

# ANTHROPOLOGY

SEVENTH EDITION

THE EXPLORATION OF HUMAN DIVERSITY



CONRAD PHILLIP KOTTAK



S E V E N T H   E D I T I O N

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# ANTHROPOLOGY

## THE EXPLORATION OF HUMAN DIVERSITY

Conrad Phillip Kottak  
The University of Michigan

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THE EXPLORATION OF HUMAN DIVERSITY**

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# ABOUT THE AUTHOR



Conrad Phillip Kottak (A.B. Columbia College, 1963; Ph.D. Columbia University, 1966) is Professor and Chair of the Department of Anthropology at the University of Michigan, where he has taught since 1968. In 1991 he was honored for his teaching by the University and the state of Michigan. In 1992 he received an excellence in teaching award from the College of Literature, Sciences, and the Arts of the University of Michigan.

Professor Kottak has done field work in cultural anthropology in Brazil (since 1962), Madagascar (since 1966), 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 global change, national and international culture, and the mass media.

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The second edition of Kottak's case study *Assault on Paradise: Social Change in a Brazilian Village*, based on his field work in Arembepe, Bahia, Brazil, from 1962 through 1992, was published in 1992 by McGraw-Hill. In a project during the 1980s, collaborating with Brazilian and North American researchers, Kottak blended ethnography and survey research in studying "Television's Behavioral Effects in Brazil." That research is the basis of Kottak's book *Prime-Time Society: An Anthropological Analysis*

of *Television and Culture* (Wadsworth 1990)—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* (1980), *Researching American Culture: A Guide for Student Anthropologists* (1982) (both University of Michigan Press), and *Madagascar: Society and History* (1986) (Carolina Academic Press). His *Mirror for Humanity: A Concise Introduction to Cultural Anthropology* was published by McGraw-Hill Overture Books in 1996.

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 has also written for more popular journals, including *Transaction/SOCIETY*, *Natural History*, *Psychology Today*, and *General Anthropology*.

In current and recent research projects, Kottak and his colleagues have investigated the emergence of ecological awareness in Brazil, the social context of deforestation in Madagascar, and popular participation in economic development planning in northeastern Brazil.

Conrad Kottak appreciates comments about his textbook from professors and students. He can be readily reached by E-mail at the following Internet address:

ckottak@umich.edu



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# PREFACE

**B**ecause anthropology, reflecting the world itself, seems to change at an increasing rate, the introductory text should not restrict itself to subject matter defined decades ago, ignoring the pervasive changes affecting the peoples, places, and topics traditionally studied by anthropologists. Accordingly, the seventh edition of *Anthropology: The Exploration of Human Diversity*, pays particular attention to the demise of the Soviet Union and its relevance to issues of ethnicity and nationalism, the growing significance of multiculturalism in North America, and anthropology's increasingly transnational, multilocal, and longitudinal perspectives.

On the other hand, rapid change notwithstanding, **anthropology has a core** that any competent introductory text must expose: anthropology's nature, scope, and roles as a science and as a humanities field. As a *science*, anthropology is a "systematic field of study or body of knowledge that aims, through experiment, observation, and deduction, to produce reliable explanations of phenomena, with reference to the material and physical world" (*Webster's New World Encyclopedia*, 1993, p. 937). Clyde Kluckhohn (1944) called anthropology "the science of human similarities and differences" (p. 9), and his statement of the need for such a field still stands: "Anthropology provides a scientific basis for dealing with the crucial dilemma of the world today: how can peoples of different appearance, mutually unintelligible languages, and dissimilar ways of life get along peaceably together?" (p. 9). Anthropology has compiled an impressive body of knowledge, which this textbook attempts to introduce.

