cultural anthropology

APPRECIATING CULTURAL DIVERSITY

SEVENTEENTH EDITION

Conrad Phillip Kottak
University of Michigan



contents in brief

List of Boxes xvi About the Author xviii Preface xx

PART 1 Introduction to Anthropology

- 1 WHAT IS ANTHROPOLOGY? 1
- 2 CULTURE 17
- 3 METHOD AND THEORY IN CULTURAL ANTHROPOLOGY 35

PART 2 Appreciating Cultural Diversity

- 4 APPLYING ANTHROPOLOGY 60
- **5 LANGUAGE AND COMMUNICATION** 79
- 6 ETHNICITY AND RACE 101
- 7 MAKING A LIVING 129
- **8 POLITICAL SYSTEMS** 152
- **9 GENDER** 175
- 10 FAMILIES, KINSHIP, AND DESCENT 198
- **11 MARRIAGE** 216
- **12 RELIGION** 235
- 13 ARTS, MEDIA, AND SPORTS 254

PART 3 The Changing World

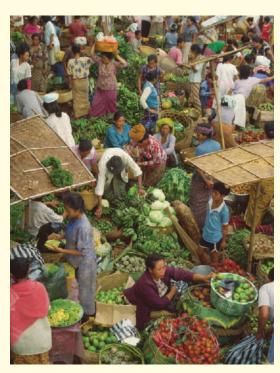
- 14 THE WORLD SYSTEM, COLONIALISM, AND INEQUALITY 278
- 15 ANTHROPOLOGY'S ROLE IN A GLOBALIZING WORLD 300

Glossary 319 Bibliography 325 Index 342

contents

List of Boxes xvi About the Author xviii Preface xx

1 What Is Anthropology? 1



UNDERSTANDING OURSELVES 2

Human Diversity 2

Adaptation, Variation, and Change 3 Cultural Forces Shape Human Biology 4 General Anthropology 4

