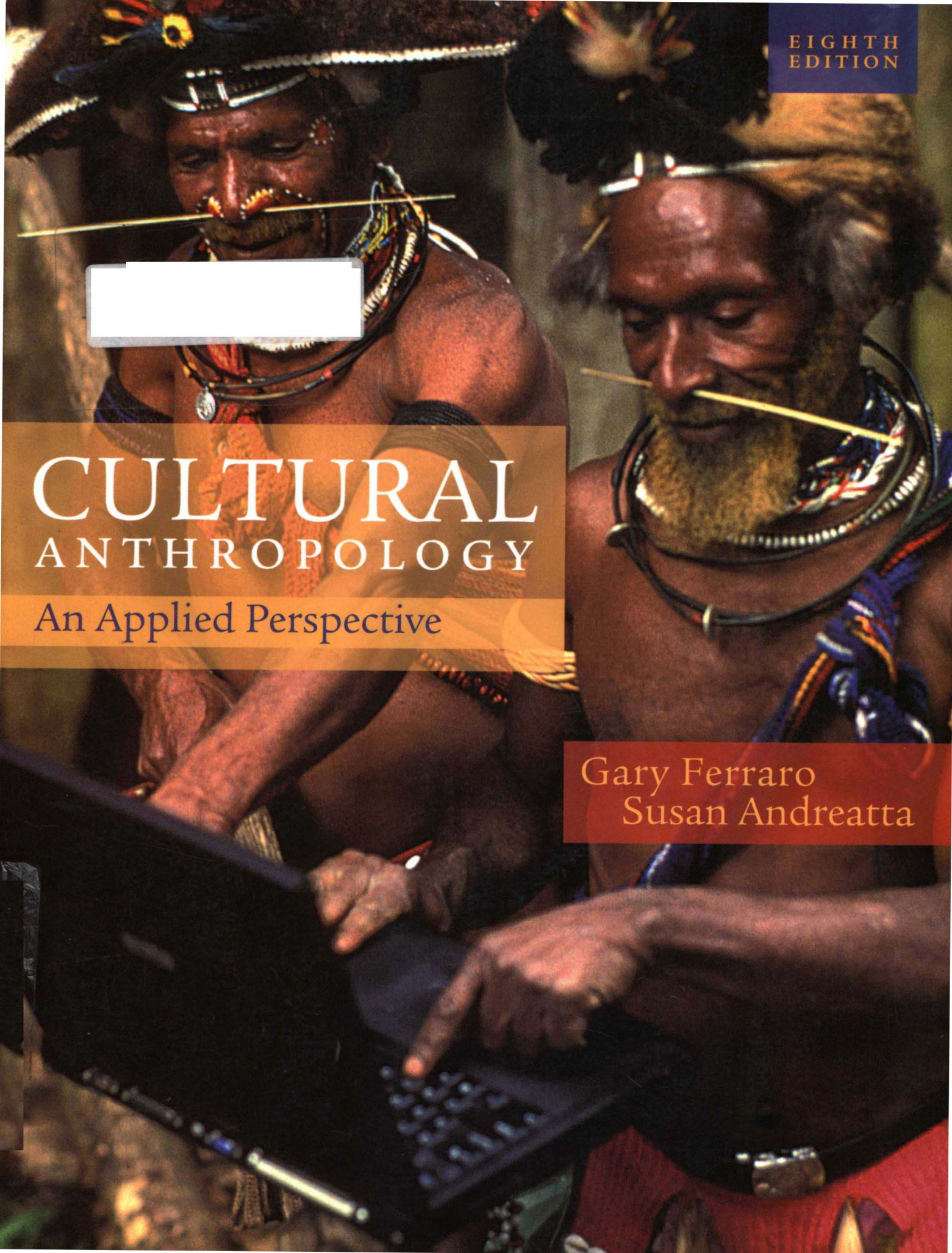

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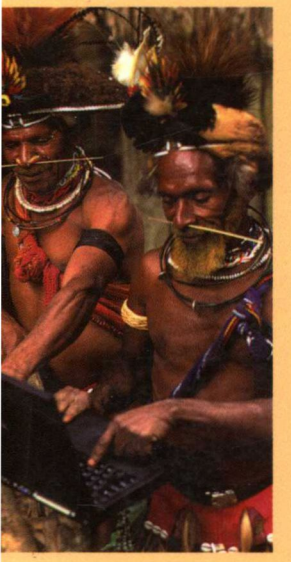

