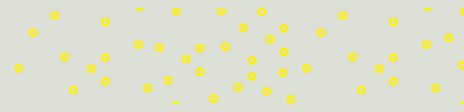




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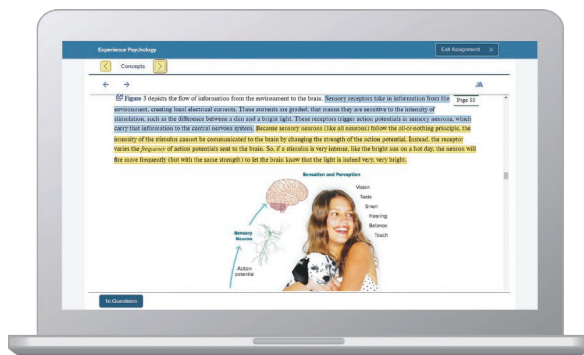
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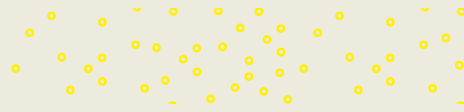
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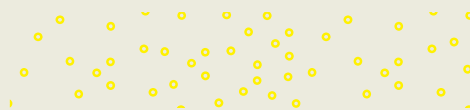


cultural anthropology

APPRECIATING
CULTURAL DIVERSITY

NINETEENTH EDITION

Conrad Phillip Kottak
University of Michigan



To my mother, Mariana Kottak Roberts



CULTURAL ANTHROPOLOGY: APPRECIATING CULTURAL DIVERSITY, NINETEENTH EDITION

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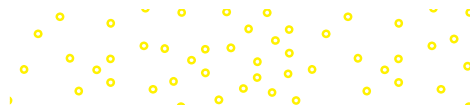
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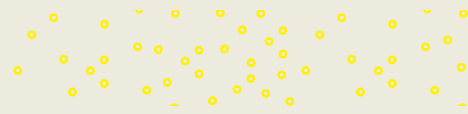
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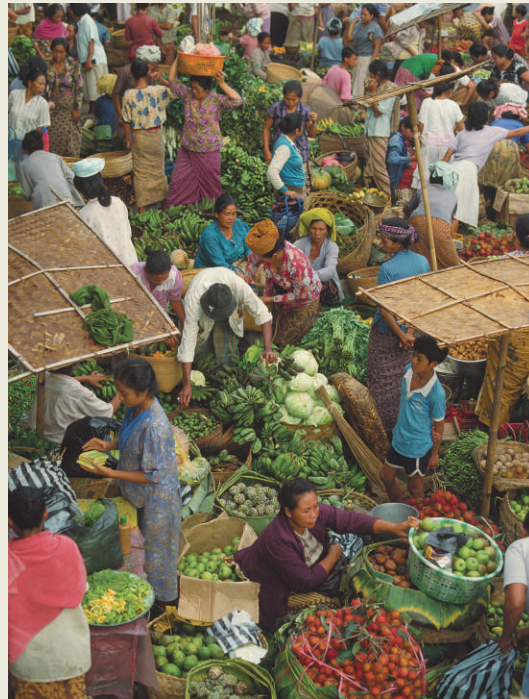
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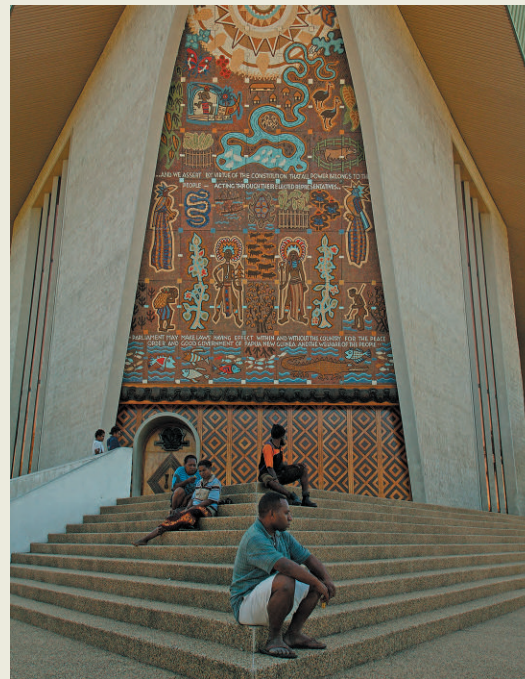
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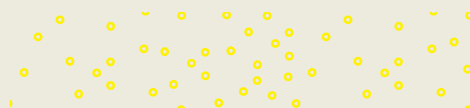
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about the author



Conrad Phillip Kottak

The author at Bayon temple, Angkor Thom, Cambodia in February 2018.

