

What Is Anthropology?

- >> The Cross-Cultural Perspective 2
- >> Human Adaptability 3
 Adaptation, Variation, and Change 4
- >> General Anthropology 5
- >>> Human Biological Diversity
 and the Race Concept 6
 Explanatory Approaches to Human Diversity 9
- >> The Subdisciplines of Anthropology 12

- Cultural Anthropology 12
 Archaeological Anthropology 12
 Biological, or Physical, Anthropology 14
 Linguistic Anthropology 15
- >> Anthropology and Other Academic Fields 16
- >> Applied Anthropology 16



Culture 20

>> What Is Culture 22

Culture Is Learned 23

Culture Is Symbolic 23

Culture Is Shared 24

Culture and Nature 24

Culture Is All-Encompassing 25

Culture Is Integrated 25

Culture Can Be Adaptive and Maladaptive 26

>> Culture's Evolutionary Basis 26

What We Share with Other Primates 27 How We Differ from Other Primates 28

>> Universality, Generality, and Particularity 29

Universals and Generalities 29 Particularity: Patterns of Culture 30

- >> Culture and the Individual: Agency and Practice 31
- >> Levels of Culture 31
- >> Ethnocentrism, Cultural Relativism, and Human Rights 32
- >> Mechanisms of Cultural Change 34
- >> Globalization 36

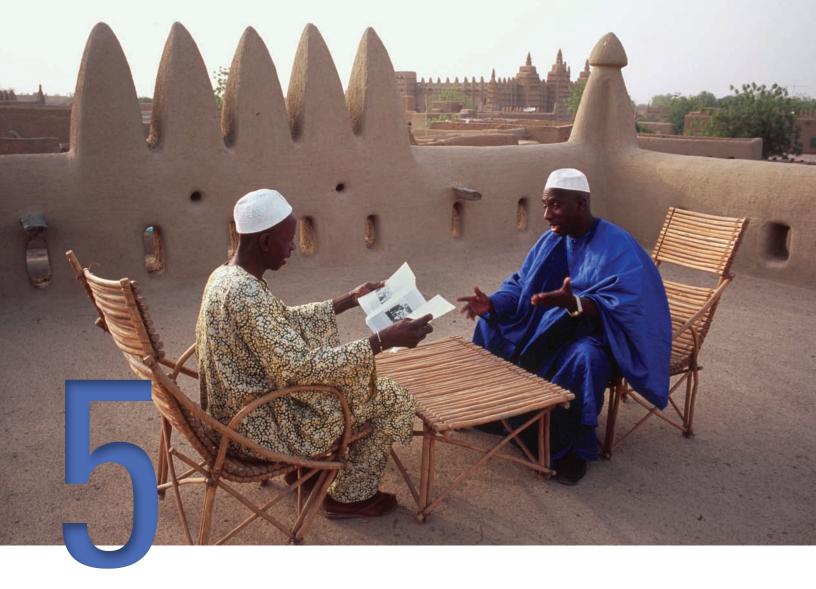


Applying Anthropology 58

Ethics and Methods 40

- >> Ethics and Anthropology
- >> Research Methods 44
- >> Ethnography: Anthropology's **Distinctive Strategy 44**
- >> Ethnographic Techniques 45 Observation and Participant Observation 45 Conversation, Interviewing, and Interview Schedules 46 The Genealogical Method 47 Key Cultural Consultants 48 Life Histories 48 Local Beliefs and Perceptions, and the Ethnographer's 48
- >> The Evolution of Ethnography Problem-Oriented Ethnography 51 Longitudinal Research 51 Team Research 51 Culture, Space, and Scale 52
- >> Survey Research 53

- >> What is Applied Anthropology?
- >> The Role of the Applied Anthropologist 61 Early Applications 61 Academic and Applied Anthropology 61 Applied Anthropology Today 62
- >> Development Anthropology 63 Equity 63
- >> Strategies for Innovation 64 Overinnovation 64 Underdifferentiation 65 Indigenous Models 66
- >> Anthropology and Education
- >> Urban Anthropology Urban versus Rural 68
- >> Medical Anthropology 70
- >> Anthropology and Business
- >> Careers and Anthropology 74



