

Challenge and Change

Unit 1 - Lesson 1: What is Anthropology?

November 2015

What is HSB4U?

- ❖ Using *anthropology, sociology* and *psychology* to **investigate** and **explain** shifts in knowledge, attitudes, beliefs and behaviour that impact our society
- ❖ We will look at **how** and **why** cultural, social and behavioural patterns changed over time

Course Breakdown

- ❖ **70% Term Work**

- ❖ *40% Assignments, Activities, Presentations, etc.*

- ❖ *30% Unit Tests*

- ❖ **30% Final Assessment**

- ❖ *20% Exam*

- ❖ *10% ISP*

Term 2 Reminders

- ❖ No hats and phones unless permission is given
- ❖ Come to class prepared
- ❖ Respect is a two way street



What is Anthropology?

Unit 1 - Lesson 1

November 16th, 2015

What I'm Learning Today

WILT:

- ❖ Understand what anthropology is
- ❖ Explore the connection between anthropology and social change
- ❖ Understand what anthropologists study and their methods of inquiry
- ❖ Identify and understand anthropological schools of thought and influential theorists

Anthropology Recap

- ❖ Anthropology examines the development of human species and human cultures throughout the world
 - ❖ Physical: Examines the ways that humans are different/similar to other species and how humans have evolved
 - ❖ Cultural: Explores how culture shaped the way people lived in the past and how they live in the world today



Methods Used By Anthropologists

- ❖ Participant- Observation
- ❖ Collection of Statistics
- ❖ Field Interviews
- ❖ Rigorous compilation of detailed notes
- ❖ Fieldwork of Anthropologists is know as “ethnography” (scientific study of human races and cultures)

Example: Participant 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
- ❖ 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



Anthropology

- ❖ Anthropology explores social phenomena, but from a cultural perspective
- ❖ Anthropologists post important questions concerning the continuation of poverty, racism, violence, and social inequality around the world
- ❖ Anthropologists also ask questions such as:
 - ❖ Why do humans have such different ways of living thinking, and acting?
 - ❖ Why do genders differences exist?
 - ❖ How does technology influence cultures?
 - ❖ What is the impact of our ever-expanding global village?

What is Culture?

- ❖ For anthropologists, **culture is the full range of learned human behaviour patterns**
- ❖ Culture is: *“That complex whole which includes knowledge, beliefs, art, law, morals, customs, and all the capabilities and habits acquired by man as a member of society.”* - Edward B Taylor

What is Canadian Culture?

- ❖ What do 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

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 ABOOT

I can proudly sew my country's flag on my backpack

I believe in peacekeeping, 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!



Analyzing the Rant

- ❖ 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?

Culture...

- ❖ Is learned
- ❖ Is shared
- ❖ Defines nature
- ❖ Shapes how we perceive and understand the world
- ❖ Has patterns

The Cultural Moulding of Thought

- ❖ You will need a scrap piece of paper...
- ❖ I will read words out verbally and you will write down the first word that comes to mind

The Cultural Moulding of Thought

❖ Dark

❖ Man

❖ Black

❖ Slow

❖ Carpet

❖ High

❖ Sour

❖ Cabbage

❖ Hard

❖ Eagle

❖ Stem

The Cultural Moulding of Thought

❖ Light

❖ Cottage

❖ Ocean

❖ Long

❖ Bitter

❖ Butter

❖ Bed

❖ Scissors

❖ Blossom

❖ Boy

❖ Lamp

The Results! Out of /925

Stimulus	Response	Frequency
• Dark	Light	458
• Man	Woman	366
• Black	White	417
• Slow	Fast	475
• Carpet	Rug	468
• High	Low	440
• Sour	Sweet	393
• Cabbage	Vegetable	369
• Hard	Soft	407
• Eagle	Bird	639
• Stem	Flower	359

The Results! Out of /925

Stimulus	Response	Frequency (925)
• Light	Dark	364
• Cottage	House	355
• Ocean	Water	388
• Long	Short	442
• Bitter	Sweet	353
• Butter	Bread	384
• Bed	Sleep	429
• Scissors	Cut	401
• Blossom	Flower	420
• Boy	Girl	355
• Lamp	Light	664

Discussion

- ❖ How well does this exercise demonstrate the extent to which our way of thinking is culturally folded?
- ❖ What might it signify when you have a large number of agreements with modal responses?
- ❖ An unusual small number of agreements with them?

What Consult an Anthropologists?

- ❖ When Braniff Airlines translated a slogan promoting the upholstery on its airplane seats, Flying In Leather came out in Spanish as Fly Naked
- ❖ The Chevy Nova never sold well in Spanish-speaking countries - No va means it doesn't go in Spanish
- ❖ When Pepsi started marketing its products in China a few years back, they translated their slogan Pepsi brings you back to life literally. The slogan in Chinese means Pepsi brings your ancestors back from the grave
- ❖ When Clairol, a hair product company, introduced the "Mist Stick" curling iron in Germany, they found out that mist is land for manure. Not many people had used for a manure stick.

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 social scientists like anthropologists - they prove or disprove what we BELIEVE to be true

Comparing Cultures

- ❖ Anthropologists increase our knowledge of what it is to be human by comparing cultural differences
 - ❖ Kinship is a family relationship based on what 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 kinship in three ways : mating (marriage), birth (descent) and nurturance (adoption)

Activity: Anthropological Schools of Thought

- ❖ In pairs, you will look at the following schools of thought:
 - ❖ Cultural Materialism
 - ❖ Functionalism
- ❖ For your chosen school of thought, you will identify what the big ideas within the theory are and an influential theorist