Anthropology is also a *humanities* field. Indeed, it is among the most humanistic of academic fields because of its fundamental respect for human diversity. Anthropologists listen to, record, and attempt

to represent voices from a multitude of times, places, nations, and cultures. We hope to convince our students of the value of local knowledge, of diverse worldviews and perspectives. Bringing a comparative, cross-cultural, and nonelitist perspective to forms of creative expression, anthropology influences and is influenced by the humanities.

Because **no single or monolithic theoretical perspective** orients this book, instructors with a wide range of views and approaches may use it effectively. This edition deemphasizes the cultural evolutionary perspective that characterized certain chapters of past editions, especially the chapters on economic and political organization (Chapters 11–13). We know from history that states rise and fall, and we are currently seeing more weakness and failure than vitality and growth in government institutions. Anthropologists have tended to regard the strengthening of political institutions as a general process, but nation-states are increasingly challenged by information flows, nongovernmental organizations, identity politics, and economic features of a globalizing world. Contemporary events and processes have led me to reevaluate some of my previous assumptions about the evolution of political organization.

This new edition incorporates many suggestions from users of previous editions and prepublication reviewers of this one. The seventh edition contains new writing, updating in all chapters, and a few organizational changes. The entire book has been scanned into a computer, allowing me to scrutinize every word, sentence, paragraph, and caption, so as to attend closely to style, content, and organization. I've also checked the writing level and comprehensibility of each chapter using the computer program Grammatik. The final result, I hope, is a well-



organized, interesting, and user-friendly introduction to anthropology.

One change in the seventh edition is a **shortening** of virtually every chapter. I've noticed that, with past editions, as I considered new issues and followed suggestions, I tended to add without subtracting an equivalent amount of text. Every few editions I have to focus on evaluating and deleting material that is less central now than it used to be. I don't want the book to get so big that it becomes unwieldy or intimidates students. This edition is shorter than the last one.

Here are some specific changes made for the seventh edition: I shortened and combined material from the chapters formerly called "Cultural Change and Adaptation" (Chapter 11 in the sixth edition) and "Economic Systems" (formerly 15) to make a single new chapter (11) entitled "Adaptive Strategies and Economic Systems." I moved the chapter on "The World System, Industrialism, and Stratification" (formerly 14) to a more logical position toward the end of the book (20). **The organization of this text is intended to cover core concepts and basics, while also discussing prominent current issues.** This edition concludes with four chapters especially relevant to anthropology today: "The World System, Industrialism, and Stratification" (20), "Applied Anthropology" (21), "Development and Innovation" (22), and "Cultural Exchange and Survival" (23).

*Anthropology: The Exploration of Human Diversity*, seventh edition, has four important chapters not consistently found in anthropology texts: "Ethnicity and Ethnic Relations" (4), "Human Biological Diversity and the Race Concept" (5), "Gender" (16), and "Cultural Exchange and Survival" (23). These and other chapters explore the nature, role, and preservation of biological, cultural, and linguistic diversity in the face of globalization.

One of my goals is to show how linkages in the modern world system have both strengthened and weakened old boundaries and distinctions. A sociopolitical paradox of today's world is that both integration and disintegration are increasing. New sections that address this phenomenon are those on "The Challenge to the State" in Chapter 13 ("Chiefdoms and States") and "Cyberspace: A New Realm of Communication" in Chapter 19 ("Language and Communication"). "The Challenge to the State" focuses on an apparent decline in the power and role

of government, as new bases for union and division form throughout the world. One such basis is **identity politics**, involving shared culture, language, religion, or "race," rather than citizenship in a nation-state. A key feature of the state is its territorial basis, and territory is declining as a basis of identity, with the rise of multilocality and transnationalism.

The new section on cyberspace discusses the role of advanced information technology (AIT) in creating both unity and division, in that people are linked in both wider and narrower communication networks. Also discussed are issues of inequality in access to AIT, elitism and gatekeeping, and the relation between cyberspace and social reality.