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Gary Ferraro

The University of North Carolina at Charlotte

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The University of North Carolina at Greensboro

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2. CROATIA
3. BOSNIA AND HERZEGOVINA
4. ALBANIA
5. MACEDONIA

To Mathew Carlos, our family's living reminder of the power of culture

Preface

Applied cultural anthropology has become increasingly multifaceted, making it necessary to introduce material from new collaborators with diverse, yet complementary, backgrounds, experiences, and research interests. With this in mind, we have brought on a new coauthor, Susan Andreatta from the University of North Carolina at Greensboro, to assist in revising the Eighth Edition. Andreatta, like senior author Gary Ferraro, has had a strong applied focus throughout her career in anthropology. Whereas Ferraro has concentrated for the past several decades on the applied areas of the anthropology of business, education, and organizational structures, Susan Andreatta has focused her professional attention on environmental and medical anthropology. What both authors share is a similar, compatible vision of the importance of an applied perspective within the disciplines and, particularly, the need for an applied focus in introductory level anthropology courses.

From the beginning, this text has had two major purposes. First, the book is designed to introduce university undergraduates to the field of cultural anthropology by drawing upon the rich ethnographic examples found within the discipline. With its comparative approach to the study of cultural diversity, the text provides a comprehensive overview of the discipline. Second, the text goes beyond the basic outline of introductory materials by applying the theory, insights, and methods of cultural anthropology to those contemporary situations that students, both majors and nonmajors, are likely to encounter in their professional and personal lives.

What led to the decision, nearly two decades ago, to write an introductory cultural anthropology textbook with an applied focus? Certainly, by the early 1990s the subdiscipline of applied anthropology was well into its current growth spurt. And, at the same time, it was becoming increasingly clear that the overwhelming majority of students enrolled in introductory anthropology courses would never take another anthropology course during their undergraduate careers. It was, therefore, imperative that students be exposed to the relevance of the discipline at the introductory level, rather than expecting them to take additional, more specialized, courses in applied anthropology.

The popularity of applied anthropology has grown since the 1980s, largely from the discipline's recognition of the need to become more relevant to our everyday lives. Now that we are several decades into the age of globalization, few would deny the need for our students to become culturally competent, irrespective of what occupation(s) they might pursue. Enabling today's undergraduates to cope more effectively with cultural diversity is hardly an empty catchphrase. Because cultural anthropology, even in its traditional (non-applied) form, has always been the academic discipline best positioned to educate for cultural competency, it only makes sense to make our introductory courses as relevant and applied as possible.

What gives a textbook in introductory cultural anthropology an applied or practical focus? An applied orientation is certainly not a substitute for a comprehensive introduction to the field; rather it is presented *in addition to* broad coverage of the discipline. First, the two features of this book (comprehensiveness and an applied focus) are seamlessly integrated. The text's applied orientation has been integrated into the text itself and through the features called Applied Perspectives and Cross-Cultural Miscues. The Applied Perspectives, which appear in boxed format in Chapters 2 through 16, demonstrate how cultural anthropology actually has been used to solve specific societal problems in such areas as medicine, education, government, architecture, business, and economic development. For example, in Chapter 5 of this Eighth Edition, students are shown how anthropological findings have been used to develop more efficient programs of AIDS education both at home and abroad. And the Applied Perspective in Chapter 8 illustrates how traditional anthropological interests in consumption patterns are now being used by major corporations in their design of new products.

