

Preface xxi Notes to Students xxviii

PART ONE BASIC CONCEPTS AND METHODS IN ANTHROPOLOGY 1

1 Anthropology: What Are Its Subfields and Perspectives? 2 What Anthropologists Study 4 The Subfields of Anthropology 4 Cultural Anthropology 5 Archaeology 6 Linguistics 10 Biological Anthropology 11 How Anthropology is Unique 12 Anthropology Is Holistic 12 Anthropologists Do Fieldwork - 13 • Anthropology Around Us Forensic Anthropology in the News 14 Anthropologists Focus on the Comparative Method 16 Anthropologists Use the Perspective of Cultural Relativism 17 Should There Be Any Universal Values? 18 The Scientific Approach in Anthropology 19 Postmodernism in Anthropology 21 Summary 22 Study Questions 22 Suggested Readings 23

2 Culture: What Makes Us Strangers When We Are Away from Home? 24

Defining Culture 26 Components of Culture 28 Cultural Processes 30

Blueprints 32 Additional Features of Culture 32 Ideal Culture and Real Culture 36 Anthropology Around Us Cute Protein 37 Subcultures and Ethnic Groups 37 Subcultures 37 Ethnic Groups 38 Race 38 Human Biological Variation: Clines and Plasticity 39 Race as a Social Construct 43 Culture in the Subfields of Anthropology 43 Challenges to the Culture Concept 45 Summary 46 Study Questions 46 Suggested Readings 46 Fieldwork: How Are Data Gathered? 48 Preparing for the Field 50 Ethics 50 Theoretical Models 51 Approaches to Ethnography - 51 Research Proposals, Funding, and Budgets 52 • Anthropology Around Us Ethnography in the Workplace 53 Entering the Native Community and Adapting 53 Adapting Physically and Psychologically 54 Establishing Rapport 60 Gathering Data 61 Role of the Fieldworker 62 Sampling Methods 64 Problems with Sampling 64 Use of Informants 64 Interview Methods 66 Genealogical Method 67 Life Histories 67 Photography 67 Analyzing Data and Preparing a Report 68 Summary 69 Study Questions 70 Suggested Readings 70

3

4 Language: Is This What Makes Us Human? 72

The Study of Language 74 Descriptive Linguistics 74 Historical Linguistics 77 Language and Culture 77 The Complexity of Languages 83

Human Versus Nonhuman Systems of Communication 83 • Anthropology Around Us Language and Gender 84

Silent Language as Part of Symbolic Communication 86 *Kinesics* 87

Proxemics 88 Cultural Time 89 Ritualized Phrases 90 Silence 90 Material Culture 90 Summary 92 Study Questions 92 Suggested Readings 92

PART TWO CROSS-CULTURAL ADAPTIVE PATTERNS 95

5	Subsistence Strategies and Resource Allocation I: What Challenges Face Foragers?
	What Challenges Face Foragers? 96
	An Evolutionary-Ecological Paradigm 98
	The Evolutionary Model 98
	The Ecological Model 101
	The Evolutionary-Ecological Model 102
	Economics and the Model 102
	Technology as an Element in Production Strategies 103 • Anthropology Around Us Edible Insects 105
	Foraging as a Subsistence Strategy 106
	The Foraging Spectrum 107
	Features Associated with Foraging Lifeways 108
	Foraging Societies Today 116
	Summary 118

Study Questions 118 Suggested Readings 118

6 Subsistence Strategies and Resource Allocation II: How Did Food Production Transform Culture? 120 The Evolutionary-Ecological Model Continued 122 Horticulture as a Subsistence Strategy 122 Features Associated with Horticultural Lifeways 123 Pastoralism as a Subsistence Strategy 128 Features Associated with Pastoral Lifeways 130 Horticulturalists and Pastoralists Today 132 Agriculture as a Subsistence Strategy 134 Features Associated with Intensive Agricultural Lifeways 135 • Anthropology Around Us Vote with Your Fork? 140 Agriculture and Globalization 141 Summary 142 Study Questions 143 Suggested Readings 143

7 Marriage, Family, and Residence: What Are the Possibilities? 144

Diagramming Kinship 146
Marriage Rules 147

Exogamy and Endogamy 147
The Levirate and the Sororate 149
Anthropology Around Us Outdated Traditions? 150