The Subdisciplines of Anthropology 6

Cultural Anthropology 6

Anthropological Archaeology 6

FOCUS ON GLOBALIZATION: World Events 7

Biological Anthropology 8 Linguistic Anthropology 8

Applied Anthropology 9

Anthropology and Other Academic Fields 10

Cultural Anthropology and Sociology 10

Anthropology and Psychology 11

The Scientific Method 12

Theories, Associations, and

Explanations 12

Case Study: Explaining the Postpartum

APPRECIATING ANTHROPOLOGY: Anorexia Goes

Global 14

The Value, and Limitations, of Science 15

Summary 15

Key Terms 16

Critical Thinking

2 Culture 17

UNDERSTANDING OURSELVES 18

What Is Culture? 18

Culture Is Learned 19

Culture Is Symbolic 19

Culture Is Shared 20

Culture and Nature 20

Culture Is All-Encompassing 21

Culture Is Integrated 21

Culture Is Instrumental, Adaptive, and

Maladaptive 22

Culture's Evolutionary Basis 22

What We Share with Other Primates 23

How We Differ from Other Primates 23

Universality, Generality, and Particularity 24

Universals and Generalities 24

Particularity: Patterns of Culture 25

Culture and the Individual: Agency and Practice 26

Levels of Culture 26

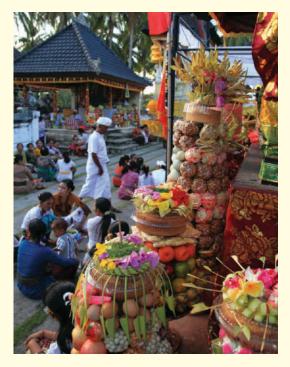
Ethnocentrism, Cultural Relativism, and

Human Rights 27

APPRECIATING DIVERSITY: Who Owns

Culture? 28

Mechanisms of Cultural Change 31



Globalization 31

Globalization: Its Meaning and Its Nature 32

Summary 33

Key Terms 34

Critical Thinking 34

3 Method and Theory in Cultural Anthropology 35

UNDERSTANDING OURSELVES 36

Ethnography: Anthropology's Distinctive Strategy 36

Ethnographic Techniques 37

Observation and Participant

Observation 37

Conversation, Interviewing, and Interview

Schedules 37

APPRECIATING DIVERSITY: Even Anthropologists Get Culture Shock 38

The Genealogical Method 40

Key Cultural Consultants 40

Life Histories 40

Problem-Oriented Ethnography 41

Longitudinal Research 41

Team Research 42



Ethnographic Perspectives 42

Emic and Etic 42

Expansion in Analytic Scale 43

Online Ethnography 43

Survey Research 44

Doing Anthropology Right and Wrong: Ethical Issues 45

The Code of Ethics 46

Anthropologists and Terrorism 46

Theory in Anthropology over Time 47

Nineteenth-Century Evolutionism 47

Historical Particularism 48

Functionalism 49

Configurationalism 51

Evolutionism Returns 51

Cultural Materialism 52

Cultural Determinism: Culturology, the

Superorganic, and Social Facts 53

Symbolic and Interpretive Anthropology 53

Structuralism 54

Processual Approaches 55

World-System Theory and Political

Economy 55

Culture, History, Power 57

Anthropology Today 57

Summary 58

Key Terms 59

Critical Thinking 59

4 Applying Anthropology 60



UNDERSTANDING OURSELVES 61

The Role of the Applied Anthropologist 62

Early Applications 62

Academic and Applied Anthropology 63

Applied Anthropology Today 63

Development Anthropology 64

Equity 65

Negative Equity Impact 65

Strategies for Innovation 65

Overinnovation 66

Underdifferentiation 66

Indigenous Models 67

Anthropology and Education 67

Urban Anthropology 68

Medical Anthropology 69

Disease-Theory Systems 70

Scientific Medicine versus Western

Medicine 71

Industrialization, Globalization,

and Health 71

FOCUS ON GLOBALIZATION: The Deadliest Global

Pandemic of Our Time 73

Anthropology and Business 74

Public and Applied Anthropology 74

APPRECIATING DIVERSITY: Culturally Appropriate

Marketing 75

Careers and Anthropology 76

Summary 77

Key Terms 77

Critical Thinking 77

5 Language and Communication 79

UNDERSTANDING OURSELVES 80

What Is Language? 80

Nonhuman Primate Communication 81

Call Systems 81

Sign Language 81

The Origin of Language 83

Nonverbal Communication 83

The Structure of Language 84

Language, Thought, and Culture 86

The Sapir-Whorf Hypothesis 86

Focal Vocabulary 87

Meaning 87

APPRECIATING DIVERSITY: Words of

the Year 88

Sociolinguistics 89

Linguistic Diversity within

Nations 90

Gender Speech Contrasts 90

Language and Status Position 91

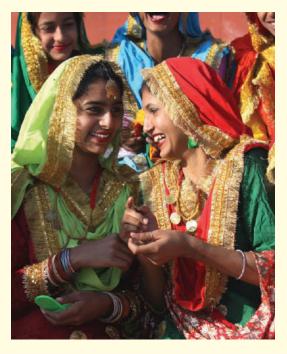
Stratification 91

APPRECIATING ANTHROPOLOGY: I Wish They All Could

Be California Vowels 92

African American Vernacular English

(AAVE) 94



Historical Linguistics 95

Language, Culture, and History 98

Language Loss 98

Summary 99

Key Terms 100

Critical Thinking 100

6 Ethnicity and Race 101

UNDERSTANDING OURSELVES 102

Ethnic Groups and Ethnicity 103

Status and Identity 103

Minority Groups and Stratification 104

Human Biological Diversity and the Race Concept 104