I am pleased to have been one of the textbook authors chosen to participate in the Gender in the Curriculum Project of the American Anthropological Association. In that project I was paired with Yolanda Moses (current President of the Association), who commented extensively on, and met with me to discuss, the treatment of gender (in writing and in the photo program) in my texts *Anthropology: The Exploration of Human Diversity* and *Cultural Anthropology*. I continue to draw on the lessons I learned: gender issues are the focus of a separate chapter (16), but they are also considered throughout the text.

The following **annotated outline** summarizes, by chapter, the main changes in the seventh edition of *Anthropology: The Exploration of Human Diversity*:

### Chapter

1. The Scope of Anthropology: **New** discussion of anthropology as a humanistic science, describing links between anthropology and the sciences, and humanities. Revised introductory section; the chapter has been shortened and simplified.
2. Field Methods: This chapter has been shortened and simplified.
3. Culture: This chapter has been reorganized, with a **new** section (at the end) on "Mechanisms of Cultural Change." There is greater attention to the role of the individual in culture.
4. Ethnicity and Ethnic Relations: The chapter has been shortened, simplified, and updated, with **new** information on immigration to and immigrants in North America. There is an up-to-date Bosnia box.
5. Human Biological Diversity and the Race Con-



## Chapter

- cept: The section on skin color has been rewritten. Updating includes a discussion of arguments against those of Herrnstein and Murray in *The Bell Curve*.
6. Evolution, Genetics, and Biological Adaptation: This chapter has been updated.
  7. The Primates: This chapter has been updated and shortened slightly, with a **new** In-the-News box on chimpanzee hunting and meat eating.
  8. Early Hominids: This chapter has been updated, shortened, and thoroughly revised, with a **new** In-the-News box on bipedalism.
  9. The Emergence of Modern Humans: This chapter has been updated and shortened, with a **new** In-the-News box on the recent (1994) discovery of a spectacular cave painting site in southern France.
  10. The Origin and Spread of Food Production: This chapter has been updated and shortened.
  11. Adaptive Strategies and Economic Systems: This chapter is **new**; it combines material from Chapters 11 and 15 in the sixth edition.
  12. The Political Systems of Bands and Tribes: This chapter has been updated and shortened.
  13. Chiefdoms and States: This chapter has had a major revision. A substantial **new** section has been added (at the end), called "**The Challenge to the State.**"
  14. Kinship and Descent: This chapter has been updated, shortened, and reorganized.
  15. Marriage: This chapter has been updated, shortened, and reorganized.
  16. Gender: This chapter has been updated and shortened.
  17. Religion: This chapter has been updated and shortened.
  18. Personality and Worldview: This chapter has been updated and shortened, with a **new** In-the-News box on culture-bound psychological syndromes.
  19. Language and Communication: This chapter has had a major revision. A substantial **new** section has been added called "**Cyberspace: A New Realm of Communication.**"
  20. The World System, Industrialism, and Stratification: This chapter has been updated and shortened.
  21. Applied Anthropology: This chapter has been updated and shortened.

## Chapter

22. Development and Innovation: This chapter has been updated and shortened.
23. Cultural Exchange and Survival: This chapter has been updated and shortened.

## Appendix

American Popular Culture: This has been updated and shortened.

## WHAT ABOUT DESIGN, PEDAGOGY, AND STUDY AIDS?

The McGraw-Hill staff and I pay careful attention to suggestions offered by users and reviewers for making this text visually clear and appealing. We've added new and up-to-date photos, charts, and other illustrations.

We've retained the pedagogical devices at the end of each chapter: **summary**, **study questions**, a **glossary** defining terms boldfaced in that chapter, and an up-to-date list of **suggested reading**. In addition, a complete **bibliography** and a new section on internet resources and World Wide Web sites appear at the end of the book.

The new **instructor's manual** contains a list of **free films** for adopters, organized by topic. (Order forms for the films are available from McGraw-Hill sales representatives.) The instructor's manual also contains a huge selection of multiple-choice, true-or-false, and essay questions. These are also available on diskette for use with the **computerized test-maker**, making it possible for instructors to generate entirely new tests from questions included on the diskette.