Over the past decade a number of leading introductory textbooks in the field have, to one degree or another, included some applied case studies in boxed format. We consider this imitation to be the sincerest form of flattery. Nevertheless, the Applied Perspective case studies in this text differ in some important respects. For example, each case study is selected to illustrate how *certain understandings from each chapter* have been applied to the solution of significant societal problems; there are more in-depth applied case studies in this text than in the others; and each of the case studies is followed by Questions for Further Thought, designed to encourage students to think critically about the broader implications of the applied case.

The second applied feature of this textbook is the series of Cross-Cultural Miscues. These short scenarios, which also appear in boxed format in Chapters 2 through 16, illustrate the negative consequences of failing to understand cultural differences. To illustrate, one miscue from Chapter 10 tells how an American doctor's insensitivity to local Saudi culture resulted in the murder of one of his teenaged female patients. And, in Chapter 16, students are able to see how differences in communication styles can lead to misunderstanding and even hostility between Korean and African American neighbors in Los Angeles.

New to the Eighth Edition are short, chapter-opening case studies designed to catch the attention of students and remind them that the study of cultural anthropology really is relevant to our lives. These introductory case studies, which are found in Chapters 2 through 16, are (like the Applied Perspectives and the Cross-Cultural Miscues) designated with the "SWAP" feature icon. This acronym stands for "share with a parent" (or a friend) and directly illustrates to students the importance and necessity for understanding culture—what it is and how it changes—as an individual living in today's world. Students should use these SWAP features to counter the inevitable questions from their parents and friends: You're taking what? What possible benefit can you get from studying cultural anthropology? How will anthropology get you a job? Between the Applied Perspectives, the Cross-Cultural Miscues, and the chapter-opening case studies, the SWAP icon appears sixty-seven times throughout the text. This should be an adequate number of illustrations of why tuition money is not being wasted when undergraduates take courses in, or even major in (heaven forbid!), cultural anthropology.

In addition to the smooth integration of applied illustrations into the overall text, an applied perspective (using both positive and negative case studies) is tied to a wide range of professional areas, including, but not limited to, the following:

Public school educators	Government officials
Human resources managers	International business people
Department of Energy officials	Architects
International development workers	University professors
Public health officials	Court personnel
Antipoverty program officials	Family planners
Criminal justice workers	Social workers
Art dealers	Medical caregivers
Advertising executives	Market researchers
	Product designers
	Postwar nation builders

Because our case studies are tied to a variety of occupational areas, students will be more likely to relate the concepts, findings, methods, and theory of cultural anthropology to their own future work lives in the twenty-first century.

Over the past decade an increasing number of cultural anthropologists have agreed with our basic premise: that an introductory text with an applied focus was long overdue. Anthropology instructors at many different types of institutions public and private, large and small, two-year and four-year have adopted the first seven editions of this book. As well received as the previous editions have been, however, there is always room for improvement. Responding to many helpful suggestions of reviewers, we have made the following changes in the Eighth Edition.

General Changes

- Three new Applied Perspectives have been added. One, appearing in Chapter 3, features the participant-observation study of university undergraduate culture by Cathy Small (aka Rebekah Nathan) from Northern Arizona University. A second applied case study in Chapter 8 shows how anthropological insights are making important contributions to the professional area of new product design. And, finally, an all-new Applied Perspective, dealing with anthropology and patient care in hospitals, has been added to Chapter 14.
- A major feature introduced in the Fifth Edition and expanded since then is the Contemporary Issues boxes. The Eighth Edition includes three new Contemporary Issues boxes. A box added to Chapter 11 describes how South Korean society has rethought the value of having female children in recent decades. The other new Contemporary Issues boxes focus on whether professional anthropologists should work for the U.S. military in Iraq and Afghanistan (Chapter 13) and whether mummified tattooed Maori heads from New Zealand, housed for decades in French museums, should be considered works of art or body parts (Chapter 15).
- A new applied feature, the chapter-opening case studies, has been added to Chapters 2 through 16.
- The Suggested Readings sections at the ends of the chapters have been updated with current works.
- In keeping with the principle that well-chosen photographs can be highly instructive, every effort has been made in this new edition to relate the photos and captions to the text as explicitly as possible.
- Appearing for the first time in this Eighth Edition are *two* glossaries: a running glossary (located at the bottom of the page on which the item appears) and a Cumulative Glossary at the end of the book.

