

ESSENTIALS OF **CULTURAL**
ANTHROPOLOGY

A TOOLKIT FOR A GLOBAL AGE

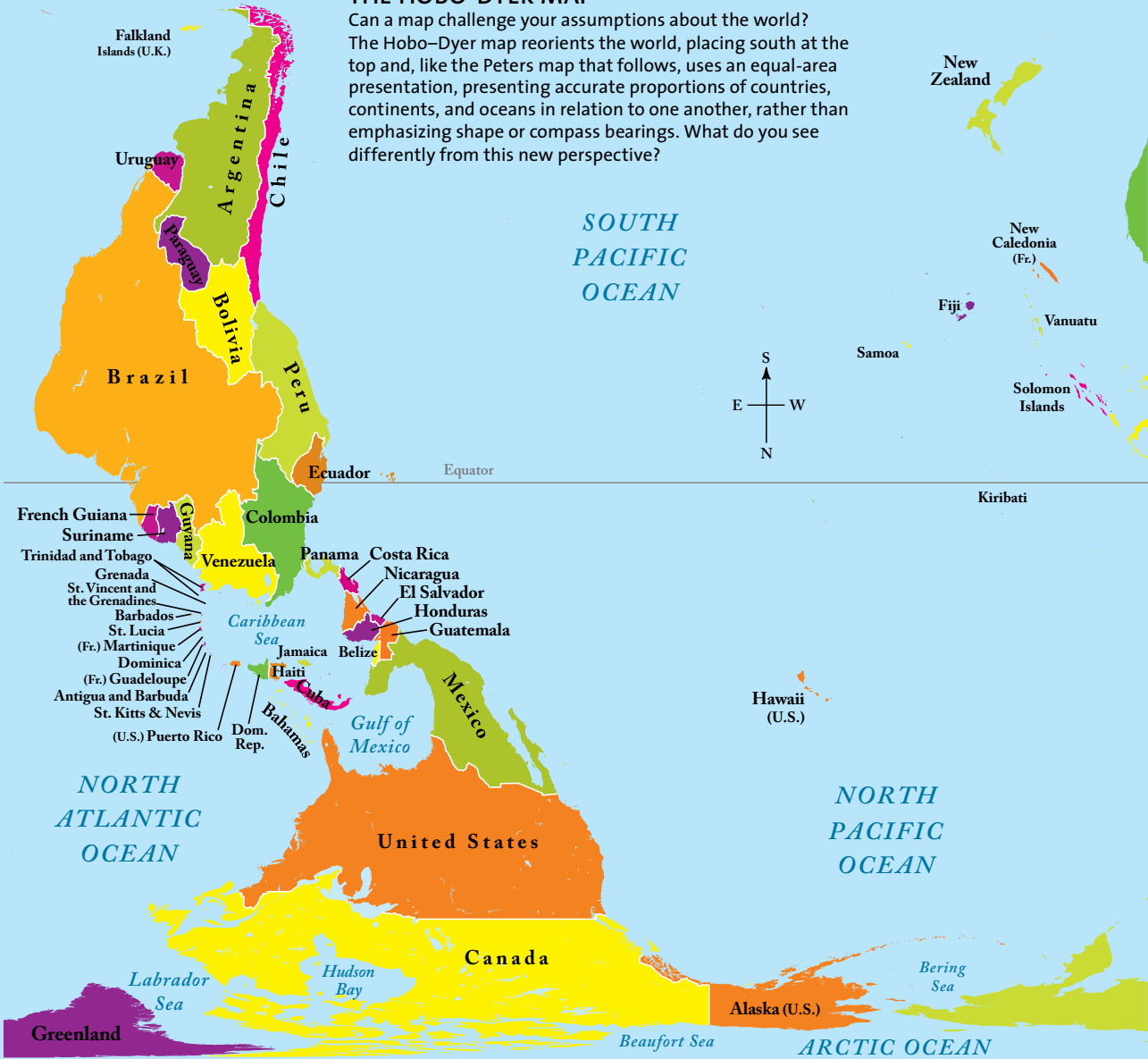
2E

KENNETH J. GUEST



THE HOBO-DYER MAP

Can a map challenge your assumptions about the world? The Hobo-Dyer map reorients the world, placing south at the top and, like the Peters map that follows, uses an equal-area presentation, presenting accurate proportions of countries, continents, and oceans in relation to one another, rather than emphasizing shape or compass bearings. What do you see differently from this new perspective?





WORLD • POLITICAL

NATIONAL BOUNDARIES

While humanity's impact is quite evident, and even striking, on many remotely sensed scenes, sometimes, as in the case with most political boundaries, it is invisible. State, provincial, and national boundaries can follow natural features, such as mountain ridges, rivers, or coastlines. Artificial constructs that possess no physical reality—for example, lines of latitude and longitude—can also determine political borders. This world political map represents the results of humanity's efforts to slice and divide Earth into discrete spheres of influence.

