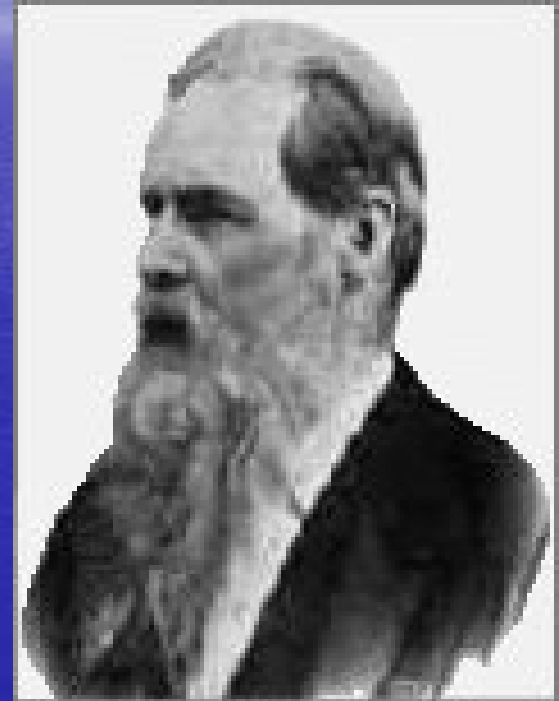




What is Anthropology?

# What is Culture?

- for anthropologists and other behavioral scientists, culture is the full range of learned human behavior patterns.
- The term was first used in this way by the pioneer English Anthropologist Edward B. Tylor in his book, *Primitive Culture*, published in 1871.
- Tylor said that culture is "that complex whole which includes knowledge, belief, art, law, morals, custom, and any other capabilities and habits acquired by man as a member of society."



Edward B. Tylor

# What is Canadian Culture?

- What you define as Canadian culture?
- What symbols are connected with Canadian Identity?
- What is the difference between the Cultural Mosaic and the Melting Pot?
- Is it cool to be “Proud to be Canadian?”

# The Rant

## A Product of Molson Canadian

Hey. I'm not a lumberjack, or a fur trader.

And I don't live in an igloo, or eat blubber, or own a dogsled.

And I don't know Jimmy, Sally or Suzy from Canada, although I'm certain they're really, really nice.

I have a Prime Minister, not a President.

I speak English and French, NOT American. and I pronounce it 'ABOUT', NOT 'A BOOT'.

I can proudly sew my country's flag on my backpack. I believe in peace keeping, NOT policing. DIVERSITY, NOT assimilation, AND THAT THE BEAVER IS A TRULY PROUD AND NOBLE ANIMAL.

A TOQUE IS A HAT, A CHESTERFIELD IS A COUCH, AND IT IS PRONOUNCED 'ZED' NOT 'ZEE', 'ZED'!!!

CANADA IS THE SECOND LARGEST LANDMASS! THE FIRST NATION OF HOCKEY! AND THE BEST PART OF NORTH AMERICA!

MY NAME IS JOE!! AND I AM CANADIAN!!!!!!!!!!

Thank you.

# The Rant Continued

- Why do you believe The Rant was so effective as an advertising campaign?
- Do you believe it became more than just a commercial to sell beer? Why
- What does this say about Canadian Culture with respect to our southern neighbours?

# Anthropology

What is Anthropology?

- Anthropology is the broad study of humankind around the world and throughout time.
- It is concerned with both the biological and the cultural aspects of humans.

# Included in anthropology are four main subdivisions:

## Physical Anthropology

- Mechanisms of biological evolution, genetic inheritance, human adaptability and variation, primatology, and the fossil record of human evolution

## Cultural Anthropology

- Culture, ethnocentrism, cultural aspects of language and communication, subsistence and other economic patterns, kinship, sex and marriage, socialization, social control, political organization, class, ethnicity, gender, religion, and culture change

## Archaeology

- Prehistory and early history of cultures around the world; major trends in cultural evolution; and techniques for finding, excavating, dating, and analyzing material remains of past societies

## Linguistic Anthropology

- The human communication process focusing on the importance of socio-cultural influences; nonverbal communication; and the structure, function, and history of languages, dialects, pidgins, and creoles

# Participation-observation

- Anthropologists have learned that the best way to really get to know another society and its culture is to live in it as an active participant rather than simply an observer.
- By physically and emotionally participating in the social interaction of the host society it is possible to become accepted as a member.

# Dian Fossey

- Dian Fossey believed that in order to study gorillas effectively she had to immerse herself with them in an effort to get them to accept her presence
- She was murdered in her cabin at Karisoke on December 26, 1985. Her death is a mystery yet unsolved.



Why do we need Anthropologists? Don't they tell us what we already know to be true?

- Intuition is believing something to be true because a person's emotions and logic support it
- Intuition is not proof of fact – this is why we need anthropologists – they prove or disprove what we BELIEVE to be true

# Kinship

- Kinship is a family relationship based on what is a culture considers a family to be
- The family unit can vary depending on the culture in which the family lives
- Anthropologists have concluded that human cultures define the concept of marriage in three ways: mating (marriage), birth (descent) and nurturance (adoption)

# Methods used by Anthropologists

- Participation-observation
- Collection of statistics
- Field interviews
- Rigorous compilation of detailed notes
- Fieldwork on anthropologists is know as **"ethnography"**

# Anthropological Schools of Thought

## Functionalism

- The theoretical school of Functionalism considers a culture as an interrelated whole, not a collection of isolated traits.
- The Functionalists examined how a particular cultural phase is interrelated with other aspects of the culture and how it affects the whole system of the society.
- The method of functionalism was based on fieldwork and direct observations of societies.

# Structuralism

- Structuralism assumes that cultural forms are based on common properties of the human mind.
- This theory states that humans tend to see things in terms of two forces that are opposite to each other - eg. night and day
- The goal of Structuralism is to discover universal principles of the human mind underlying each cultural trait and custom.
- This theoretical school was almost single handedly established by Claude Levi-Strauss.

# Cultural Materialism

- Technological and economical factors are the most important ones in moulding a society – known as materialism
- Determinism – states that the types of technology and economic methods that are adopted always determine (or act as deciding factors in forming) the type of society that develops