Races Are Not Biologically Distinct 105

Explaining Skin Color 107

The AAA RACE Project 110

Race And Ethnicity 111

The Social Construction of Race 112

Hypodescent: Race in the United States 112

APPRECIATING DIVERSITY: Why Are the Greens So White? 113

Race in the Census 114

Not Us: Race in Japan 115

Phenotype and Fluidity: Race in Brazil 116



Ethnic Groups, Nations, and Nationalities 118

Ethnic Diversity by Region 118

Nationalities without Nations 118

Ethnic Tolerance and Accommodation 118

Assimilation 119
The Plural Society 119
Multiculturalism 120

Changing Demographics 120

The Backlash to Multiculturalism: Ethnonationalism 121

FOCUS ON GLOBALIZATION: The Gray and the Brown 122

Ethnic Conflict 123

Prejudice and Discrimination 124

Black Lives Matter 124

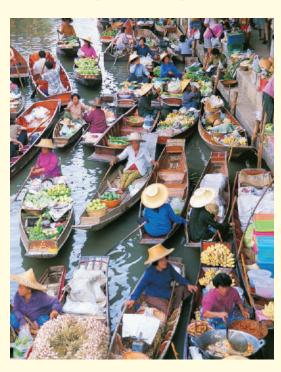
Anti-ethnic Discrimination 125

Summary 127

Key terms 128

Critical thinking 128

7 Making a Living 129



UNDERSTANDING OURSELVES 130

Adaptive Strategies 131

Foraging 131

Geographic Distribution of Foragers 132

Correlates of Foraging 133

Adaptive Strategies Based on Food

Production 134

Horticulture 134

Agriculture 135

The Cultivation Continuum 136 Intensification: People and the

Environment 136
Pastoralism 137

Modes of Production 138

Production in Nonindustrial Societies 139

Means of Production 139

Alienation in Industrial Economies 140

FOCUS ON GLOBALIZATION: Our Global

Economy 141

Economizing and Maximization 142

Alternative Ends 143

Distribution, Exchange 143

APPRECIATING DIVERSITY: Scarcity and the

Betsileo 144

The Market Principle 144

Redistribution 145

Reciprocity 146

Coexistence of Exchange Principles 147

Potlatching 148

Summary 150

Key Terms 151

Critical Thinking 151

8 Political Systems 152

UNDERSTANDING OURSELVES 153

What Is "The Political"? 154

Types and Trends 154

Bands and Tribes 155

Foraging Bands 155

Tribal Cultivators 157

The Village Head 157

The "Big Man" 158

Pantribal Sodalities 159

Nomadic Politics 160

Chiefdoms 162

Political and Economic Systems 162

Status Systems 163

The Emergence of Stratification 163

State Systems 164

Population Control 164

Judiciary 165

Enforcement 165

Fiscal Support 165

FOCUS ON GLOBALIZATION: The Political Role of

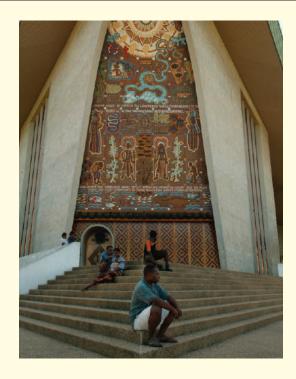
New Media 166

Social Control 167

Hegemony and Resistance 167

Weapons of the Weak 167

Shame and Gossip 168



The Igbo Women's War 170 Resistance via Social Media: A Case Study 171

Summary 173

Key Terms 174

Critical Thinking 174

9 Gender 175

UNDERSTANDING OURSELVES 176

Sex and Gender 176

Recurrent Gender Patterns 178

Gender Roles and Gender Stratification 181

Reduced Gender Stratification—

Matrilineal-Matrilocal Societies 182

Matriarchy 182

Increased Gender Stratification—

Patrilineal-Patrilocal Societies 182

Patriarchy and Violence 183

Gender in Industrial Societies 184

Work and Family: Reality and Stereotypes 186

The Feminization of Poverty 187

FOCUS ON GLOBALIZATION: Measuring and Reducing

Gender Stratification 188

Work and Happiness 189



Beyond Male and Female 190

APPRECIATING ANTHROPOLOGY: Hidden Women,
Public Men—Public Women, Hidden Men 192

Sexual Orientation 194

Summary 196

Key Terms 197

Critical Thinking 197

10 Families, Kinship, and Descent 198



UNDERSTANDING OURSELVES 199

Families 199

Nuclear and Extended Families 200 Industrialism and Family Organization 201

APPRECIATING DIVERSITY: Social Security, Kinship Style 202

Changes in North American Kinship 203

APPRECIATING ANTHROPOLOGY: American Family Life in the 21st Century 206

The Family among Foragers 207

Descent 207

Attributes of Descent Groups 207
Lineages, Clans, and Residence Rules 208
Ambilineal Descent 209
Family versus Descent 209

Kinship Calculation 210

Kin Terms and Genealogical Kin Types 210
Kin Terms in America 211

Kinship Terminology 211

Lineal Terminology 212

Bifurcate Merging Terminology 212

Generational Terminology 213

Bifurcate Collateral Terminology 214

Summary 214
Key Terms 215
Critical Thinking 215

11 Marriage 216



UNDERSTANDING OURSELVES 217

Defining Marriage? 217

Exogamy and Incest 218

Incest and Its Avoidance 220

The Occurrence of Incest 220

Incest Avoidance 221

Endogamy 221

Caste 222

Royal Endogamy 222

Same-Sex Marriage 223

Romantic Love and Marriage 225

Marriage as Group Alliance 225

APPRECIATING ANTHROPOLOGY: What Anthropologists Could Teach the Supreme Court about the Definition of Marriage 226