The National Geographic Society recognizes 192 independent states in the world as represented here. Of those nations, 185 are members of the United Nations.



Winkel Tripel Projection



Map of the World
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Essentials of Cultural Anthropology

Second Edition

Essentials of Cultural Anthropology

A Toolkit for a Global Age

Second Edition



Kenneth J. Guest

Baruch College
The City University of New York



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About the Author

Kenneth J. Guest is Professor of Anthropology at Baruch College, CUNY, and author of *God in Chinatown: Religion and Survival in New York's Evolving Immigrant Community* (2003). His research focuses on immigration, religion, globalization, ethnicity, and entrepreneurialism.

Professor Guest's ethnographic research in China and the United States traces the immigration journey of recent Chinese immigrants from Fuzhou, southeast China, who, drawn by restaurant, garment shop, and construction jobs and facilitated by a vast human smuggling network, have revitalized New York's Chinatown. His writing explores the role of Fuzhounese religious communities in China and the United States; the religious revival sweeping coastal China; the Fuzhounese role in the rapidly expanding U.S. network of all-you-can-eat buffets and take-out restaurants; the higher education experiences of the Fuzhounese second generation; and the contestation over Chinatown's future in the face of Manhattan's rapid gentrification.

A native of Florida, Professor Guest studied Chinese at Beijing University and Middlebury College. He received his B.A. from Columbia University (East Asian Languages and Cultures), an M.A. from Union Theological Seminary (Religious Studies), and the M.A., M.Phil., and Ph.D. from The City University of New York Graduate Center (Anthropology).



Brief Contents

Part 1: Anthropology for the 21st Century

Chapter 1: Anthropology in a Global Age	4
Chapter 2: Culture	30
Chapter 3: Fieldwork and Ethnography	60
Chapter 4: Language	90

Part 2: Unmasking the Structures of Power

Chapter 5: Race and Racism	118
Chapter 6: Ethnicity and Nationalism	150
Chapter 7: Gender	176
Chapter 8: Sexuality	204
Chapter 9: Kinship, Family, and Marriage	232
Chapter 10: Class and Inequality	260

Part 3: Change in the Modern World

Chapter 11: The Global Economy	294
Chapter 12: Politics and Power	332
Chapter 13: Religion	362
Chapter 14: Health, Illness, and the Body	394
Chapter 15: Art and Media	424

Contents

Preface	xxix
What's New in the Second Edition	xxxiii
Additional Resources	xxxvi
Acknowledgments	xxxix

Part 1: Anthropology for the 21st Century

Chapter 1: Anthropology in a Global Age	4
Coke, Water, and the Women of Plachimada	5
What Is Anthropology?	8
Brief Background	8
Anthropology's Unique Approach	9
Through What Lenses Do Anthropologists Gain a Comprehensive View of Human Cultures?	12
Physical Anthropology	13
Archaeology	15
Linguistic Anthropology	16
Cultural Anthropology	17
What Is Globalization, and Why Is It Important for Anthropology?	18
Globalization and Anthropology	19
Globalization: Key Dynamics	19
Globalization and the Environment	22
How Is Globalization Transforming Anthropology?	24
Changing Communities	24
Changing Research Strategies	25

Toolkit	28
Thinking Like an Anthropologist: Living in a Global Age	28
Key Terms	29
Chapter 2: Culture	30
Culture and a McDonald's Happy Meal	31
What Is Culture?	33
Culture is Learned and Taught	34
Culture is Shared Yet Contested	35
Culture is Symbolic and Material	35
How Has the Culture Concept Developed in Anthropology?	41
Early Evolutionary Frameworks	41
American Historical Particularism	42
British Structural Functionalism	43
Culture and Meaning	43
How Are Culture and Power Related?	45
Power and Cultural Institutions	46
Hegemony	47
Human Agency	48
How Much of Who You Are Is Shaped by Biology, and How Much by Culture?	49
Nature and Nurture	49
From Human Beings to Human Becomings: A Biocultural Process	51
Connecting Culture and Behavior	51
How is Culture Created?	52
Manufacturing the Desire to Consume	52
How is Globalization Transforming Culture?	54
The Global and Local in Tension: Homogenizing or Diversifying	55
Migration and the Global Flows of Culture	56
Increasing Cosmopolitanism	56
Toolkit	58
Thinking Like an Anthropologist: Unpacking a Happy Meal	58
Key Terms	59