Courtesy Isabel Wagley Kottak

Conrad Phillip Kottak (A.B. Columbia College, Ph.D. Columbia University) is the Julian H. Steward Collegiate Professor Emeritus of Anthropology at the University of Michigan, where he served as anthropology department chair from 1996 to 2006. He has been honored for his undergraduate teaching by the university and the state of Michigan and by the American Anthropological Association. He is an elected member of the American Academy of Arts and Sciences and

the National Academy of Sciences, where he chaired Section 51, Anthropology from 2010 to 2013.

Professor Kottak has done ethnographic fieldwork in Brazil, Madagascar, and the United States. His general interests are in the processes by which local cultures are incorporated—and resist incorporation—into larger systems. This interest links his earlier work on ecology and state formation in Africa and Madagascar to his more recent research on globalization, national and international culture, and the mass media, including new media and social media.

Kottak's popular case study *Assault on Paradise: The Globalization of a Little Community in Brazil* (2006) describes his long-term and continuing fieldwork in Arembepe, Bahia, Brazil. His book *Prime-Time Society: An Anthropological Analysis of Television and Culture* (2009) is a comparative study of the nature and impact of television in Brazil and the United States.

Kottak's other books include *The Past in the Present: History, Ecology and Cultural Variation in Highland Madagascar*; *Researching American Culture: A Guide for Student Anthropologists*; and *Madagascar: Society and History*. The most recent

editions (19th) of his texts *Anthropology: Appreciating Human Diversity* (this book) and *Cultural Anthropology: Appreciating Cultural Diversity* are published by McGraw-Hill. He also is the author of *Mirror for Humanity: A Concise Introduction to Cultural Anthropology* (12th ed., McGraw-Hill, 2020) and *Window on Humanity: A Concise Introduction to Anthropology* (9th ed., McGraw-Hill, 2020). With Kathryn A. Kozaitis, he wrote *On Being Different: Diversity and Multiculturalism in the North American Mainstream* (4th ed., McGraw-Hill, 2012).

Conrad Kottak's articles have appeared in academic journals, including *American Anthropologist*, *Journal of Anthropological Research*, *American Ethnologist*, *Ethnology*, *Human Organization*, and *Luso-Brazilian Review*. He also has written for popular journals, including *Transaction/SOCIETY*, *Natural History*, *Psychology Today*, and *General Anthropology*.

Kottak and his colleagues have researched television's impact in Brazil, environmental risk perception in Brazil, deforestation and biodiversity conservation in Madagascar, and economic development planning in northeastern Brazil. More recently, Kottak and his colleague Lara Descartes investigated how middle-class American families use various media in planning, managing, and evaluating the competing demands of work and family. That research is the basis of their book *Media and Middle Class Moms: Images and Realities of Work and Family* (Descartes and Kottak 2009). Professor Kottak currently is collaborating with Professor Richard Pace of Middle Tennessee State University and several graduate students on research investigating "The Evolution of Media Impact: A Longitudinal and Multi-Site Study of Television and New Electronic/Digital Media in Brazil."

Conrad Kottak appreciates comments about his books from professors and students. He can be reached by e-mail at the following address: **ckottak@bellsouth.net**.

a letter from the author

Welcome to the 19th Edition of *Cultural Anthropology: Appreciating Cultural Diversity!*

I wrote the first edition of this book during a time of rapid change in my favorite academic discipline—anthropology. My colleagues and I were excited about new discoveries and directions in all four of anthropology’s subfields—biological anthropology, anthropological archaeology, sociocultural anthropology, and linguistic anthropology. My goal was to write a book that would capture that excitement, addressing key changes, while also providing a solid foundation of core concepts and the basics.

