# **Snazzlefrag's General Anthropology Study Notes**

Contact: http://www.degreeforum.net/members/snazzlefrag.html

## Hosted at: http://www.free-clep-prep.com

**Anthropology**: Holistic study of humanity, cultural relativity, context, cross-cultural. Qual & Quant Research.

**Anthropometry**: Physical structures of living humans, and fossils. Size of head, skin color etc. (racists?)

**Archaeology**: Study of human activity through material remains. Fills in gaps in human **history**.

**Armchair Anthropologists**: Tylor/Frazer. 'Thinkers'. Worked with material collected by others (missionaries, explorers).

**Cultural Anthropology**: Holistic study of humanity. Nature vs. Culture. Origins in 19C Ethnology. 18-19C Cultural Evolution.

**Cultural Ecology**: Steward. Study of adaptation of social structure to natural resources (env) & other human groups.

Culture is the primary adaptive mechanism.

**Cultural Evolution**: Devel of culture from simple to complex. **Unilinear** (humanity), **Multilinear** (each culture).

3 Phases (Morgan): **Savagery** (HG,hordes,no class,no ownership), **Barbarism** (Cultivators), **Civilization**.

**Ethnology**: Systematic & detailed comparison of different human societies (folklore, beliefs, practices). How cultures change in time.

**Ethnography**: Systematic & detailed description of a single culture (direct contact, fieldwork, qualitative research).

Linguistics: Human language, various theories.

Morphology: Study principles/rules that regulate word structure in language. Dog > Dogs. Cat > Cats. etc.

Phonetics: Study of different sounds employed in a language. Physical properties of sounds we make.

Phonology: Study of patterns of a language's basic sounds. Abstract. Why does every lang have a 't' sound.

Pragmatics: Study how utterances are used (literally & figuratively) in communicative acts.

Syntax: Study of how words combine to form grammatical sentences.

Semantics: Study of the literal meaning of words (lexicon), how words combine to form literal sentences.

**Noosphere**: World created by Human thought/culture.

A) Totality of knowledge. B) Mating, classification, reproduction, simplicity, selective decay.

**Biosphere**: Living world. **Geosphere**: Non-living world.

**Physical Anthropology**: Biology, Genetics, Evolution, Inheritance, Human Adaptability, Primates, Fossils.

**Social Darwinism** (Herbert Spencer): Human societies evolve like a ladder (Europe at the top). "White Man's Burden".

**Structuralism** (Levi-Strauss): Universal Mental Structure, Cultures=Systems. Consciousness not objective ties.

Evidence of similar mental structure in kinship, myth, art, religion, ritual, culinary traditions.

**Unit of Kinship**: Elementary structure, all systems are built on 4 types of relationships:

Brother/Sister, Husband/Wife, Father/Son, Mother's Brother/Sister's Son. **Functionalism**: Soc=Organism. Interdependence. Serve a purpose/indespensable (institutions/roles/norms etc.)

Durkheim: Must understand NEEDS of the social organism to understand corresponding social phenomena.

**Structural-functional**: Talcott Parsons. Function=link b/n stable structural categories.

Dysfunction: Any process that doesn't help to maintain/develop the system (Stability, Integration, Effectiveness).

**Cultural Determinism**: Noosphere (knowl, beliefs, way of life) determines all aspects of human thought/behavior/culture.

## **Physical Anthropology:**

Adaptation: Process of animal or plant adapting to its env. Natural selection acting upon heritable variation.

1) Migration to, or survival in, favorable conditions. 2) Internal Adaptations (body heat in mammals).

Allele: Alternate form of one gene. Gene for eye color has several alleles (blue, brown, black, hazel, etc.)

Allele Frequency: Commonness of a particular allele in a pop. 0-1 (or 0-100%). **Chromosome**: 23/46. X-shaped. Large segment of DNA. Many genes & support-proteins needed to control the genes.

**DNA** (Double Helix): Watson & Crick(1st model of DNA). Genetic material which carries all our hereditary info.

Nitrogenous Bases (Genetic Code): ACTG. Mutation if any extra or missing base. Genetic Recombination: Exchange b/n two DNA molecules = new combi of genes on the chromosome.

Crossing over: One leg of chromosome(X) breaks off each, then attaches to corresponding segment of the other.