Chapter 3: Fieldwork and Ethnography	60
Death without Weeping: Fieldwork in a Brazilian Shantytown	61
What Is Unique about Ethnographic Fieldwork, and Why Do Anthropologists Conduct This Kind of Research?	63
Fieldwork Begins with People	64
Fieldwork Shapes the Anthropologist	64
Fieldwork as Social Science and as Art	66
Fieldwork Informs Daily Life	66
How Did the Idea of Fieldwork Develop?	67
Early Accounts of Encounters with Others	67
Nineteenth-Century Anthropology and the Colonial Encounter	68
The Professionalization of Social Scientific Data Gathering and Analysis	68
Engaged Anthropology	74
How Do Anthropologists Get Started Conducting Fieldwork?	75
Preparation	75
Strategies	76
Mapping	77
Skills and Perspectives	78
Analysis	79
How Do Anthropologists Write Ethnography?	80
Polyvocality	81
Reflexivity	81
Ethnographic Authority	82
What Moral and Ethical Concerns Guide Anthropologists in Their Research and Writing?	82
Do No Harm	82
Obtain Informed Consent	84
Ensure Anonymity	84
How Are Fieldwork Strategies Changing in Response to Globalization?	85
Changes in Process	85
Changes in Content	85

Toolkit	88
Thinking Like an Anthropologist: Applying Aspects of Fieldwork to Your Own Life	88
Key Terms	89
Chapter 4: Language	90
Language and Immigration Debates in Arizona	91
What Is Language and Where Does It Come From?	93
The Origins of Human Language	93
Descriptive Linguistics	95
Nonverbal Communication: Kinesics and Paralanguage	96
How Does Language Shape Our Ways of Thinking?	98
Language, Thought, and Culture	98
The Role of Focal Vocabulary	99
How Do Systems of Power Intersect with Language and Communication?	100
The “N-Word”	100
Language and Gender	102
Language and Dialect	104
Language Variation in the United States	104
Historical Linguistics	108
What Are the Effects of Globalization on Language?	109
Diminishing Language Diversity	109
Hastening Language Loss	112
Toolkit	114
Thinking Like an Anthropologist: Language, Immigration, and U.S. Culture	114
Key Terms	115

Part 2: Unmasking the Structures of Power

Chapter 5: Race and Racism	118
Policing and Racial Inequality	119

Do Biologically Separate Races Exist?	122
Fuzzy Boundaries in a Well-Integrated Gene Pool	123
The Wild Goose Chase: Linking Phenotype to Genotype	124
How Is Race Constructed around the World?	126
Race and the Legacy of Colonialism	126
How Is Race Constructed in the United States?	129
Race and the U.S. Census	130
History of U.S. Racial Categories: Constructing Whiteness	131
The Rule of Hypodescent	133
Race and Immigration	134
What Is Racism?	138
Types of Racism	139
Resisting Racism	142
Race, Racism, and Whiteness	144
Toolkit	148
Thinking Like an Anthropologist: Shifting Our Perspectives on Race and Racism	148
Key Terms	149
Chapter 6: Ethnicity and Nationalism	150
The Soccer World Cup	151
What Does “Ethnicity” Mean to Anthropologists?	154
Ethnicity as Identity	154
Creating Ethnic Identity	155
How and Why Is Ethnicity Created, Mobilized, and Contested?	158
Ethnicity as a Source of Conflict	159
Ethnicity as a Source of Opportunity	164
Assimilation Versus Multiculturalism: Ethnic Interaction in United States	166
What Is the Relationship of Ethnicity to the Nation?	167
Imagined Communities and Invented Traditions	168
Anti-Colonialism and Nationalism	170
The Challenges of Developing a Sense of Nationhood	171

Toolkit	174
Thinking Like an Anthropologist: Who Is an American?	174
Key Terms	175
Chapter 7: Gender	176
Women in the U.S. Military	177
Are Men and Women Born or Made?	179
Distinguishing between Sex and Gender	179
The Cultural Construction of Gender	181
The Performance of Gender	184
Are There More Than Two Sexes?	186
A Theory of Five Sexes	186
Alternate Sexes, Alternate Genders	188
How Do Anthropologists Explore the Relationship between Gender and Power?	190
Revisiting Early Research on Male Dominance	191
Gender Stereotypes, Gender Ideology, and Gender Stratification	193
Challenging Gender Ideologies and Stratification	196
How Is Globalization Transforming Gender Roles and Stratification?	199
Impacts on Women in the Labor Force	199
Gendered Patterns of Global Migration	201
Toolkit	202
Thinking Like an Anthropologist: Broadening Your View of the Cultural Construction of Gender	202
Key Terms	203
Chapter 8: Sexuality	204
Sexual Assault on College Campuses	205
What Is Sexuality and Where Does It Come From?	208
The Intersection of Sexuality and Biology	208
Sexuality and Culture	211
What Is the Scope of Human Sexuality When Seen in a Global Perspective?	212
Same-Gender “ <i>Mati</i> Work” in Suriname	213