In preparing this edition, I benefited tremendously from both professors’ and students’ reactions to my book. Just as anthropology is a dynamic discipline that encourages new discoveries and explores the profound changes now affecting people and societies, this edition of *Cultural Anthropology* makes a concerted effort to keep pace with changes in the way students read and learn core content today. Our digital program, **Connect Anthropology**, includes assignable and assessable quizzes, exercises, and interactive activities, organized around course-specific learning objectives. Furthermore, **Connect** includes an interactive eBook; **LearnSmart**, which is an adaptive testing program; and **SmartBook**, the first and only truly adaptive reading experience. The tools and resources provided in **Connect Anthropology** are designed to engage students and enable them to improve their performance in the course. This 19th edition has benefited from feedback from thousands of students who have worked with these tools and programs while using the previous editions. We were able to flag and respond to specific areas of difficulty that students encountered, chapter by chapter. I used this extensive feedback to revise, rethink, and clarify my writing in almost every chapter. I started work on this 19th edition by once again reviewing how students had done on the probes and quizzes for each chapter in the previous edition. It became apparent that areas of difficulty reflected ambiguities both in the LearnSmart probes and in the textbook. Accordingly, I reviewed and, when necessary, rewrote every question for every chapter in the LearnSmart probes. I also wrote new probes for content new to this edition. I am eager to see, as students work with this new edition, whether my detailed work on both supplements and text enhances understanding and performance.

As I embark on each new edition, it becomes ever more apparent to me that while any competent and useful text must present anthropology’s core, that text also must demonstrate anthropology’s relevance to the 21st-century world we inhabit. Accordingly, each new edition contains thorough updating and substantial content changes as well as a series of features that examine our changing world. For example, several “Focus on Globalization” essays in this book examine topics as diverse as disease pandemics, world sports events (including the Olympics and the World Cup), and the expansion of international finance and branding. Several chapters contain discussions of new media, including social media. Many of the boxes titled “Appreciating Anthropology” and “Appreciating Diversity” (at least one per chapter) also present new discoveries and topics.

Each chapter begins with a discussion titled “Understanding Ourselves.” These introductions, along with examples from popular culture throughout the book, show how anthropology relates to students’ everyday lives. My overarching goal is to help students appreciate the field of cultural anthropology and the various kinds of diversity it studies. How do anthropologists think and work? Where do we go, and how do we interpret what we see? How do we step back, compare, and analyze? How does anthropology contribute to our understanding of the world? The “Appreciating Anthropology” boxes focus on the value and usefulness of anthropological research and approaches while the “Appreciating Diversity” boxes focus on various forms and expressions of human cultural diversity.

Most students who read this book will not go on to become anthropologists, or even anthropology majors. For those who do, this book should provide a solid foundation to build on. For those who don’t—that is, for most of my readers—my goal is to instill a sense of appreciation: of human diversity, of anthropology as a field, and of how anthropology can build on, and help make sense of, the experience that students bring to the classroom. May this course and this text help students think differently about, and achieve greater understanding of, their own culture and its place within our globalizing world.

Conrad Phillip Kottak

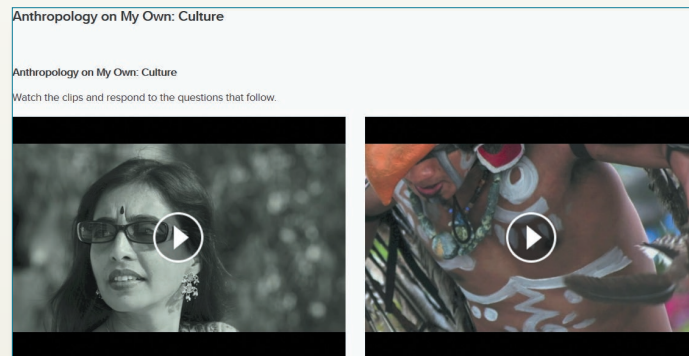
preface

For over 40 years, students have found Conrad Kottak's Introductions to Anthropology and Cultural Anthropology thoughtful guides to the ever-changing discipline. His books are classics in the field offering undergraduates a comprehensive and robust set of materials that support and expand on the instruction they receive in the classroom or online. Students engage with rich content with an effective, efficient, and easy-to-use platform in Connect.