**Genotype**: Our Genetic Constitution. Determines herditary potential/limits from embryo through adulthood.

Entire complex of genes inherited from both parents. Unique (except for maternal twins: Same egg).

Genotypic Variations: Caused by varying number or structure of chromosomes, or the genes carried by the chromosomes.

**Gene**: Small segment of DNA that codes for the synthesis(creation) of a specific protein (struct or funct role in the body).

**Genetic Drift**: Sewall-Wright Effect (not Darwin). Evolution=random variation of gene frequencies in special conditions.

Special Conditions = Small Population, or Isolation, or both. Small/Isol Pop intermingles, increasing freq of certain traits.

Example: Near absence of Blood-type B in American Indians, but high in Mongoloids (ancestors of American Indians).

**Homonoids**: 30m yrs: from monkeys to gorillas, chimps, orangutans, humans. Lg/strong jaw, lg brain, partially erect posture.

**Homonids**: 4-5m yrs: from hominoids. Lg/complex brain (dominant cerebrum), erect, tool-using, community organization.

Australopithecus: 1st Hominids "Lucy" (Ethiopia, Tanzania, 3mya, 400cc brain...modern human brain = 1350cc). 4' - 4.5'.

Laetoli Footprints (near Olduvai Gorge), Taung Child (South Africa, Raymond Dart). Habilis: Humanlike. ("Handy" LP Pleist. Africa, 2mya, 775cc brain, toolmaker/user) Lasted 50K. Stone Choppers. Ape-like.

Erectus: "Upright" LP Pleist. Af/Eur/As. 1.5mya "**Peking Man**" Stone tools/Ax. **Migration/FIRE/HG**. Early Speech. Lasted 1my.

Ergaster (E&S Afr 1.9-1.25) "Working". LP Pleist. 6ft3 tall. Less sexual dimorphism. **Basic Weapons**: Hand-axe, cleavers.

Neanderthal (Eur,Asia 230-30kya) "Neander Valley" MP. Short/robust(cold) 5'6".Brain100%. Adv Weps/Sprs/**Shelt**/Fire/**Bury**/Art?

Sapien (Cromagnon/Eur) (250kya) "Thinking". Afr Sav/Eur. US 10kya. UP. Compete for resrcs with Neand.Hunt/gath/herd/Lang/Art.

Chimpanzee=Closest Relative (96% same DNA)

**Human Migration: Erectus:** From Africa > Eurasia (through Himalayas/Silk Road across Strait of Gibraltar)

**Homo Sapiens**: Ethiopia/Kenya/Tanzania > Asia > Australasia > North into Europe > East into C. Asia > East into Americas.

**Pacific Islands**=Last region on Earth to be populated by humans (15-20kya). New Guinea > Solomon Isles > Fiji/Tonga > NZ(1k AD)

**Mendel**: 1) Heredity via genes that segregate (not blend). 2) Parents=Half (one allele). 3) Sibs receive different heredities.

Genetic Traits require allele from BOTH parents. Trait Genes are independent (height/eyes). A Gene=Dominant or Recessive.

Mendelian Population: Gene pool passed on through generations.

**Mutation**: Altered genetic DNA transmitted to kids. Spontaneous or External factors (radiation,chemicals,smoking).

Natural Selection: Darwin. Survival of the fittest.

**Phenotype**: Observable characteristics caused by our genotype. Physical appearance. **Primates**: Lemurs, monkeys, apes, humans. Males larger than females, opposable thumbs, flat fingernails.

**Anthropoids**: Advanced traits (larger brains, binocular vision, parental care, longer gestation, slower maturation).

New World Monkeys: Platyrrhini (flat-nosed). South America. Small mammals. Tree dwellers. Prehensile tails.

Nocturnal, monogamous, bonding, low sexual dimorphism, M/F co-operate.

(Gibbons, marmosets)

**Prosimians**: Primitive traits (side eyes, wet nose for smell, nocturnal, dental combs). Old World Monkeys: Catarrhini (hook-nosed). Asia, Africa, Europe. Larger mammals, ground dwellers, carnivorous,

Harems, sexually dimorphic size/appearance, non-prehensile tails (baboons, macaque, proboscis monkey).

Archeology: Not a natural science. Half science, half humanity.

