>Love and Marriage</i>	132	
<i>Chapter 7 Political Systems</i>		134
<i>Types and Trends</i>	136	
<i>Foraging Bands</i>	136	
<i>Tribal Societies</i>	138	
The Village Head	138	
The “Big Man”	140	
Pantribal Sodalities and Age Grades		142
Nomadic Politics	145	
<i>Chiefdoms</i>	146	
Political and Economic Systems in Chiefdoms		147
Social Status in Chiefdoms	148	
Status Systems in Chiefdoms and States		149
<i>States</i>	151	
Population Control	152	
Judiciary	153	
Enforcement	153	
Fiscal Systems	154	
<i>Summary</i>	155	
BOX		
<i>The Great Forager Debate</i>	156	
<i>Chapter 8 Gender</i>		159
<i>Gender among Foragers</i>	161	
<i>Gender among Horticulturalists</i>	163	
Reduced Gender Stratification—Matrilineal, Matrilocal Societies		164
Reduced Gender Stratification—Matrifocal Societies	165	

Increased Gender Stratification—Patrilineal-Patrilocal Societies	166	
Homosexual Behavior among the Etoro	166	
<i>Sexualities and Gender</i>	168	
<i>Gender among Agriculturalists</i>	170	
<i>Patriarchy and Violence</i>	172	
<i>Gender and Industrialism</i>	173	
The Feminization of Poverty	176	
<i>What Determines Gender Variation?</i>	178	
<i>Summary</i>	178	
BOX		
<i>Hidden Women, Public Men—Public Women, Hidden Men</i>	179	
Chapter 9 Religion		182
<i>Expressions of Religion</i>	183	
Animism	183	
Mana and Taboo	183	
Magic and Religion	185	
Uncertainty, Anxiety, Solace	185	
Rituals	186	
Rites of Passage	186	
Totemism	189	
<i>Social Control</i>	190	
<i>Kinds of Religion</i>	193	
<i>Religion and Change</i>	194	
Revitalization Movements	195	
Cargo Cults	195	
A New Age	197	
<i>Secular Rituals</i>	198	
<i>Summary</i>	199	
BOX		
<i>Sacred Cattle in India</i>	201	
Chapter 10 The Modern World System		202
<i>The Emergence of the World System</i>	203	
<i>Industrialization</i>	205	
Causes of the Industrial Revolution	206	
<i>Stratification</i>	207	
Industrial Stratification	207	
Malaysian Factory Women	209	
Open and Closed Class Systems	210	
<i>The World System Today</i>	212	
Industrial Degradation	213	
<i>Summary</i>	216	

BOX		
	<i>Troubles in Swooshland</i>	217
Chapter 11	Colonialism and Development	219
	<i>Colonialism</i>	219
	British Colonialism	220
	French Colonialism	222
	Colonialism and Identity	223
	<i>Development</i>	223
	The Greening of Java	225
	Equity	227
	<i>Strategies for Innovation</i>	228
	Overinnovation	228
	Underdifferentiation	230
	Third World Models	230
	<i>Summary</i>	232
BOX		
	<i>Culturally Appropriate Marketing</i>	234
Chapter 12	Cultural Exchange and Survival	236
	<i>Contact and Domination</i>	236
	Development and Environmentalism	237
	Religious Change	238
	<i>Resistance and Survival</i>	239
	Weapons of the Weak	239
	Cultural Imperialism	240
	<i>Making and Remaking Culture</i>	242
	Popular Culture	243
	Indigenizing Popular Culture	243
	A World System of Images	243
	A Transnational Culture of Consumption	245
	<i>People in Motion</i>	246
	<i>Summary</i>	248
BOX		
	<i>Voices of the Rainforest</i>	249
Chapter 13	Applied Anthropology	252
	<i>Theory and Practice</i>	253
	Applied Anthropology and the Subdisciplines	254
	<i>Anthropology and Education</i>	254
	<i>Urban Anthropology</i>	256
	Urban versus Rural	256
	<i>Medical Anthropology</i>	258

Anthropology and Business 262
Careers in Anthropology 263
The Continuance of Diversity 264
Summary 265

BOX

Hot Asset in Corporate: Anthropology Degrees 266

GLOSSARY 268

BIBLIOGRAPHY 283

ACKNOWLEDGMENTS 305

INDEX 307