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New to this edition, **Newsflash** activities bring in articles on current events relevant to anthropology with accompanying assessment. Topics include “Why Racism is Not Backed by Science” and “What Each of Facebook’s 51 New Gender Options Means.”

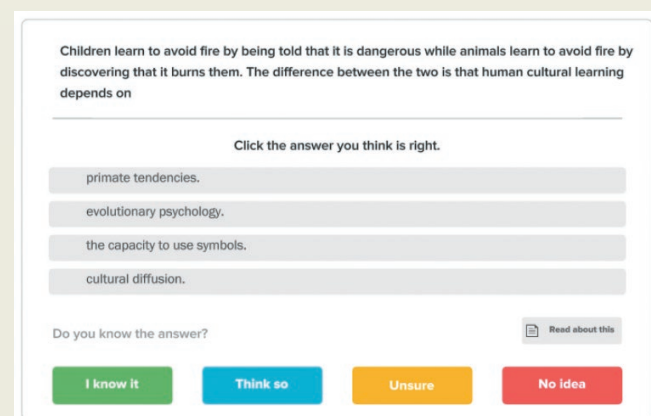
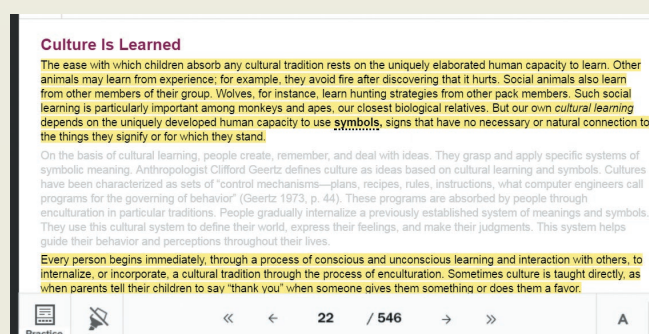


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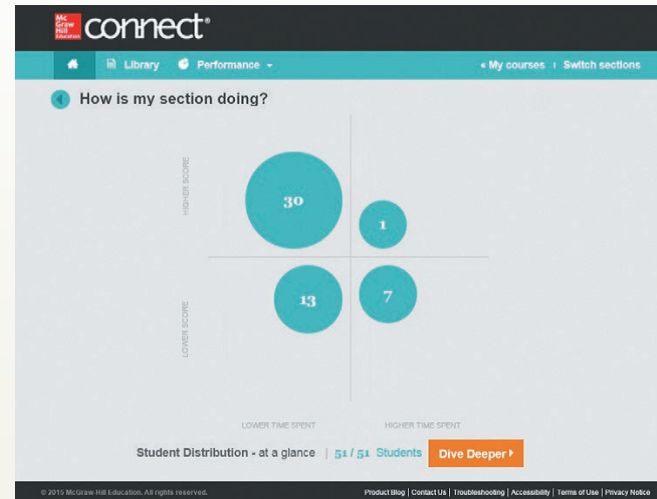
McGraw Hill SMARTBOOK® Available within Connect, **SmartBook**® makes study time as productive and efficient as possible by identifying and closing knowledge gaps. SmartBook is powered by the proven

LearnSmart® engine, which identifies what an individual student knows and doesn't know based on the student's confidence level, responses to questions, and other factors. LearnSmart builds an optimal, personalized learning path for each student, so students spend less time on concepts they already understand and more time on those they don't. As a student engages with SmartBook, the reading experience continuously adapts by highlighting the most impactful content a student needs to learn at that moment in time. This ensures that every minute spent with SmartBook is returned to the student as the most value-added minute possible. The result? More confidence, better grades, and greater success.

New to this edition, SmartBook is now optimized for phones and tablets and accessible for students with disabilities using interactive features.



connect^{INSIGHT} Connect Insight[®] is Connect's one-of-a-kind visual analytics dashboard—now available for both instructors and students—that provides at-a-glance information regarding student performance, which is immediately actionable. By presenting assignment, assessment, and topical performance results together with a time metric that is easily visible for aggregate or individual results, Connect Insight gives the user the capability to take a just-in-time approach to teaching and learning, which was never before available. Connect Insight presents data that empowers students and helps instructors improve class performance in a way that is efficient and effective.