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- A deliberate effort has been made in this edition to make connections between the basic anthropological theories and insights and what is going on in the world around us as we begin the new millennium. The theme of globalization is discussed in a number of chapters, including Chapters 1, 7, 8, 13, 14, 15, and 16. Other contemporary events (from the twenty-first century) have also been integrated into the new edition. These include the recovery and restoration efforts in New Orleans after Hurricane Katrina by anthropologist Shannon Dawdy; how and why the social networking site Facebook has attracted the attention of anthropological researchers; the legal and ethical implications raised by the international application of new reproductive technologies; how Walmart had to close its retail stores in Germany because they failed to understand local cultural realities; and how Hollywood actor Richard Gere and Iranian President Mahmoud Ahmadinejad both got themselves into trouble for kissing a woman in public.

Chapter Changes

As with previous editions, all chapters have been revised with an eye toward streamlining, making materials more current, and reflecting recent trends in the discipline. A closer look at the major changes in each of the sixteen chapters will be helpful.

Chapter 1

1. Chapter 1 opens with a new "letter to students" explaining the applied perspective of this book and its importance for living in the world today.
2. As the discipline of cultural anthropology becomes increasingly specialized, a broader range of specialty areas in cultural anthropology are cited.
3. An expanded discussion on the nature of applied anthropology and its relevance for our everyday lives is included.
4. An in-depth example is now included of a new career area for students of anthropology namely, new product development.
5. The chapter now includes a discussion of how a growing number of high school graduates are taking a "gap year abroad" before attending college in order to develop some of the cross-cultural competencies needed in anthropology courses and beyond.

Chapter 2

1. As part of the discussion on the difference between monochromic and polychromic cultures, a new study is discussed that suggests that multitasking is the least efficient way of dealing with one's limited time.
2. To illustrate the concept of cultural diffusion, Chapter 2 explores how Western ideas of health are spreading to cultures in West Africa, which have traditionally viewed obese women as beautiful.
3. The chapter ends with a new section on "Cultural Differences as Viewed from the Twenty-First Century."

Chapter 3

1. This chapter includes an expanded discussion of the various dimensions of applied anthropology as suggested by Alexander Ervin.
2. A new section has been added on how applied anthropology findings are usually reported from the perspective of the people under study.
3. The chapter includes a new Applied Perspective case study featuring the participant-observation study of university undergraduate culture by Cathy Small (aka Rebekah Nathan) from Northern Arizona University.
4. The text of Chapter 3 now contains a fuller discussion of the need for anthropological findings to be utilized more effectively in policy formation.
5. By drawing on how partial anthropological findings were used to justify torture in Iraq, a new section deals with the notion that not all anthropological data are worth applying.
6. The chapter concludes with a substantial new section on career opportunities for trained applied anthropologists.

Chapter 4

1. Given the historical nature of this chapter, no major new discussions or sections were added. The chapter does, of course, contain a new chapter-opening scenario, some minor stylistic changes, and some updated new references.

Chapter 5

1. This chapter contains a new section on how twenty-first-century information technology has greatly expanded the research capabilities of cultural anthropologists.
2. There is a major discussion of how such social networking sites as Facebook and MySpace are available for cultural anthropologists to collect large quantities of attitudinal and behavioral data about those who frequent these sites.