Marriage Forms and Functions 151

Monogamy 152
Polygamy 152
Same-Sex Marriage 156

Mate Choice and Marriage Finance 158

Mate Choice 158
Marriage Finance 159

Family 160

Traditional Family Forms 160

Family Forms in Industrialized Societies 163

Residence Patterns 164 Summary 168 Study Questions 169 Suggested Readings 169

8 Kinship and Descent: Are These the Ties That Bind? 170 Functions of Kinship Systems 172 Ideal Versus Real Patterns of Kinship 173 Descent Groups 174 Unilineal Descent Groups 174 Nonunilineal Descent Groups 178 Other Descent Groups 180 Associations Based on Descent 180 Voluntary Association Groups 182 Parallel-Cousins and Cross-Cousins Revisited 183 Terminological Systems 185 The Inuit Terminology System 185 The Iroquois Terminology System 186 • Anthropology Around Us North American Kin Term Variations 187 The Hawaiian Terminology System 189 Other Systems 189 Summary 190 Study Questions 190 Suggested Readings 190 9 Gender and Sexuality: Nature or Nurture? 192

Margaret Mead and Early Gender Studies 194 Sex and Gender 196 Cultures with More Than Two Genders 199 Factors Affecting Gender Roles 202 *Kinship 203 Economic Resources 203 Ideology 206* Perspectives on Human Sexual Behavior 207 Sexual Attraction and Behavior 209 Sexual Prohibitions 210 Sexual Orientation 211
Anthropology Around Us Does Gender Affect Attitudes About Circumcision? 213
Summary 214
Study Questions 214
Suggested Readings 215

10 Political Order, Disorder, and Social Control: Who Decides? 216

Politics 218 Power and Authority 219 Forms of Political Organization and Leadership 219 • Anthropology Around Us Who Has the Power? 220 Band Societies 221 Tribal Societies 223 Chiefdom Societies 226 State Societies 227 Rank and Stratification 228 Disorder and Social Control 231 Informal Means of Social Control 232 Formal Means of Social Control 233 External Relations: Conflict, War, and Peace 235 Summary 236 Study Questions 237 Suggested Readings 237

11 Belief Systems: How Do We Explain the Unexplainable? 238

Definitions of the Supernatural 240
Why People Develop Belief Systems 241

Cobesion and Support 241
Education and Discipline 242
Revitalization and Euphoria 243
Ecology 245
Explanation 245

Types of Beliefs 247

Supernatural Beings 247
Supernatural Forces 250
Supernatural Practices and Practitioners 253

Ritual 257
Anthropology Around Us Thanksgiving as a Rite of Intensification 259
Revitalization Movements 260
Summary 262
Study Questions 263
Suggested Readings 263

12 Expressions: Is This Art? 264

Forms of Human Expression 266 Expressive Beginnings: Art in the Upper Paleolithic Period 267 Why Do Artists Create Art? 271 Art for Art's Sake 271 Imitative Magic 272 Art as a Backdrop for Ceremonies 272 Art as Symbol 273 Decorative Arts 273

Carving 274 Carving 274 Textiles 276 Body Art 278 • Anthropology Around Us Storytelling Festivals 280

Musical Arts 280 *Expressive Beginnings 280 Ethnomusicology 281* Summary 282 Study Questions 282 Suggested Readings 283

PART THREE

APPLYING THE ANTHROPOLOGICAL PERSPECTIVE 285

13 Culture Change and Globalization: What Have We Learned? 286 How Cultures Change 288 How Change Is Studied 288 Culture Change: A Brief Historical Overview 289 *Ethics Then and Now 292* Lessons Learned from Directed-Change Programs 295

Cultural Barriers to Change 295 Social and Psychological Barriers to Change 297 Stimulants to Change 297

Human Problems in Change 298 A Case Study of Hybrid Corn 298 A Case Study of Economic Change Among Pastoralists 300 A Case Study of Development with a Negative Outcome 302

Anthropology and Globalization 304 Tourism and Globalization 306 Globalization and the Media 309

Urban Settings and Change 310 • Anthropology Around Us Mother's Milk 311 Summary 312 Study Questions 313 Suggested Readings 313

14 Applying Anthropology: How Does It Make a Difference? 314

What Is Applied Anthropology? 316 Evaluation Anthropology 317
Anthropology in Business 317 A Case Study of Anthropology in Business 319 A Case Study in Design Anthropology 321
Anthropology in Medicine 321
Anthropology Around Us Folk Illness and Medical Anthropology 322 A Case Study of Anthropology in Medicine 323
Anthropology in Agriculture 325 Case Studies of Anthropology in Agriculture 326

Anthropology in Economic Development 328 A Case Study of Reforestation in Haiti 328

Anthropology and You—On the Job and

in the Community 330

Summary 331

Study Questions 331 Suggested Readings 331 Appendix A: How Do You Read an Ethnography? A-1 Appendix B: How Do You Make String Figures? A-6 Glossary G-1 References R-1 Credits C-1 Index I-1