**Civilization**: "Human form of culture, many people in urban center, smelt metals, developed a method of writing."

**Dating**: Radiometry (millions), Carbon-14 dating (only good for 0-50K, from Atomic Physics).

Excavation: Surgical/Craftsman. Schliemann & Petrie. 3 Types:

Planned/Rescue/Accidental.

Dead Sea Scrolls (1947) Accidental. Bedouin looking for a stray animal.

Geophysical Prospecting (1940s):

Electrical Conductivity in soil. (1st used in oil prospecting).

Magnetic Disturbances detected by Proton Magnetometer, Proton Gradiometer, Fluxgate Gradiometer. (1957-58)

Electromagnetic (1962): Similar to mine detectors (only shallow). Pulsed-induction meter, soil-conductivity meter.

**Nistri Periscope** (Milan 1957): Probe penetrates burial chambers and photographs the walls and contents.

**Olduvai Gorge**: "Cradle of Mankind" (Tanzania - 30m long) Excavated by Leakey Family (1950s). 7 layers. Tools (Habilis, Erectus).

**Sondages**: Provisional sampling cuts to explore a potential excavation site. Tigris/Euphrates hard to navigate, flooded regularly.

Writing: 5kya Mesopotamia (Persian Gulf), Egypt (Flood Control Plans?). Later in India, China, Later still in Europe.

**Paleolithic Period** (Old Stone Age): 2.5m-2kya. Rudimentary chipped stone tools. Earliest human ancestors. Pleistocene

Lower Paleo Period: Chopper-chopping tool industry (Pebble Industry). Wood, bone, stone tools. Homo Erectus.

Hand-Axe (700kya): Abbevillian Industry (France) and later Acheulian Industry (Eur/Af/As).

Flake Stone Tools (flint): Clactonian Industry.

Middle Paleo Period: Refined the Flake Stone Tools (flint): Mousterian Industry. Neanderthal Man.

Upper Paleo Period (<40kya): Regional stone tool industries (Perigordian, Aurignacian, Solutrean, Magdelenian)

More complex, specialized, variety of tools. Regional artistic traditions. Homosapien, Neanderthal, Cro-magnon.

Small Sculptures (E. Eur): Small, portable clay figures, bone and ivory carvings. Venus Figures.

Monuments (W. Eur): Franco-Cantabrian School. Limestone cave

paintings, reliefs, incisions.

**Mesolithic Period** (Middle Stone Age): 10kya. Hunter/Gatherer (w/ fish). Baskets, Pots, harpoons, canoes, store food. Holocene.

Not much development in art, focused on inventions, diversification of subsistence strategies.

**Neolithic Period** (New Stone Age): 10kya. Domestic animals, villages, pottery, weaving, food producing (not collecting). Holocene.

Beginning of real civilization (Final stage of prehistoric cult evol/techno dev).

**Farming**: 9-7k BC. Middle East (Iraq, Iran, Israel etc.) Barley, wheat, sheep, goats. (cows/pigs later).

Spread from Middle East north to Europe (across Turkey/Greece into C. Eur. AND across Egypt/N Afr to Spain).

Spread to Huang Ho (Yellow River Valley) of China, and SE Asia by 3500BC (millet and rice).

Britain and Scandinavia became farming after 3k BC (Mesolithic Period).

New World (separate time frame): USA/Mexico/C. Am. Corn (maize), beans, squash 6500BC (village life not until 2k BC).

Africa: Jackals=Dogs. Donkeys, cats. (entered religious thought, animistic philosphy of Egypt).

Cultivation of wheat, barley, flax began in Asia. Entered Africa through Nile Delta (Egypt). One form of wheat began in Ethiopia.

Technology: Spread east to Indus River Valley (India) by 5k BC.

Polished Stone: By-product of grinding red ochre (magic powers).

Sharp Edges: Setting upper grindstone at an angle when grinding red ochre=sharp edge=Celt (like a chisel or axe, Egypt)

Perforated Edges: Repeated pecking at grindstones b/c too smooth to grind red ochre=Macehead (Egypt/Nile Valley)

**Bronze Age & Development of Civilizations**: Copper & Tin=Bronze. Replaced stone for tools/weapons.

**Egypt** (3k BC) Spread copper tools to Sudan, but rest of Africa passed directly from Mesolithic to Iron Age.

Africa skipped Bronze Age. Intermediate Neolithic tools were used instead (Zaire, Ghana). But not in Kenya (no celts, axes etc).