This seventh edition contains both **issues boxes** and several new **In-the-News boxes**. The latter describe recent discoveries (e.g., a cave painting site in southern France, new findings on chimpanzee hunting, new theories about the origin of bipedalism) or topics of anthropological relevance that are drawing increased public attention. Some boxes examine current events or debates; others are personal accounts of field experiences, which add human feeling to the presentation of anthropology's subject matter. Many boxes illustrate a point by bringing in an example familiar to students from their enculturation or everyday experience.



Available for use with *Anthropology: The Exploration of Human Diversity*, seventh edition, is an **ethnographic case studies** book, *Culture Sketches*, by Professor Holly Peters-Golden. This supplement profiles several of the cultures discussed in this text. Dr. Peters-Golden has taught introductory anthropology at the University of Michigan, using my textbook, for several years.

## ACKNOWLEDGMENTS

I am grateful to many present and past colleagues at McGraw-Hill. I always enjoy working closely with Phil Butcher, McGraw-Hill's social science publisher, as I did on this edition. I thank Jill Gordon and Nancy Blaine, McGraw-Hill's recent and current anthropology editors, respectively, for their help. Sylvia Shepard, my former developmental editor, will also recognize her input from past editions.

I thank Ira C. Roberts for his efficient work as editing manager and for keeping everything moving on schedule. It's been a pleasure to work again with Barbara Salz, photo researcher, and Nancy Dyer, photo manager. I also thank Carole Berglie and Gretlyn Cline for copyediting and proofreading; Joseph Piliero for conceiving and executing the design; Kathryn Porzio for shepherding the manuscript through production; and Carl Leonard, marketing project manager.

I am grateful to the prepublication reviewers of *Anthropology: The Exploration of Human Diversity*, seventh edition: John W. Fox, Baylor University; Kathy T. Molohon, Laurentian University; and Susan J. Rasmussen, University of Houston. I was delighted by the enthusiasm expressed in their reviews.

I thank my colleagues and the many students who have read this text and who have sent me their comments, corrections, and suggestions—personally, through McGraw-Hill sales representatives, and, increasingly, via E-mail. Anyone—student or instructor—with access to the Internet can contact me at the following address: [ckottak@umich.edu](mailto:ckottak@umich.edu).

As usual, my wife, Isabel Wagley Kottak, has offered me understanding, support, and inspiration during the preparation of this edition. I renew my dedication of this book to my mother, Mariana Kottak Roberts, for kindling my interest in the human condition, for reading and commenting on what I write, and for the insights about people and society she continues to provide.

After some 30 years of teaching, I have benefited from the knowledge, help, and advice of so many friends, colleagues, teaching assistants, and students that I can no longer fit their names into a short preface. I hope they know who they are and accept my thanks.

Since 1968 I've regularly taught Anthropology 101 ("Introduction to Anthropology") to a class of 500 to 600 students, with the help of 7 to 12 teaching assistants each time. Feedback from students, teaching assistants, and my fellow "Introductory Anthropology" instructors at Michigan (Holly Peters-Golden, David Brawn, and William Meltzer) keeps me up-to-date on the interests, needs, and views of the people for whom this text is written. I continue to believe that effective textbooks are rooted in enthusiasm and in practice—in the enjoyment of one's own teaching experience. I hope that this product of my experience will continue to be helpful to others.