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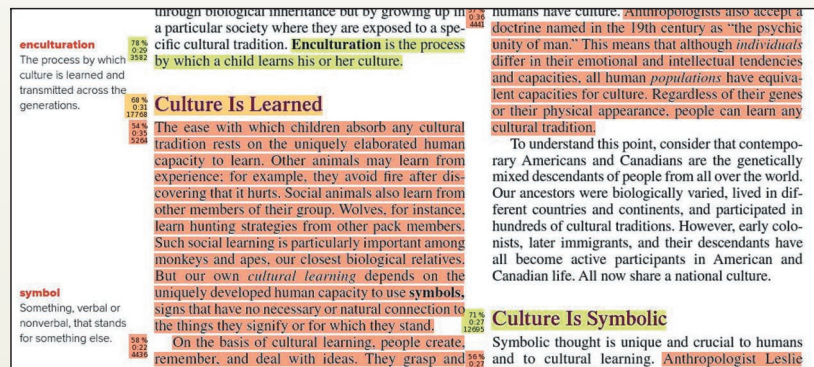
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Instructor Resources

Instructor resources available through Connect for *Anthropology* include an Instructor's Manual, Test Bank, and PowerPoint presentation for each chapter.

Updates and Revisions—Informed by Student Data

Revisions to the 19th edition of *Cultural Anthropology* were extensively informed by student data, collected anonymously by McGraw-Hill Education's SmartBook. Using this data, we were able to graphically illustrate “hot spots,” indicating content area students struggle with (see image below). This data provided feedback at the paragraph and even sentence level. Conrad Kottak relied on this data when making decisions about material to revise, update, and improve. Professor Kottak also reviewed and, when necessary, revised probes to make SmartBook an even more efficient and effective study tool. This revision was also informed by the many excellent reviews provided by faculty at 2- and 4-year schools across the country.



In addition to updated source research and statistical data, new photographs and illustrations, and newly titled “Think Like an Anthropologist” questions (formerly “Critical Thinking” questions) throughout the text, the following chapter-by-chapter changes have been made for the 19th edition:

CHAPTER 1: WHAT IS ANTHROPOLOGY?

- The chapter has been updated throughout, and the writing has been simplified in the section on the scientific method.

CHAPTER 2: CULTURE

- Recent studies of tool making by capuchin monkeys in Brazil and chimps in Guinea are discussed.
- President Trump's January 2020 threat to bomb Iranian cultural sites is used to frame the updated discussion of why heritage should be preserved and protected.
- There is new information on transnational communication in the section on globalization.

CHAPTER 3: METHOD AND THEORY IN CULTURAL ANTHROPOLOGY

- This chapter has been extensively updated, with revisions in writing to enhance clarity.

CHAPTER 4: APPLYING ANTHROPOLOGY

- The section on Urban Anthropology has been revised and updated.

CHAPTER 5: LANGUAGE AND COMMUNICATION

- The major section on “Sociolinguistics” has been reorganized, with new subheads added for clarity.
- The “Appreciating Diversity” box, “Words of the Year,” has been updated and rewritten to

reflect how the personal expression of gender identity (as in [my] pronouns and singular *they*) has become an increasing part of our shared discourse.

- A new “Focus on Globalization” box, “Naming a Pandemic: Do Geographic Names Stigmatize?” examines the naming of diseases, including the COVID-19 coronavirus.
- I streamlined the section on African American Vernacular English (AAVE).

CHAPTER 6: ETHNICITY AND RACE

- This chapter has been significantly updated, reorganized, and revised, with much new material. Specifics include:
 - To the section “American Ethnic Groups,” I have added the most recent changes in composition of racial and ethnic groups/categories in the United States.
 - I have updated the section “Minority Groups and Stratification, with new data on the relation between poverty, income, and minority status.
 - An updated discussion of “Race in the Census” describes the 2020 census form and its detailed questions on ethnicity, race, and national origins.
 - A new discussion of biracial Japanese has been added.
 - Recent election results now inform the “Backlash to Multiculturalism” section.