**Sumerians** (S. Mesopotamia/Iraq). Advanced Tech (bronze tools/weapons). Writing (cuneiform), law, educations, intellectual, economic.

Hammurabi's Law Code (discipline, order in society, pessimistic outlook) Sanctioned by the gods.

Hittites: Invented smelting of iron.

**Assyrians**: Ruthless empire. By 665BC=Palestine, Syria, Asia Minor, Persian Gulf. Served as buffer b/n civil Middle East & Barbarians.

Assyrian Empire fell in 612BC. Internal revolution, and defeat by Neo-Babylonians (Chaldeans).

**Hebrews**: Religion. Most important intellectual development. Flourished b/c of weakening Egypt & annihilation of Hittites (1200BC).

**Greeks**: Logic/Observation (not gods). Thales, Xenophanes, Pyhtagorus, Hippocrates. Differed from Near Eastern thought.

**Government**: Monarchy (Hittites, Assyrians, Babylonians, Israelites). City-states (Sumeria), Theocracy (Egypt)

Egypt=Protected by deserts and the sea. Nourished by Nile. Less prone to invasion=Secure Politically.

Mesopotamia=Invaded regularly (no natural barriers).

## Nature of Culture: "Community"

**Culture**: System of symbols, mediate b/n an individual and his world. Way of Life. Make sense of world, motivate behavior.

Social Practices = Basic building blocks of culture. Without Social Practices, there is no culture.

Lynton (early 1900s): Culture = combination of universals, alternatives, specialties, individual peculiarities.

Universalities: Language

Alternatives: (some people do it differently) Sex roles, religion, age roles.

Specialties: (skills that only some people have) Playing guitar, understanding algebra.

Individual Peculiarities: (personal quirks) Get up at certain time, order of getting dressed, etc.

Ideal Culture: What people SHOULD do according to values and norms.

**Real Culture**: What people ACTUALLY do in everyday, real life interaction.

**Cultural Relativism**: Evaluating other groups according to THEIR standards (not judging).

**Diffusion**: Transfer of cultural traits/ideas from one society/ethnic group to another. McDonald's (US=Fast Food, China=Special Occasion).

**Emic Perspective**: Describe behavior in insider/natives own terms. Actor's own reasons, interpretations, customs, beliefs.

**Etic Perspective**: Describe behavior in terms familiar to the observer (enables comparative research, and making universal claims).

**Ethnocentrism**: Evaluate other groups according to OUR OWN standards (judging). **Status**: Position from which members engage in social practices. (Sociology focuses on interrelationship/effect of status)

**Symbol**: Communication element. Represents a complex of person, object, group, or idea.

**Graphically**: Christian Cross, Red Cross/Crescent.

**Representationally: Figure:** Uncle Sam. Letters: UK for United Kingdom. Arbitrarily: \$ for dollar.

# Social Organization:

**Band**: Mobile Foragers (Eskimo) combine nuclear families. Don't allow accumulated wealth, prize generosity, equality of resources.

**Caste**: Fixed at birth, unchangeable, endogamous. **India**: Brahmins, warriors, artisans, laborers (then untouchables).

Chiefdom: Half way b/n tribe and state. Kin-based. Permanent group-based differences

in access to resources. Permanent Political Structure.

**Class**: Category of individuals who enjoy equal prestige according to a society. (Perception of class is relative).

Economics, social status, aesthetic preferences, behavior, occupation, appearance, civic involvement.

Haviland: 3 ways social classes are manifest "Verbal Evaluation, Patterns of Association, symbolic Indicators(wealth/dress/job)".

**Divorce**: Indissoluble in Roman Catholic and Hindu. **Pueblo Indians**: woman simply leaves moccasins on the doorstep (NM,AZ)

No divorce allowed in Malta, Philippines. Low divorce rate in Japan. Islam allows but discourages (3x limit).

Family of Orientation: Family that raised you.

Family of Procreation: New family you form when you marry and have children.

**Kindred**: Relatives on each side of marriage, extending at least to second cousin. Urbanization, migration = less importance.

Affinal Kin: Relatives through marriage.