Chapter 6

1. The chapter includes a new section on how naming practices in different parts of the world illustrate the arbitrary nature of language.
2. The traditional Hawaiian language, which is nearly extinct, is making a comeback by being taught in some schools in Hawaii.
3. The section on language policy and linguistic nationalism has been expanded.
4. A new Cross-Cultural Miscue (dealing with silence in the Japanese language) has been added.
5. The section on nonverbal communication contains new information on how touching can have radically different meanings in different cultures.
6. This chapter ends with a new section on technology's role in changing the way people communicate in the twenty-first century.

Chapter 7

1. A new chapter-opening case study looks at alternatives for growing coca and poppies for Colombia and Afghanistan.
2. The chapter includes new contemporary examples of how ecotourism is reaching traditional hunters and gatherers such as the Ju/'hoansi of the Kalahari Desert.
3. The chapter now includes additional information on the cattle complex of East African pastoralists.
4. The Gabra—pastoralists of northern Kenya—are introduced.
5. There is a new Cross-Cultural Miscue on the Maasai pastoralists.
6. The sections on horticulture, agriculture, and industrial agriculture have been expanded.
7. A more detailed discussion on fishermen draws parallels to farmers in the section entitled "Making a Living."

Chapter 8

1. This chapter contains updated information on (a) worldwide trends in child labor, (b) U.S. capital investment abroad and foreign investment in the United States, and (c) examples of the interconnectedness of the global economy.
2. A new Cross-Cultural Miscue has been added that deals with how Walmart had to close its retail outlets in Germany because they failed to understand local culture.
3. There is also a new discussion of how certain Western European cultures do not share the typical U.S. view of globalization.
4. A new Applied Perspective has been included showing how anthropological insights are making important contributions to the professional area of new product design.

Chapter 9

1. The Eighth Edition introduces updated information on (a) divorce and (b) marital status in the United States.
2. There is a new major section on the role of romantic love in courtship throughout the world.
3. A new Cross-Cultural Miscue deals with the "mixed marriage" between an Italian American woman in the United States and her husband, who grew up as a WASP in Massachusetts.
4. New data are included on the age at which girls enter into arranged marriages in India.
5. A new table is included on which countries and states have legalized same-sex marriage.

Chapter 10

1. This chapter includes an expanded discussion of the corporate nature of lineages.
2. The section on different systems of kinship classification has been pared down in order to reduce the number of diagrammed examples from four to two.
3. The section on residence patterns, formerly part of Chapter 9, has been moved into Chapter 10.
4. Also included in this chapter is a discussion of the ethical, legal, and definitional implications of the reproductive technology of the twenty-first century.
5. The section on bilateral kinship has been expanded.

Chapter 11

1. Citing the example of gays in Iraq, this chapter now contains a discussion of how the practice of homosexuality can be affected by the sociopolitical climate in a country.
2. The resignation of Elliot Spitzer as governor of New York is used in this chapter to illustrate gender differences in communication in the United States.
3. A new Contemporary Issues box deals with how South Korean society has rethought the value of having female children in recent decades.
4. Female genital cutting (FGC) has been introduced in this chapter as yet another example of gender exploitation.

5. New data have been included on the earnings gap between men and women in the United States.

Chapter 12

1. There is new information on the world's wealthiest man, Warren Buffet, who has taken the title from Bill Gates.
2. A new discussion tells how the meaning of the term *elite* has changed in political discourse in the United States.
3. A new discussion is offered on the growing gap between the "haves" and the "have-nots" in the United States.
4. The chapter now includes a brief discussion of how the wealthy are not only richer than the "have-nots" but also healthier.
5. New information is included on how foreign-born parents in the United States are encouraging their children to participate in cultural study tours of their countries of origin.
6. The chapter now includes a major new discussion on the relationship between race and intelligence.
7. Updated data on gross national income are included in the section on global stratification.
8. The chapter contains a new Cross-Cultural Miscue illustrating the differences in kite flying behavior between Americans and Afghanis.

