

# THE RISE OF ANTHROPOLOGY

# ANTHROPOLOGY

- “The study of the full scope of human diversity, past and present, and the application of that knowledge to help people of different backgrounds understand each other.”  
(Guest 2016: 7)

## “FOUR FIELDS”

- Biological/physical anthropology
- Linguistic anthropology
- Archaeology
- Cultural anthropology

# CULTURAL ANTHROPOLOGY

- The study of people around the world, in all their diversity and complexity, with particular attention to their everyday lives, social organization, distributions of power, and systems of meaning-making
- Generally carried out through **ethnographic fieldwork**
  - Surveys, interviews, **participant observation**

# HERODOTUS

- 5th century BC, “father of history”
- Herodotus’ historiographic method – attention to evidence
- Early example of a systematic comparison of two cultures

## HERODOTUS

- What things does he compare between the Greeks and Egyptians?
- What kind of language does he use to compare them?
- Egyptian culture: “exactly reverse the common practice of mankind” (440 BC: I 10)

## MICHEL DE MONTAIGNE

- French Renaissance statesman, philosopher, and “father of the essay,” 1533–1592
- “Of Cannibals” (1580)
- What’s happening in the world at this time?









## MICHEL DE MONTAIGNE

- “I find that there is nothing barbarous and savage in this nation according to what I have been told, except that everyone gives the title of barbarism to everything that is not according to his usage.”
- “We have no other criterion of truth and reason than the example and pattern of the opinions and customs of the country wherein we live.”

## MICHEL DE MONTAIGNE

- “I am sorry that, seeing so clearly into their faults, we should be so blind to our own. I conceive there is more barbarity in eating a man alive than in eating him dead, in tearing by tortures and the rack a body that is still full of feeling...”

## ETHNOCENTRISM

- “The belief that one’s own culture or way of life is normal, natural, or even superior, and the tendency to use one’s own culture to elaborate and judge the cultural ideas and practices of others.” (Guest 2017: 42)

Guest, Kenneth J. (2017). Cultural Anthropology: A Toolkit for a Global Age. New York: Norton.