**Clan**: Common ancestor. Endogamy forbidden (regarded as incest). Can be Matriclan/Patriclan.

**Gens**: Ancient Roman patrilineal clan that shared the same surname, and a legendary common ancestor (worshipped).

Lineage: Traces back to ONE person.

Unilineal Descent (unilateral): Groups descended from mother or father's line only.

Cognatic Descent (bilateral): Person is considered equally related to kinfolk on either side of the family. Western Socs.

Matrilineal Descent: Through the mother but DOES NOT imply matriarchy.

**Moieties**: Either of 2 sibs, clans, kinship groups, of unilateral descent, that together make up a tribe or society.

**Phratry**: Cluster of 3 or more sibs, clans, kinship groups considered a single unit (but retain sep IDs within the phratry.

**Native Americans**: Used animal sign to ID phratry (**Tlingit Tribe**: [Matri] Intermarriage b/n phratries was mandated).

**Nuclear Family** (Conjugal Family): Married couple + Kids (incl. Foster, adopted, natural children). Most common form in US.

**Monogamy**: All cultures accept. But only 20% of societies are considered strictly monogamous (one marriage per lifetime).

**Polygamy**: Muslim (up to 4 wives by law). Middle East, Asia, North Africa. Native Americans (before European values)

Levirate: Man marries widow of his dead brother.

**Status**: Set of rights and obligations inherent in a social position.

**State**: Authority is allocated. Use force to achieve peace & conformance with law & custom, maintain territory against ext threat.

**Tribe**: Common in non-intensive food production. Villages=Various descent groups (clans/bands), no formal govt or social classes.

#### **Economic Organization:**

**Africa**: Communal Ownership of Land. Some ownership, but pastures, forests, mountains, waterways, sacred grounds, are shared.

Agriculture: Hypertrophic horticulture among large populations.

**Feudal System**: lord owned the land. Allocated land to Nobles (for loyalty/mil service). Serfs/slaves=Actually Part of the Property.

**Formal Economics**: Scarcity, Supply & Demand, Self-interest, personal gain, rational decision-making.

Economy can be analyzed independent of other social structures and institutions. Emph: Choice of Indiv actors.

**Horticulture**: Domestication of plants, gardening using man-powered tools. Labor Intensive/Surplus/Social Stratification.

**Hunter/Gatherer** (Foragers): Earliest and most stable form of human subsistence. Unit of production = Unit of Consumption.

Of 150billion who have ever lived, 60% were HG. 99% of history as humans is as HG.

Limited material culture, heavy dependence on social structure. Low Population. Loose sense of land ownership.

**Industrialization**: Shift of population from food production to specialization. Strong sense of ownership of land.

**Market Exchange**: Buying/selling goods & Services with prices set by supply & demand. (usually involves money).

Haviland: Informal v. Formal (govt controlled).

**Production**: Specialization in Indus Socs. Not in Tribal Socs (age/gender decides who does what). Amazon tribes specialize though.

**Reciprocity**: Exchange of goods/services/gifts/emotions b/n two parties. Often ritual/ceremony. Characteristic of HG groups.

Balanced Reciprocity: Giving and receiving are specific as to value of goods, and time of delivery.

Generalized Reciprocity: Value of gift and time of repayment are not specified.

Negative Reciprocity: Eg, Barter. Scarce goods from one group are exchanged for desirable goods from another group.

Giver tries to come out on top. Ultimate form = taking by force.

**Redistribution**: Goods flow to central place, and are distributed again (Eg,US Tax System). Reqs strong central political organization.

Sometimes **Prestige** is derived from giving away valuables.

**Conspicuous Consumption** (Veblen): Display of wealth by its owner for social prestige.

**Potlatch**: NW Pacific Indian Tribes. Ceremonial distrib of property/gifts to affirm social status. Ritual generosity, conspic consump.

Haida, Nuxalk, Tlingit, Tsimshian, Salish, Nuu-chah-nulth, and Kwakiutl. ----> Wealth used to purchase Prestige.

Also similar concept in Maori (Koha), New Guinea (Kula), Papua New Guinea (Moka/Sepik)

Substantive Economics: Anthropologists. Interaction of humans with their

environment, methods of 'want' satisfaction. Holistic.

Economy is embedded within other social structures and institutions. Can't study sep from kinship, politics, religion etc.