Gifts at Marriage 226 Durable Alliances 228

Divorce 229

Plural Marriages 230

Polygyny 230 Polyandry 231

The Online Marriage Market 231

Summary 233 Key Terms 234

Critical Thinking 234

12 Religion 235

UNDERSTANDING OURSELVES 236

What Is Religion? 236

Expressions of Religion 238

Spiritual Beings 238

Powers and Forces 238

Magic and Religion 239

Uncertainty, Anxiety, Solace 239

Rituals 240

Rites of Passage 240

Totemism 242

Religion and Cultural Ecology 242

Social Control 243

Kinds of Religion 244

Religious Specialists and Deities 244 Protestant Values and Capitalism 244

World Religions 245

Religion and Change 245

Revitalization Movements 246 New and Alternative Religious Movements 247

Religion and Cultural Globalization 247

Evangelical Protestantism and

Pentecostalism 247

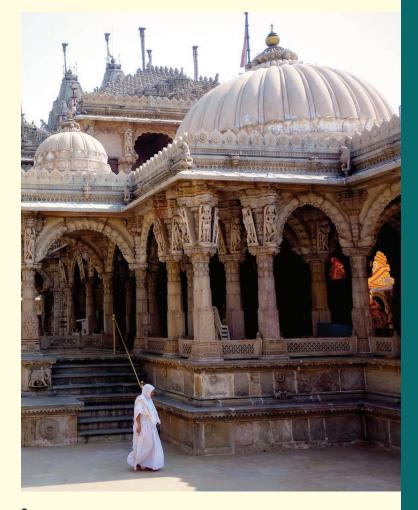
APPRECIATING DIVERSITY: This New-Time Religion 248

Homogenization, Indigenization, or Hybridization? 250

Antimodernism and Fundamentalism 251

The Spread of Islam 251

Secular Rituals 252



Summary 252 Key Terms 253 Critical Thinking 253

13 Arts, Media, and Sports 254



UNDERSTANDING OURSELVES 255

What Is Art? 256
Art and Religion 256
Locating Art 257
Art and Individuality 258

The Work of Art 259

APRECIATING DIVERSITY: Asian American Musicians: Internet Stars, Mainstream Wannabes 260

Art, Society, and Culture 261

Ethnomusicology 262

Representations of Art and Culture 263

Art and Communication 264

Art and Politics 264

The Cultural Transmission of the Arts 265

APPRECIATING ANTHROPOLOGY: I'll Get You, My Pretty, and Your Little R2 266

Continuity and Change 268

Media and Culture 269

Using the Media 269

Assessing the Effects of Television 270

Networking and Sociability On- and

Offline 271

Sports and Culture 272

American Football 272

What Determines International Sports

Success? 273

The Fall from Grace: The Celebrity

Scandal 275

Summary 276

Key Terms 277

Critical Thinking 277

14 The World System, Colonialism, and Inequality 278



UNDERSTANDING OURSELVES 279

The World System 280

World-System Theory 280

The Emergence of the World System 280

Industrialization 281

Causes of the Industrial Revolution 281

Socioeconomic Changes Associated with the

Industrial Revolution 282

Industrial Stratification 282

FOCUS ON GLOBALIZATION: Where in the World Are the Jobs? 284

The Persistence of Inequality 284

Wealth Distribution in the

United States 284

Environmental Risks on the

American Periphery 286

Colonialism and Imperialism 287

The First Phase of European Colonialism: Spain and Portugal 287

XIV Contents

Commercial Expansion and European Imperialism 288

The British Colonial Empire 288

French Colonialism 289 Colonialism and Identity 290

Postcolonial Studies 290

Development 291

Neoliberalism 292

NAFTA's Economic Refugees 292

APPRECIATING ANTHROPOLOGY: Is Mining

Sustainable? 294

The Second World 296

Communism 296

Postsocialist Transitions 296

The World System Today 297

Summary 298

Key Terms 299

Critical Thinking 299

15 Anthropology's Role in a Globalizing World 300

UNDERSTANDING OURSELVES 301

APPRECIATING DIVERSITY: Diversity under Siege: Global Forces and Indigenous Peoples 302

Energy Consumption and Industrial Degradation 302

Global Climate Change 304

Environmental Anthropology 305

Global Assaults on Local Autonomy 307

Deforestation 308

Emerging Diseases 309

Interethnic Contact 310

Cultural Imperialism and Indigenization 310

A Global System of Images 312

A Global Culture of Consumption 312

People in Motion 313

Indigenous Peoples 314

Anthropology's Lessons 316

Summary 316

Key Terms 317

Critical Thinking 317



Glossary 319 Bibliography 325

Index 342