Machismo and Sexuality in Nicaragua	214
Sexuality and Pleasure in Corporate Japan	215
How Has Sexuality Been Constructed in the United States?	216
The Invention of Heterosexuality	216
“White Weddings”	219
How Is Sexuality an Arena for Working Out Relations of Power?	222
Intersections of Race and Sexuality For Black Gay Women	222
Sex, Disability, and Social Justice in Denmark and Sweden	224
How Does Globalization Influence Local Expressions of Sexuality?	226
Sexuality, Language, and the Effects of Globalization in Nigeria	226
Toolkit	230
Thinking Like an Anthropologist: Sexuality in Your Life	230
Key Terms	231
Chapter 9: Kinship, Family, and Marriage	232
<i>Transparent</i> : Shifting Notions of Family and Kinship in America	233
How Are We Related to One Another?	236
Descent	236
Marriage and Affinal Ties	244
Are Biology and Marriage the Only Basis for Kinship?	249
Houses, Hearths, and Kinship: The Langkawi of Malaysia	249
Creating Kin to Survive Poverty: Black Networks near Chicago, Illinois	251
How Are Ideas of Kinship Linked to the Nation-State?	251
Reproducing Jews: Issues of Artificial Insemination in Israel	252
How Is Kinship Changing in the Modern World?	253
The Nuclear Family: The Ideal Versus the Reality	253
Chosen Families	255
The Impact of Assisted Reproductive Technologies	255
Families of Same-Sex Partners	256

Toolkit	258
Thinking Like an Anthropologist: Kinship in Personal and Global Perspective	258
Key Terms	259
Chapter 10: Class and Inequality	260
The Flint Water Contamination Crisis	261
Is Inequality a Natural Part of Human Culture?	263
Egalitarian Societies	264
Ranked Societies	265
How Do Anthropologists Analyze Class and Inequality?	266
Theories of Class	267
How Are Class and Inequality Constructed?	273
Ethnographic Studies of Class in the United States	274
A Look at the Numbers	277
The Roots of Poverty	279
The “Culture of Poverty”: Poverty as Pathology	280
Poverty as a Structural Economic Problem	281
What Makes Class and Inequality Largely Invisible?	282
Consumer Culture	283
What Are the Effects of Global Inequality?	284
Street Vendors in the Global Economy	285
Class and the Circulation of Water in Mumbai, India	286
Thinking Globally about Inequality	287
Toolkit	290
Thinking Like an Anthropologist: The Dynamics of Class through Water and Beyond	290
Key Terms	291

Part 3: Change in the Modern World

Chapter 11: The Global Economy 294

Chocolate and Civil War in Côte d’Ivoire	295
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What Is an Economy, and What Is Its Purpose?	298
From Foraging to Industrial Agriculture: A Brief Survey of Food Production	298
Distribution and Exchange	301
What Are the Roots of Today's Global Economy?	303
Early Long-Distance Trade Routes	303
Colonialism	304
The Triangle Trade	304
The Industrial Revolution	306
Anti-Colonial Struggles	307
The Modern World Economic System	308
From Fordism to Flexible Accumulation	311
What Are the Dominant Organizing Principles of the Global Economy Today?	313
Capitalism, Economic Liberalism, and the Free Market	313
Neoliberalism	314
The (In)stability of the Global Financial Markets in the Twenty-first Century	315
How Does Today's Global Economy Link Workers with Consumers Worldwide?	316
Tsukuji: Fish Market at the Center of the World	317
How Is Today's Global Economy Reshaping Migration?	318
Pushes and Pulls	319
Bridges and Barriers	319
Global Migration Patterns	321
Types of Immigrants	322
Is Today's Global Economic System Sustainable?	327
Successes and Failures	327
The Human Ecological Footprint	327
World on the Edge	329
Toolkit	330
Thinking Like an Anthropologist: Situating Yourself within the Global Economy	330
Key Terms	331

Chapter 12: Politics and Power	332
Protecting the Sundarbans Coastal Forest	333
How Have Anthropologists Viewed the Origins of Human Political History?	336
Bands	337
Tribes	338
Chiefdoms	339
Putting Typologies in Perspective	340
What Is the State?	340
The Modern Western-Style State	341
Aspects of State Power	343
How Is Globalization Affecting the State?	344
International Nonstate Actors Challenge State Sovereignty	344
Civil Society Organizations Gain a Global Reach	345
What Is the Relationship among Politics, the State, Violence, and War?	346
Are Humans Naturally Violent or Peaceful?	346
The State and War	348
Anthropology on the Front Lines of War and Globalization	349
How Do People Mobilize Power Outside the State's Control?	352
Social Movements	352
Alternative Legal Structures	356
Toolkit	360
Thinking Like an Anthropologist: Applying Politics to Daily Life and Beyond	360
Key Terms	361
Chapter 13: Religion	362
Pope Francis and the U.S. Congress	363
What is Religion?	366
Seeking a Working Definition	366
Local Expressions and Universal Definitions	368