Argue that Formalist approach only applies to modern capitalist society, not applicable to other types of societies

**Tributary Production**: Non-industrial socs. People produce own food, but an elite controls a portion of production.

## **Religion**:

**Animism**: (HG) Personalized, supernatural beings (souls or gods) inhabit ordinary objects and govern their existence. Everything has a soul.

Zambia, Congo, Gabon, Guinea, Indonesia, Japan, Laos, Myanmar, Peru, Philippines (+ Canada, Russia, Sweden, Thailand, USA)

**Cargo Cults**: Melanesia (SW Pacific WWII+). Western goods created by ancestral spirits (intended for them, but controlled by whites).

Perform Rituals in belief that ancestors will recognize their own people and make very valuable cargo come (utopian/millenial). John Frum.

Runway/airstrip/radios (coconuts and straw to attract aircraft with cargo). Ritual marches (twigs/guns, insignia "USA" to look like soldiers).

Vietnam War (Jesus=jeep/camo), Native Americans (Dance of the Spirits), Africa (Abacus/Menstrual Cycle),

**History**: Fusion of religious & cultural elements > Cult & Magic > Formation of Religious Institutions (Eg, Shamanism).

Religious Institutions were Social Institutions, not theological, philosophical, or psychological phenomenons.

Based on institutionalized beliefs and practices dealing with ultimate meaning of life. Belief stems from their experience of the world.

**Myth**: Story with deep explanatory or symbolic resonance for a culture. **Mythology**: Cohesive set of myths (religion/belief system).

**Revitalization**: Social Movements to build an ideology that is relevant to changing cultural needs (their understanding of world).

Eg: Melanesian **Cargo Cults**, or Mormonism in the US (Joseph Smith). **Ritual** (Reverence): Most rituals mark day, month, season, year, stage of life, new event. Burial Rituals found from 20kya.

**Rite of Passage**: Marks change in social or sexual status. Birth, Circumcision, Coming of Age, Wedding, Menopause, Death.

**3 Symbolic (or literal) Phases** (Gennep): Seperation(leave), Liminality(limbo), Incorporation(rejoin). "Passenger"

**Dokimasia** (Greek Citizenship), **Genpuku** (Japan/Samurai, boys 12-16, temple, adult clothes/hair)

**Poy Tang Long** (Burma/Thai boy monks 7-14, "Jewel Princess"), **Quinceanera** (Hispanic, 15 yr girl, sneakers to high heels),

**Shaman**: Primitive people. Some people have special power, middlemen b/n man and god. Performs ritual magic to save tribe in trouble.

**Symbols**: **Referential**: Symbols that provide info about a person or object (red light=danger) **Condensed**: Shorthand, Morse Code.

**Taboo**: Strong social prohibition. Abhorrent to society. Eg, Hinduism: killing the cow (totem).

**Totem**: Animistic/Shamanistic. Animal or other naturalistic figure that spiritually represents a person or a clan (intimate relationship).

## **Political Organization:**

**Bands & Tribes**: Political order (polity) is not a distinct institution, it is embedded in the overall social order. No formal govt.

**Chiefdom**: Half way b/n tribe and a state. Permanent political structure. Transitional form of sociopol org in evolution of tribe to state.

**Legitimacy**: Primary form of support for existing political leadership. Based on internal values of the people, not so much coercion.

**Sanction**: Penalty for violating moral principle or law. Larger society=more formal sanctions.

**State**: Permanent formal government structures and socioeconomic stratification. Most people in world live in state-organized society.

Autonomous political units, social classes, Formal govt based on Law, social status, population control, judges, law enf, fiscal.

**War**: Not universal. Evolved in last 10k years (surplus food, development of states). States are political system most likely to go to war.

Non-warlike People: Food foragers (in-sync with env, see themselves as a harmonious part of natural world).

War-like People: States (see themselves as manipulating their environment, controlling it, dominating it, for self-interest).

**Yanomamo**: Women are material objects, promised to a man in return for reciprocity (usually another woman, or political alliance)

**Feasting**: Yanonamo Village invites another village. Social gathering/political alliances (like dinner party). Yan=deceiptful.

# Modernization and Application of Anthropology:

Anthropology first used in admin of British Colonies by Northcote Thomas in Nigeria in 1908. "Age of Enlightenment"/Natural Sciences.