Chapter 13

1. The chapter includes an updated discussion of the trend toward greater democracy and freedom throughout the world.
2. The section on law now contains new material on the development of a national legal system in Papua New Guinea based on customary law.
3. Governor Bill Richardson of New Mexico is the subject of a new Cross-Cultural Miscue based on his negotiating with Saddam Hussein in 1995.
4. This chapter contains a brand-new Contemporary Issues box dealing with the controversy of whether or not professional anthropologists should work for the U.S. military in Iraq and Afghanistan.
5. The increasing reliance of the U.S. political process on the Internet is discussed.

Chapter 14

1. This chapter contains an updated table of the numbers and percentages of adherents to the world's major religions.
2. A brand-new Applied Perspective dealing with anthropology and patient care in hospitals has been added.
3. A new Cross-Cultural Miscue shows how religious ideas can affect absenteeism and productivity among workers in Taiwan.
4. There is a new discussion about the fluidity of membership in different religious denominations in the United States.
5. This chapter includes a new discussion on the recent trend of Hispanic migrants to the United States giving up their affiliations with organized religion.
6. Updated figures on the popularity of witchcraft and Satanism in the United States have been included.

Chapter 15

1. This chapter contains an update on the repatriated statues (*vigangos*) to Kenya described in the Applied Perspective dealing with the "anthropologist-turned-detective."
2. A new Contemporary Issues box has been added dealing with whether mummified, tattooed Maori heads in French museums should be considered works of art or body parts.
3. A new section discusses how the decision by political leaders to display certain types of art can influence a society's cultural identity.
4. A new discussion on how the control of music played over state-operated radio stations in China can lead to pacifying the population rather than agitating it.
5. A new section has been added illustrating how competitive reality shows on TV in the United Arab Emirates use traditional cultural content (poetry recitation) as their subject, rather than Western music or dance.

Chapter 16

1. This chapter now contains a major section on world urbanization and change.
2. A new section in the Contemporary Issues box (on disasters) deals with post-traumatic stress disorder.
3. As an example of how culture change occurs in response to changing demographics, a discussion on the new "feng shui McDonald's restaurant" has been added.
4. A new table has been added showing the fifteen major urban agglomerates in the world today.

5. This chapter contains a discussion of one of the most noticeable changes occurring in African cities in the twenty-first century: the adoption of more Western funeral practices, rather than rural traditional ones.

Chapter Features

As with all previous editions, the Eighth Edition contains a number of pedagogical features designed to enhance student learning. These include What We Will Learn introductory questions alerting the student to the key concepts of the chapter; new chapter-opening scenarios that illustrate just how important culture is for understanding the world around us; concise chapter summaries; a running glossary as well as a (new) Cumulative Glossary; Applied Perspective boxes; Contemporary Issues boxes; and Cross-Cultural Miscues, all designed to illustrate the relevance of cultural anthropology to our everyday lives. Questions for Further Thought also appear at the end of the Applied Perspective boxes and are designed to stimulate critical thinking about the applied cases; and each chapter ends with a list of Suggested Readings that provide relevant references for students who want to learn more about a particular topic discussed in the chapter.

Supplements for Instructors

Instructor's Manual and Test Bank in Microsoft Word The Instructor's Manual offers detailed chapter outlines, lecture suggestions, key terms, and student activities such as Internet exercises. In addition, each chapter offers more than fifty test questions including multiple-choice, true-false, fill-in-the-blank or short-answer, and essay. (ISBN 0-495-83698-2)

PowerLecture with ExamView for Ferraro/Andreatta's *Cultural Anthropology*, Eighth Edition A complete all-in-one reference for instructors, the PowerLecture CD contains Microsoft® PowerPoint® slides of images from the text, zoomable art, image library, PowerPoint lecture slides that outline the main points of each chapter, Google Earth coordinates, videos, Microsoft® Word files of the Test Bank and Instructor's Manual, and ExamView testing software that allows instructors to create, deliver, and customize tests and study guides (both print and online) in minutes. (ISBN 0-495-83699-0)