What Tools Do Anthropologists Use to Understand How Religion Works?	371
Émile Durkheim: The Sacred and the Profane	371
Religion and Ritual	372
Karl Marx: Religion as “The Opiate of the Masses”	374
Max Weber: The Protestant Ethic and Secularization	377
Shamanism	378
Religion and Magic	379
In What Ways Is Religion Both a System of Meaning and a System of Power?	383
Religion and Meaning	384
Religion and Power	385
Blurring the Boundaries Between Meaning and Power	386
How Is Globalization Changing Religion?	388
Relocating Rituals and Deities From the Home Country	389
Toolkit	392
Thinking Like an Anthropologist: Religion in the Twenty-First Century	392
Key Terms	393
Chapter 14: Health, Illness, and the Body	394
Junior Seau: Professional Athletes, Injury, and Illness	395
How Does Culture Shape Our Ideas of Health and Illness?	398
Ethnomedicine	400
Biomedicine	402
Are There Other Global Health Systems?	403
How Do Different Cultural Conceptions of the Body Affect Health Practices?	405
Biomedical Conceptions of the Body	406
The Human Microbiome	406
The Body and Childbirth Across Cultures	407
The Body and Disability	410
How Can Anthropologists Help Solve Health-Care Problems?	411
Creating a Public Health System in Rural Haiti	411

Why Does the Distribution of Health and Illness Mirror That of Wealth and Power?	413
Health Transition and Critical Medical Anthropology	413
Staff Attitudes Affect Health-Care Delivery in a New York Women's Clinic	414
How Is Globalization Changing the Experience of Health and Illness and the Practice of Medicine?	417
Medical Migration	417
Multiple Systems of Healing	418
Toolkit	422
Thinking Like an Anthropologist: Health in the Individual and in the Global Population	422
Key Terms	423
Chapter 15: Art and Media	424
Morrinho: Social Meanings of a Miniature City	425
What Is Art?	427
The Anthropology of Art	427
Art in Human History	432
What Is Unique about How Anthropologists Study Art?	434
The Ethnography of Art	435
What Is the Relationship between Art and Power?	439
Art Exhibitions and Displays of Power: Playing the Humanity Game	439
Black Girls' Playground Games and the Construction of Gender Identity	441
How Do Art and Media Intersect?	443
Visual Images and Cultural Identity	445
Ethnographic Film and Indigenous Media	447
Toolkit	450
Thinking Like an Anthropologist: The Landscape of World Art	450
Key Terms	451
References	A:1
Credits	A:21
Glossary/Index	A:25

Preface

Anthropology may be the most important course you take in college. That may seem like a bold statement. But here's what I mean.

CULTURAL ANTHROPOLOGY: A TOOLKIT

The world in the twenty-first century is changing at a remarkable pace. We are experiencing an interaction with people, ideas, and systems that is intensifying at breathtaking speed. Communication technologies link people instantaneously across the globe. Economic activities challenge national boundaries. People are on the move within countries and between them. As a result, today we increasingly encounter the diversity of humanity, not on the other side of the world but in our schools, workplaces, neighborhoods, religious communities, and families. How will we develop the skills and strategies for engaging and navigating the complex, multicultural, global, and rapidly changing reality of the world around us?

Anthropology is the toolkit you are looking for. Cultural anthropology is the study of humans, particularly the many ways people around the world today and throughout human history have organized themselves to live together: to get along, to survive, to thrive, and to have meaningful lives. This second edition of *Essentials of Cultural Anthropology: A Toolkit for a Global Age* will introduce you to the fascinating work of anthropologists and the research strategies and analytical perspectives that anthropologists have developed—our tools of the trade—that can help you better understand and engage today's world as you move through it.

I teach Introduction to Cultural Anthropology to hundreds of students every year at Baruch College, a senior college of The City University of New York. Baruch has an incredibly diverse student body, with immigrants from more than a hundred countries, speaking dozens of languages and thinking about culture, race, gender, and family in as many different ways. Some of my students will become anthropology majors. More will become anthropology minors. But at Baruch, in fact, most students will become business majors.

This book emerges from my efforts to make anthropology relevant to all of my students as they navigate their everyday lives, think about the world as it is and as it is becoming, and consider tackling the crucial issues of our times. On a practical level, we all employ the skills of anthropology on a daily basis. Every

time you walk into a room and try to figure out how to fit into a new group of people—in your classroom, in a student club, at the office, at a party, in your religious community, when your new love interest takes you home to meet the family—how in the world do you deduce what the rules are? Where you fit in? What you're supposed to do? What the power dynamics are? What you can contribute to the group? *Essentials of Cultural Anthropology: A Toolkit for a Global Age, Second Edition* is designed to help you develop those skills—to think more deeply and analyze more carefully—and to prepare you to use them in a diversity of settings at home or around the world.

WHY A NEW TEXTBOOK?

