

Topic 2

Tuesday, February 21, 2023

9:22 AM

Doing Cultural Anthropology: Ethnography and its ethnics

Key Concepts

Ethnocentrism

Evaluation of other cultures from perspective of one's own presumably superior culture

Cultural Relativism

Understanding of others cultures y their own categories, which are assumed to be valid and worthy of respect

Functionalism

- Assumption that particular cultural traits may have a role in maintaining the culture
- A powerful analytic tool to help anthropologist view each culture as an * interconnected system of parts and subparts, and to look for the function of each part
- Does not explain why exist / whether should exist
- Applying cultural relativism =\ Abandoning judgments and values

Etic

Relating to cultural meaning as translated for cross cultural comparison

Emic

Relating to cultural meaning derived from inside the given culture and presumed to be unique that culture

Two dimensions of cultural anthropology

Ethnography	Ethnology
Requires field work to collect data	Uses data collected by series of researchers
Often descriptive	Usually synthetic
Group/community specific	Comparative/cross cultural

Ethnographic methods & ethics

Methods

- Participant observation
- Key informants
- Interviews
- Genealogical method
- Locally accessed archives

AAA Code of Ethics (*American Anthropological Association*)

Informed consent

- Purpose, nature, and procedures of research
- Potential cost and benefits

Academic reciprocity

- Incorporate host country colleagues in research plans and funding
- Collaborative measures

Publication

- Make information available