**Applied Anthropology**: Using anthropological expertise on a practical level to understand and alleviate human problems.

Eg, Impact of a new agriculture system in a society, causes of illiteracy among adults in a given group.

**Intervention Anthropology**: action, research & development, community, advocacy, cultural/social marketing.

## Policy Research:

Social Impact Assessment: Collecting community data for use by development planners.

Evaluation Research: Determining the success of a project.

Technology Development Research: Acting as a communiction link between producers and users of new technology.

Cultural Resource Assessment: Identifying impact of federal development on archaeological sites and historical buildings.

**Diffusion**: Spread of something from one group to another. **Stimulus Diffusion**: Spread of an IDEA from one group to another.

**Egyptian Diffusion**: Cradle of Civilization spread innovations. **Modified**: Various centers spread innovations.

**Directed Cultural Change**: Focusing efforts to implement positive change in a culture.

**International Development**: Improve welfare of people in underdeveloped countries (usually through economic growth).

**EB Tylor**: Said anthropology is a "Policy Science". Urged for its use in improving the human condition.

**Modernization**: Change based on belief in inevitable advance of science and Western secularism.

Industrial growth, consolidation of the state, bureaucratization, market economy, tech advances, literacy, social mobility.

**Survival**: Cultural phenom existed for a reason, but persist when conditions change (superstition=vestige of rational practices).

**McLennan**: Survival=Symbolic form of earlier custom (mock battle in nuptial rituals=vestige of actually "capturing the bride")

**Boas**: 1/2 **Founder of Modern Anthropology**. After River (more rigor). Studied American Indians (1880s documented)

Coined "Cultural Relativism". Sat with elders to hear their historic accounts of their culture. [Salvage ethnography]

**Frazer** (James): 12-volume comparative study of Religion (using ethnographic details), evolution of religion from magic.

**KhoiKhoi**: African CLICK language speakers. (click also used in Bantu, Zulu, Xhosa, Damin).

Leakey: Family who excavate Olduvai Gorge.

Mary Douglas Leakey: Found Australopathicus skull in 1959. Upright human footprints in 1978.

Malinowski: 1/2 Founder of Modern Anthropology. Ethnographic fieldwork, reciprocity, Pacific Islands. After Rivers (more rigor)

"Participant Observation". WWI spent 2 years in **Trobriand** Islands (Papua New Guinea)

**Mead** (Margaret): Pacific Islands(Samoa), cultural effects on development of personality **Parsons** (Elsie): Indians (North, Central, South America). Recorded folktales of blacks in N. America and West Indies.

**Rivers**, Seligman, Haddon: After armchair anthro...embarked on early anthro expeditions (not scientifically rigorous).

Tylor (Edward): What is Culture, cross-cultural.

**Thinkers**: Durkheim (religion, suicide) Weber (social stratification), Marx, Freud, Saussure (linguistics), Levy-bruhl (How Natives Think, Mystic participation)

**20C Anthropologists**: Radcliffe-Brown (Structural Functionalism, Primitive Societies, Durkheim).

Mauss (reciprocity, gift economy, Durkheim's nephew). Levi-Strauss (Structural Anthro, Amazon tribes, ethnographic)

Mead (Samoa, Polynesia). Benedict (Formation of personalities). Kluckhohn (cross-

cultural values).

Kroeber (Arapaho, archeo/anthro, preservation of Indian tribal culture [Salvage ethnography], student of Boas)

Geerts (Symbolic Anthro, "Interpretation of Cultures")

N. America: Pueblo, Fremont, Missisipian,

**Central America**: **Aztec**: Mexico, sun/war/civilization gods, subord women, human sacrifice, cannibalism, time/calendars.

Caste system, architecture, learning and the arts, polytheistic, pictorial alphabet.

Maya: Tribal villages (farmer class), religious urban centers (priest class),

TIME/Astronomy/math, pyramids, reptilian gods.

Cholula, Huastec, Mixtec, Olmec, Pipil, Totonac, Toltec, Zapotec

**S. America**: Chavin, Chibcham Chimor, Chachapoya, Huari, Inca, Moche, Nazca, Tairona, Tiwanaku

Pacific: Hawaiian, aroi sun kingdom.

Australia: Aborigine (dreamtime/totem).