- The section “Ethnic Groups, Nations, and Nationalities” incorporates new data on ethnic diversity by country.
- Material formerly in the “Focus on Globalization” box on “The Gray and the Brown” has been moved into the text, as part of a new discussion of demographic projections for the United States through 2060, including significant growth in the dependency ratio.
- There are expanded discussions of the Bosnian and Rwandan genocides in the section on “Ethnic Conflict.”

CHAPTER 7: MAKING A LIVING

- I updated the “Focus on Globalization” box, “Our Global Economy.”
- A new “Appreciating Anthropology” box “To Give Is Good: Reciprocity and Human Survival” describes ongoing research by the Human Generosity Project, with a focus on recent fieldwork among the Ik of Uganda.
- I moved the old “Appreciating Anthropology” box on deindustrialization to Chapter 14.

CHAPTER 8: POLITICAL SYSTEMS

- To enhance clarity, I revised the discussions of bands, nomadic politics, and chiefdoms, offering clearer or more familiar examples.
- I updated the “Appreciating Anthropology” box, “The Illegality Industry: A Failed System of Border Control.”

CHAPTER 9: GENDER

- I wrote a new “Appreciating Anthropology” box, “Patriarchy Today: Case Studies in Fundamentalist Communities,” to replace the old one, which was dated. This one highlights Maxine Margolis’s recent comparative study of female status in three fundamentalist religious communities.
- The section “Changes in Gendered Work” includes a revised and thoroughly updated discussion of labor force participation by gender.
- The section “Work and Happiness” contains an updated and expanded discussion of work-force participation and national feelings of wellbeing.
- The section titled “The Feminization of Poverty” has updated information on the relation between wealth and family structure.
- The “Beyond Male and Female” section has been revised substantially to clarify American gender categories in flux.

CHAPTER 10: FAMILIES, KINSHIP, AND DESCENT

- The section “Changes in North American Kinship” contains a revised and updated discussion of changing characteristics of

American families, households, and children’s living arrangements.

- There is a new discussion of “Relationships Queried in the 2020 Census.”

CHAPTER 11: MARRIAGE

- I streamlined the section on “Divorce.”
- The section on “The Online Marriage Market” has been substantially revised and updated.

CHAPTER 12: RELIGION

- I wrote a new “Appreciating Anthropology” box, “Rituals in a Pandemic’s Shadow.”
- In the section “Religion and Change,” I added a new subsection on “Religious Change in the United States,” informed by 2019 surveys and focusing on the shift to nonaffiliation.

CHAPTER 13: ARTS, MEDIA, AND SPORTS

- This chapter has been updated and streamlined throughout.
- There is a retitled, reorganized, and substantially rewritten section on “Online Access and Connectivity” in the major section “Media and Culture.”

CHAPTER 14: THE WORLD SYSTEM, COLONIALISM, AND INEQUALITY

- The section “Wealth Distribution in the United States” has been revised and incorporates the

latest available statistics on inequality, and its relation to political mobilization.

- Thoroughly revised and updated section on “Neoliberalism and NAFTA’s Economic Refugees,” including discussion of the USMCA trade pact revision.
- A new box for this chapter, “When the Mills Shut Down: An Anthropologist Looks at Deindustrialization,” was moved here from Chapter 7.

CHAPTER 15: ANTHROPOLOGY’S ROLE IN A GLOBALIZING WORLD

- Two major sections: “Energy Consumption and Industrial Degradation” and “Global Climate Change” have been thoroughly revised, updated, and reorganized, including an updated Table 15.1, “Energy Consumption for the Top 12 Countries, 2018.”
- In the section on “Emerging Diseases,” there is a new discussion of the 2020 coronavirus, as well as a report on the Trump administration’s termination of the USAID-supported PREDICT program, which searched for, identified, and catalogued potentially lethal zoonotic pathogens.

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Over my many years of teaching anthropology, feedback from students has kept me up to date on the interests and needs of my readers, as does my ongoing participation in workshops on the teaching of anthropology. I hope this product of my experience will be helpful to others.

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