Conrad Phillip Kottak



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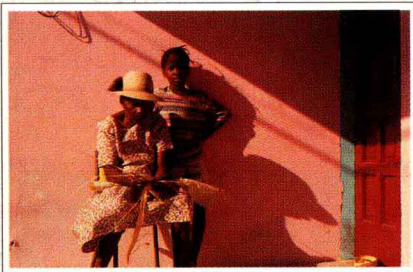


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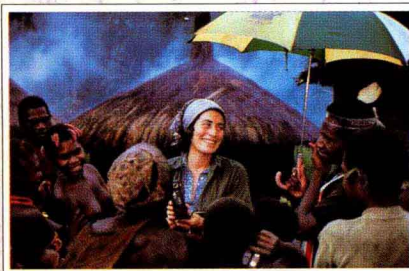
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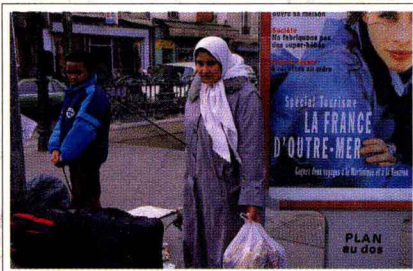
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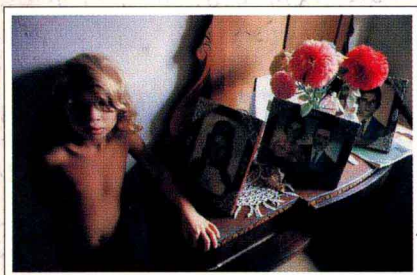


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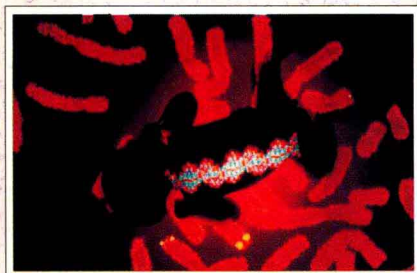
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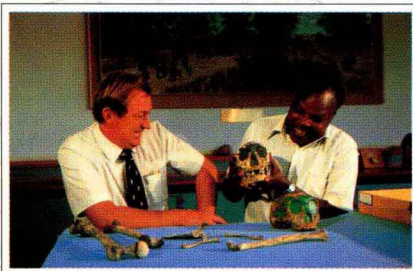


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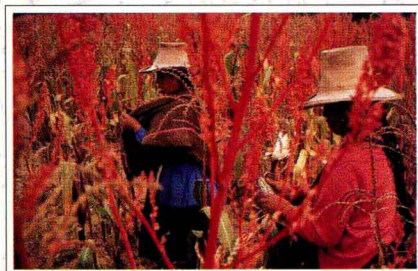
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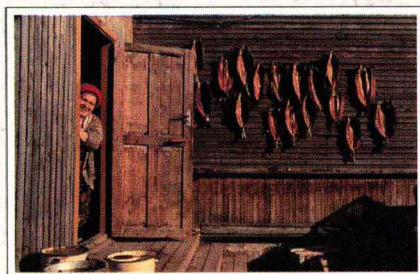
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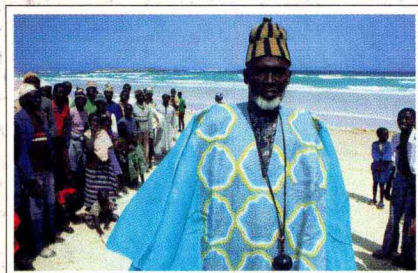
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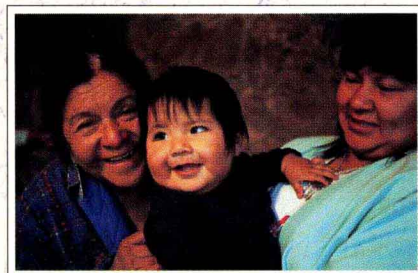
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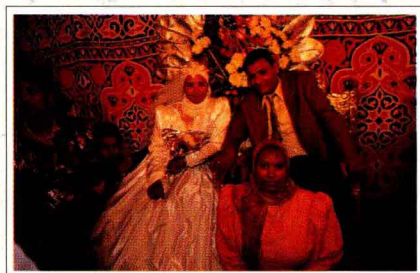


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