The world has changed dramatically in the past forty years and so has the field of anthropology. *Essentials of Cultural Anthropology: A Toolkit for a Global Age, Second Edition*—like the parent version, *Cultural Anthropology*—presents the theoretical, methodological, and pedagogical innovations that are transforming anthropology and highlights both historical and contemporary research that can provide students with insight into the ways in which anthropologists approach the crucial challenges and questions of our times. *Essentials* contains 15 concise chapters that I hope will easily fit into most courses—either as a stand-alone text or paired with additional primary readings and assignments. My goal with *Essentials* is to place at students' fingertips a lively, compelling presentation of the key concepts and debates at the heart of anthropology today in a shorter text—written without boxes and special features—that allows faculty increased flexibility in course development and design.

Globalization. As the world is changing, so too are the people anthropologists study. Even the way anthropologists conduct research is changing. In the contemporary period of rapid globalization, the movement, connection, and interrelatedness that have always been a part of human reality have intensified and become more explicit, reminding us that our actions have consequences for the whole world, not just for our own lives and those of our families and friends. This book integrates globalization into every chapter, analyzing its effects throughout the text rather than in a series of boxes, icons, or the occasional extra chapter so commonly seen in contemporary textbooks. The introductory chapter, “Anthropology in a Global Age,” establishes an analytical framework of globalization that is developed in every succeeding chapter—whether the topic is fieldwork, language, ethnicity, economics, or kinship—and gives students the tools to understand its impact on people's lives as they encounter them in ethnographic examples throughout the book.

Reframing the Culture Concept. The concept of culture has been central to anthropological analysis since the beginning of our field. But anthropologists have significantly reframed our thinking about culture over the past forty years. In the 1960s, Clifford Geertz synthesized anthropological thinking about culture as a system of meaning—shared norms, values, symbols, and categories. In the ensuing years, anthropologists have paid increasing attention to the relationship of power to culture, building on the work of Antonio Gramsci, Michel Foucault, and Eric Wolf to examine the ways cultural meanings are created, learned, taught, enforced, negotiated, and contested. *Essentials of Cultural Anthropology: A Toolkit for a Global Age, Second Edition* integrates this holistic and complex concept of culture into every chapter, exploring both meaning and power in human culture. Chapter 5, for example, is titled “Race and Racism,” acknowledging that not only is race a social construction of ideas but also that ideas of race can be expressed and made real through cultural processes, institutions, and systems of power—racism—in ways that create patterns of stratification and inequality in U.S. culture and in cultures around the world.

Anthropology for the Twenty-First Century. *Essentials of Cultural Anthropology: A Toolkit for a Global Age, Second Edition* reflects the field of anthropology as it is developing in the twenty-first century. While carefully covering the foundational work of early anthropologists, every chapter has been designed to introduce the cutting-edge research and theory that make anthropology relevant to today’s world. Chapters on classic anthropological topics such as language, religion, and kinship incorporate contemporary research and help students understand why anthropological thinking matters in day-to-day life. Chapters on sexuality, the global economy, class and inequality, and health, illness, and the body give students a sense of historical and contemporary research in the field and bring the presentation of anthropology fully into the twenty-first century.

Ethnography. Anthropologists conduct fascinating research about the lives of people all over the world. In many ways ethnography is at the heart of anthropology, reflecting our unique research strategies, our analytical methodologies, and our deep commitment to the project of cross-cultural understanding and engagement in our attempts to make the world a better place. But ethnographies often get lost in introductory textbooks. *Essentials of Cultural Anthropology: A Toolkit for a Global Age, Second Edition* introduces scores of ethnographic studies set in dozens of different countries, presenting both new research and classic studies in ways that are accessible to undergraduates so that the rich work of anthropologists comes alive over the course of the semester.

Relevance. *Essentials of Cultural Anthropology, Second Edition* responds to my students' request for relevance in a textbook. Each chapter opens with a recent event that raises central questions about the workings of human culture. Key questions throughout the chapter guide students through an introduction to the anthropological strategies and analytical frameworks that can enable them to think more deeply about the chapter-opening event and the underlying issues they may confront in their own lives. "Thinking Like an Anthropologist" sections wrap up each chapter and challenge students to apply what they have learned.

What's New in the Second Edition

Reflecting the dynamic nature of cultural anthropology, this new, second edition of *Essentials of Cultural Anthropology: A Toolkit for a Global Age* includes revisions and updates to every chapter that introduce cutting edge developments in the discipline, new theoretical frameworks, and new ethnographies. New chapter openers and examples continue the book's pedagogical approach to engage students in thinking like an anthropologist and provide them with an anthropological toolkit for analyzing and engaging the world around them.

NEW CHAPTER ON ART AND MEDIA

A new chapter on art and media explores the unique approach anthropologists take to the study of art, the many ways in which art reflects and transforms culture, and the ways in which globalization and new forms of media are transforming art and its dissemination. Through ethnographies of Brazil, west Africa, the Middle East, and the United States, the chapter explores how art is embedded in communities, how it connects to social norms and values, as well as economic and political systems and events.