Language and Communication 78

- >> Language 80
- >>> Nonhuman Primate Communication 80
 Call Systems 80
 Sign Language 81
 The Origin of Language 83
- >> Nonverbal Communication 84
- >> The Structure of Language 85
 Speech Sounds 85
- >> Language, Thought, and Culture 86
 The Sapir-Whorf Hypothesis 87

Focal Vocabulary 88

- >>> Sociolinguistics 89
 Linguistic Diversity within Nations 90
 Gender Speech Contrasts 90
 Stratification and Symbolic Domination 91
 Black English Vernacular (BEV) 92
- >> Historical Linguistics 93
 Language Loss 94



Making a Living 98

>> Adaptive Strategies 100

Foraging 100

Correlates of Foraging 102

>> Adaptive Strategies Based on Food Production 103

Horticulture 103

Agriculture 104

Domesticated Animals 104

Irrigation 104

Terracing 104

Costs and Benefits of Agriculture 105

Agricultural Intensification:

People and the Environment 105

Pastoralism 106

>> Economic Systems

Division of Labor 107

Means of Production 108

Land as a Means of Production 108

Labor, Tools, and Specialization 109

Alienation in Industrial Economies 109

A Case of Industrial Alienation 109

>> Economizing and Maximization 110

Alternative Ends III

>> Distribution, Exchange

The Market Principle 112

Redistribution 112

Reciprocity 112

Coexistence of Exchange Principles 114

Potlatching 114



Political Systems 118

- >> What Is "The Political"? 120
- >> Types and Trends in Political Organization 121
- >>> Band Organization 122
 The San 122
 The Inuit 123

Nomadic Politics 129

>>> Tribal Societies 124

The Village Head 124

The "Big Man" 125

Pantribal Sodalities and Age Grades 127

>> Chiefdoms 130

Political and Economic Systems in Chiefdoms 131 Social Status in Chiefdoms 132 Status Systems in Chiefdoms and States 132 The Emergence of Stratification 132 Open- and Closed-Class Systems 133

>> States 134

Population Control 134
Judiciary Systems 135
Enforcement Systems 136
Fiscal Systems 136



Families, Kinship, and Marriage

>> Families 142

Nuclear and Extended Families 143 Industrialism and Family Organization Changes in North American Kinship The Family among Foragers 148

>> **Descent** 149

Characteristics of Descent Groups Lineages, Clans, and Residence Rules 150

>> Marriage 151

Incest and Exogamy 152 Although Tabooed, Incest Does Happen 153 Endogamy 153 Caste 153