Instructor Resources on the Anthropology Resource Center (ARC) Supplement your resources with a community share-bank of digital images organized by key course concepts, and a syllabus integrating the ARC with the Eighth Edition of *Cultural Anthropology: An Applied Perspective.*

Wadsworth Anthropology Video Library Qualified adopters may select full-length videos from an extensive library of offerings drawn from such excellent educational video sources as *Films for the Humanities and Sciences.*

AIDS in Africa DVD Southern Africa has been overcome by a pandemic of unparalleled proportions. This documentary series focuses on the new democracy of Namibia and the many actions that are being taken to control HIV/AIDS. Included in this series are four documentary films created by the Periclean Scholars at Elon University: (1) *Young Struggles, Eternal Faith,* which focuses on caregivers in the faith community; (2) *The Shining Lights of Opuwo,* which shows how young people share their messages of hope through song and dance; (3) *A Measure of Our Humanity,* which describes HIV/AIDS as an issue related to gender, poverty, stigma, education, and justice; and (4) *You Wake Me Up,* a story of two HIV-positive women and their acts of courage helping other women learn to survive.

Use these documentary films in class to illustrate issues dealing with gender, poverty, health, caregiving, and faith, as well as an ethnographic case study of life with HIV/AIDS in Southern Africa.

Visual Anthropology Video Bring engaging anthropology concepts to life with this dynamic 60-minute video from Documentary Educational Resources and Wadsworth Publishing. Video clips highlight key scenes from more than thirty new and classic anthropological films that serve as effective lecture launchers. (ISBN 0-534-56651-0)

Interactive Map CD-ROM with Workbook for Cultural Anthropology Bring concepts to life, this CD-ROM offers ten interactive full-color maps covering contemporary topics such as global population, life expectancy, global income disparity, the global water supply, and global Internet usage. The accompanying booklet includes critical thinking questions that students can complete as homework or extra credit. (ISBN 0-534-49560-5)

Online Resources for Instructors and Students

Companion Website for Ferraro/Andreatta's *Cultural Anthropology* 8e This free resource provides flash cards, glossary, games, quizzing, and learning objectives to help students study smarter. It also includes content for instructors online, such as the instructor's manual and chapter outlines. *(www.cengage.com/anthropology/Ferraro/Cultural8e)*

Anthropology Resource Center This online center offers a wealth of information and useful tools for both

instructors and students in all four fields of anthropology. It includes interactive maps, learning modules, video exercises, and breaking news in anthropology. To get started with the Anthropology Resource Center, students are directed to www.cengage.com/sso, where they can create an account through Single Sign On. Ask your local Cengage Learning sales representative about bundling access for free with your text. (0-495-12743-4)

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For a complete listing of our case studies, readers, and modules, go to www.academic.cengage.com/anthropology.

Classic Readings in Cultural Anthropology, Second Edition Practical and insightful, this concise and accessible reader by Gary Ferraro presents a core selection of historical and contemporary works that have been instrumental in shaping anthropological thought and research over the past decades. Readings are organized around eight topics that closely mirror most introductory textbooks and are selected from scholarly works on the basis of their enduring themes and contributions to the discipline. (ISBN 0-495-50736-9)

Case Studies in Cultural Anthropology, edited by George Spindler and Janice E. Stockard Select from more than seventy contemporary and classic ethnographies representing geographic and topical diversity, and emphasizing culture change and the factors influencing change, in the peoples depicted. New topics include *New Cures, Old Medicines: Women and the Commercialization of Traditional Medicine in Bolivia* by Lynn Sikkink (coming in early 2009, ISBN 0-495-83711-3); *Challenging Gender Norms: Five Genders among the Bugis in Indonesia*, by Sharyn Graham Davies (ISBN 0-495-09280-0); and *Hawaiian Fisherman* by Ed Glazier, which looks at the social, political, and economic aspects of fishing in Hawaii (ISBN 0-495-00785-4).

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