NEW CHAPTER OPENING STORIES ON FAMILIAR TOPICS AND CURRENT EVENTS

Ferguson, the Flint water crisis, a Happy Meal, Bangladesh's Sundarban tidal forest, women Army Rangers, protesting sexual violence on campus, football concussions, Pope Francis and the television show *Transparent*: Nine new chapter openers challenge students to ask big questions and apply their anthropological toolkit to the real world challenges of today.

NEW ETHNOGRAPHIES ADDED THROUGHOUT THE TEXT

Ethnographies are at the heart of anthropological inquiry. This edition introduces new ethnographies set in places including: Bolivia, Brazil, Denmark and Sweden, Egypt, Eritrea, India, Japan, Taiwan, the United States, and Tanzania.

NEW COVERAGE OF ENGAGING, CUTTING-EDGE TOPICS

- **The environment and climate change.** Humans are reshaping the natural environment, leading scholars to rename the current geological period the Anthropocene. The book's focus on the environment begins in chapter one with a new section on the Anthropocene, and ethnographies and explorations of current issues and events throughout the book, including: A Coca-Cola bottling factory in India; water crises in Flint, Michigan and Mumbai, India; environment and health disparities in Harlem; and climate activists in Bangladesh, Paris, and U.S. college campuses.
- **The anthropology of the body.** Cross-cultural anthropological studies have challenged the notion of the body as isolated, natural, and universal and revealed a more complex picture of human bodies as products of specific environments, cultural experiences, and historical contexts. In addition to discussion of health and illness, the second edition adds new material on sickness.
- **Disabilities.** Anthropology's increasing attention to the body has been accompanied by a recent expansion of work on issues of disability. Anthropologists have begun to bring their distinctive ethnographic methods to the task of understanding the embodied experiences of people with impairments and analyzing those experiences within broader forms of social inequality. New content has been added in chapters on Health, Illness, and the Body and Sexuality.
- **The anthropology of food.** Always central to anthropological studies, food has received increased attention in recent years. The anthropology of food is explored throughout the book, including food production; food and colonialism; religious symbolism of food; water and inequality in Flint, Michigan and Mumbai, India; soda bottling; the social life of a chocolate bar; the global trade in tuna; food and ethnic identity; migration of Chinese restaurant workers; and a new chapter opener on the Happy Meal.
- **Anthropology's biocultural perspective.** *Essentials of Cultural Anthropology* presents the latest thinking on human evolution, development, and adaptation as an ongoing biocultural process in which biology, culture, and the environment are deeply intertwined

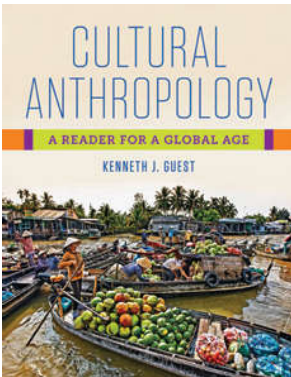
in an ongoing interplay and interaction through which humans are continually evolving and changing, both on a species level and in our individual lifespans.

- **The anthropology of global financial markets.** The 2008 fiscal crisis revealed how global financial markets, firms, and financial instruments like derivatives are reshaping the global economy. New content provides insight into the value that anthropological perspectives bring to analyzing these changes.

Additional Resources

Learn more at www.norton.com/instructors and digital.www.norton.com/essculturalanthro2

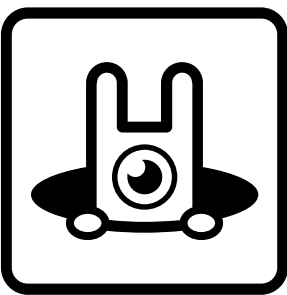
CULTURAL ANTHROPOLOGY: A READER FOR A GLOBAL AGE



In *Cultural Anthropology: A Reader for a Global Age*, Ken Guest presents the essential readings and diverse voices that will help students understand and engage their rapidly globalizing world. This concise, affordable reader is designed to complement any introductory syllabus and is the perfect companion for *Essentials of Cultural Anthropology: A Toolkit for a Global Age, Second Edition*. Each chapter in the *Reader* includes two or three readings that correspond directly to the chapters in *Essentials*. Selections focus on cutting edge topics that students care about, like the environment, the body, income inequality, sexuality, race and racism, migration, and more. In addition, Guest's rich headnotes and smart discussion questions help students understand important contexts and apply what they learn in the readings to the world around them.