- >> Marital Rights and Same-Sex Marriage 154
- >> Marriage across Cultures

Bridewealth and Dowry 156 Durable Alliances 157 Sororate 157 Levirate 157

- >> Divorce 157
- >> Plural Marriages 159

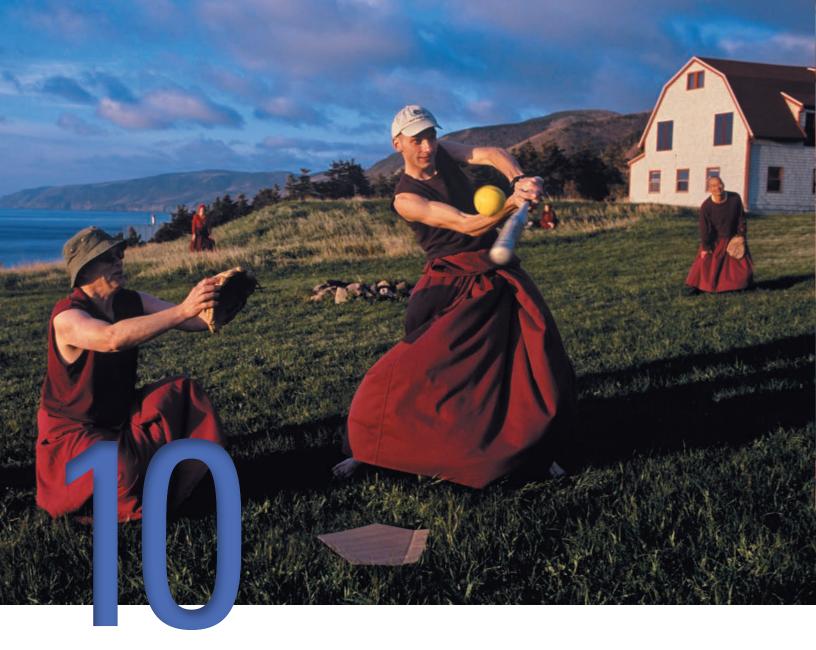
Polygny 159 Polyandry 160

Gender 162

- >> Nature and Nurture 164
- >> Recurrent Gender Patterns 165
- >> Gender among Foragers 169
- >> Gender among Horticulturalists 170

Reduced Gender Stratification— Matrilineal-Matrilocal Societies 171 Matriarchy 172 Increased Gender Stratification— Patrilineal–Patrilocal Societies 172

- >> Gender among Agriculturists 173
- >> Patriarchy and Violence
- >> Gender and Industrialism 175 The Feminization of Poverty 177
- >> What Determines Gender Variation? 178
- >> Sexual Orientation 178



Religion 184

- >> Defining Religion 186
- >> Expressions of Religion 187

Spiritual Beings 187

Powers and Forces 187

Magic 188

Uncertainty, Anxiety, Solace 188

Rituals 189

Rites of Passage 190

Totemism 192

- >> Religion and Social Control 192
- >> Kinds of Religion 194
- >> World Religions 196
- >>> Religion and Change 197
 Revitalization Movements 197
 Cargo Cults 198
- >> Secular Rituals 199



The World System and Colonialism

- >> The World System 204 The Emergence of the World System 205
- >> Industrialization 206 Causes of the Industrial Revolution 206
- >> Socioeconomic Effects of **Industrialization 207** Industrial Stratification 208
- >> Colonialism 210 British Colonialism 211 French Colonialism 212

- Colonialism and Identity 213 Postcolonial Studies 214
- >> The Role of Development in the World System 215 Neoliberalism 215
- >> The Second World 216 Communism 216 Postsocialist Transitions 217
- >> The World System Today Industrial Degradation 219



Ethnicity and Race 224

- >>> Ethnic Groups and Ethnicity 226
 Status Shifting 227
- >> Race and Ethnicity 228
- >>> The Social Construction of Race 229

 Hypodescent: Race in the United States 229

 Race in the U.S. Census 230

 "Not Us": Race in Japan 231

 Phenotype and Fluidity: Race in Brazil 233
- >> Ethnic Groups, Nations, and Nationalities 234

Nationalities and Imagined Communities 234

>> Ethnic Tolerance and Accommodation 235

Assimilation 235
The Plural Society 236
Multiculturalism and Ethnic Identity 236

>>> Roots of Ethnic Conflict 238
Prejudice and Discrimination 238
Chips in the Mosaic 239
Aftermaths of Oppression 239

xiv • CULTURE



Anthropology's Role in a Globalizing World 245

- >> Global Climate Change 246
- >>> Environmental Anthropology 249
 Global Assaults on Local Autonomy 251
 Deforestation 252
- >> Interethnic Contact 253
 Religious Change 253
 Cultural Imperialism 254
- >> Making and Remaking Culture 256

- Indigenizing Popular Culture 256
 A Global System of Images 256
 A Global Culture of Consumption 257
- >> People in Motion 258
- >> Indigenous Peoples 259
 Identity in Indigenous Politics 261
- >> The Continuance of Diversity 261