(NEW) INQUIZITIVE

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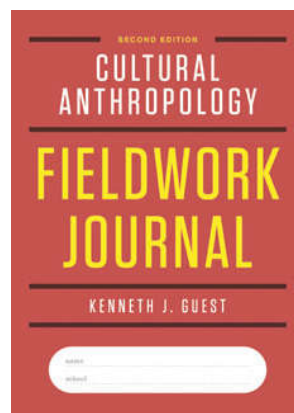


Norton's award-winning, easy-to-use adaptive learning tool personalizes the learning experience for students and helps them master—and retain—the learning goals outlined in each chapter of *Essentials of Cultural Anthropology*. Used as a prelecture tool, InQuizitive helps students improve their reading comprehension and critical thinking skills so that they come to class better prepared to think like anthropologists. InQuizitive can also improve students' test grades when assigned consistently for points, as a part of the overall course grade. The convenience of LMS integration saves you time by allowing InQuizitive scores to report right to your LMS gradebook.

CULTURAL ANTHROPOLOGY FIELDWORK JOURNAL

Ethnographic fieldwork is one of the most fundamental (and for students sometimes daunting) tools for anthropological study. Ken Guest's *Cultural Anthropology Fieldwork Journal*, Second Edition, provides 17 step-by-step exercises to help students apply the concepts they are learning in class while out in the real world. Designed to complement *Essentials of Cultural Anthropology: A Toolkit for a Global Age, Second Edition*, every activity in the *Fieldwork Journal* enhances students' understanding of the concepts covered in the parent textbook. Compact and easy to use, the *Fieldwork Journal* includes space to write notes and record data. The *Fieldwork Journal* can be packaged for free with *Essentials of Cultural Anthropology*, Second Edition.

The media package for *Essentials of Cultural Anthropology: A Toolkit for a Global Age, Second Edition* provides additional pedagogical tools that inspire students to *do* anthropology and apply it to their own lives. Instructors have everything they need to make traditional and online classes easier to manage: documentary film clips that will enliven lectures and spark discussion; illustrated PowerPoints that include instructor-view lecture notes; and a fully customizable coursepack for Blackboard and other course-management systems. The coursepack includes optional access to InQuizitive, our new adaptive learning system.



EBOOK

Available at digital.wwnorton.com/essculturalanthro2

Essentials of Cultural Anthropology is also available as an ebook. An affordable and convenient alternative, the ebook retains the content of the print book and allows students to highlight and take notes with ease.

POWERPOINTS

David Anderson, Radford University/Roanoke College

Downloadable from wwnorton.com/instructors and perfect for classroom presentation, these resources include:

- **Lecture PowerPoints:** Illustrated with images from the text, these lecture PowerPoint slides feature a suggested classroom lecture outline in the notes field that will be particularly helpful to first-time teachers.
- **Art PowerPoints and JPEGs:** All of the art from the book and from the coursepack is sized for classroom display.

DOCUMENTARY VIDEO CLIPS

Russell Sharman

These documentary and ethnographic film clips are ideal for initiating classroom discussion and showing students how anthropology is relevant to their

lives. Filmmaker and anthropologist Russell Sharman has selected clips that are both engaging and pedagogically useful. Each clip is available in the coursepack and is accompanied by an exercise.

COURSEPACK

David Anderson, Radford University/Roanoke College; Chad T. Morris, Roanoke College; and Maisa C. Taha, Montclair State University

Essentials of Cultural Anthropology's coursepack offers assessment and review materials for instructors who use Blackboard, Moodle, Canvas, and other learning-management systems. In addition to chapter-based assignments, test banks and quizzes, and an optional ebook, the coursepack includes interactive learning tools that will enliven hybrid, online, or traditional classrooms. Features include:

- A pre-test for each chapter
- Review and key term quizzes for each chapter
- “Thinking like an Anthropologist” and “Your Turn: Fieldwork” exercises and activities
- Streaming film clips from the Instructor DVD, each supported by a quiz or exercise
- InQuizitive (Optional)

TEST BANK

Alexandra Lancey, University of South Florida; Pilar Rau, Rutgers University

The test bank for *Essentials of Cultural Anthropology* is designed to help instructors prepare exams. Devised according to Bloom’s taxonomy, the test bank includes 50–60 multiple-choice questions per chapter. In addition to Bloom’s, each question is tagged with metadata that place it in the context of the chapter, as well as difficulty level, making it easy to construct tests that are meaningful and diagnostic.

INTERACTIVE INSTRUCTOR’S GUIDE

Now in a newly redesigned and easier-to-navigate platform, the Interactive Instructor’s Guide makes lecture development easy with an array of teaching resources that can be searched and browsed according to a number of criteria. Resources include chapter outlines and summaries; lecture ideas; discussion questions, recommended readings, author videos, and websites; video exercises with streaming video; and activities with downloadable handouts. Instructors can subscribe to a mailing list to be notified of periodic updates and new content.

Acknowledgments

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Perhaps the quintessential human task is to pass to the next generation the accumulated insights, understandings, and knowledge that will empower them to live life fully and meaningfully and to meet the challenges confronting humanity and the planet. I hope this book might contribute to that existential endeavor.

Essentials of Cultural Anthropology

Second Edition