



Study Guide for the Telecourse

FACES OF CULTURE

SEVENTH EDITION

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Faces of Culture

Seventh Edition

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WITH BACKGROUND NOTES WRITTEN BY MARI WOMACK, PH.D.

FOR

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Preface

To the Student

Welcome to *Faces of Culture*, a telecourse that introduces the principles and information of cultural anthropology. Whether you are planning a career in anthropology or taking this course to gain insights into your own and other cultures, we believe that you will find it interesting, entertaining, and enriching.

Faces of Culture is designed according to the philosophy that culture as the expression of human values, behavior, and social organization exists in unique and varied forms throughout the world, in past and present times. The course attempts to document that diversity and demonstrate the inherent logic of each culture in light of the problems people need to solve and the environments to which they must adapt. Although some of the behaviors and customs you will see may, at times, strike you as odd or unpleasant, we urge you to try not to make value judgments about the cultures under study but to look instead for the purpose and function of the behaviors or customs within the context of those cultures and their values. At other times in this course, you will see human behavior that reflects universal needs and feelings, albeit expressed through diverse cultural customs and practices. Consequently, as you progress through this course, your own feelings will probably range from a sense of awe at the differences between people to a sense of respect for, and oneness with, people around the world. We hope that you will be touched by, and learn from, the people you will see and read about in this course.

Course Goals

*The designer, academic advisors, and producers of this telecourse have specified eight major goals for students taking **Faces of Culture**. By the end of the course, you should be able to:*

- Understand and appreciate the concept of culture from the perspective of anthropologists, as the adaptive mechanism that provides for survival of the human species.
- Recognize the underlying similarities as well as the wide range and variability of human cultures.
- Recognize and appreciate that there are a number of valid “cultural solutions” to living on Earth.
- Understand the relationship between culture and the individual.
- Understand the factors involved in culture change.
- Gain a broad cross-cultural background against which to view your own culture as well as contemporary social problems.
- Know the meanings of the basic concepts and terms used by cultural anthropologists.
- Understand procedures used by anthropologists in studying cultures.

Course Components

As with most classroom courses, *Faces of Culture* has a textbook, a study guide, assignments, and tests. The textbook is *Cultural Anthropology*, ninth edition, by William A. Haviland (1998). The book you are now reading, *Study Guide for the Telecourse Faces of Culture*, will guide your study through the course, providing reading and viewing assignments, study activities, and practice test questions. You may also be required to purchase and read additional books for this course—case studies that describe particular cultures in depth. In addition, *Faces of Culture* has a special learning element that most classes do not have: a companion half-hour video program for each of the 26 lessons in the course. The components of *Faces of Culture* have been continually reviewed and refined. This study-guide edition, the seventh, reflects extensive updating of the textbook. Since the telecourse was originally produced, three of the video programs have been replaced with completely new programs, four have been revised extensively, and ten have been enhanced with new narration, new footage, or both.

STUDY GUIDE

This study guide is your road map through *Faces of Culture*. It is a starting point for each lesson because it contains step-by-step assignments for reading, viewing, and doing related activities, overviews of the content of the textbook and the video programs, and a complete array of learning activities to help you master the learning objectives for the lesson. Each lesson in this study guide has the following components:

Assignments. Detailed instructions on activities and reading assignments to be completed before and after viewing each video program.

Overview. A brief discussion of the main points of the lesson, in both the textbook and the video program, along with a list of particular points to look for in the video program.

Learning Objectives. Statements of what you should learn from reading the textbook assignment, completing the activities in the study guide, and viewing the video program.

Study Activities. This section includes Vocabulary Check and Completion exercises to help you review and reinforce your understanding of important terms and concepts.

Self-Test: Objective Questions. A brief objective quiz that allows you to test your understanding of the material in the lesson.

Self-Test: Short-Answer Essay Questions. These questions enable you to check your comprehension of broad concepts presented in each lesson.

Suggested Activities. Suggestions for further study of anthropology. (Your instructor may also use these as assignments for extra credit.)

Answer Key. This section provides answers for the Vocabulary Check and Completion items and for the Self-Test Objective Questions and Short-Answer Essay Questions. Check your answers after you have completed each activity. If you have any incorrect answers, review the material.

Study Guide for the Telecourse *Faces of Culture*

In addition to the sections described above, twelve lessons in this study guide contain **Background Notes**, which are assigned in addition to the textbook material. The Background Notes contain information that supplements material presented in the video programs and textbook. Your careful study of the Background Notes is essential to your achieving the Learning Objectives stated for the lesson.

VIDEO PROGRAMS

The 26 video programs in this course incorporate films or portions of films showing many different societies and cultures. Many of the films have been photographed by or under the supervision of anthropologists, and some show people who seldom have been filmed. Other films come from Japanese and French anthropologists and filmmakers and have been seen rarely, if ever, in the United States. Thus, in this course, you have an opportunity to see authentic film of a wide variety of cultures and people from around the world. Because of this opportunity, you will be able to experience these cultures in a more thorough way than you could by just reading or hearing about them.

In the field of anthropology, a special kind of research has developed around the use of ethnographic filming—the recording on film of the lifestyles of people in one culture. Photographs and film allow anthropologists to document cultural practices, capturing visually all aspects of human behavior—including language, gestures, clothing, social interactions, rituals, and ceremonies—in a more complete way than a written record can do. This type of research has allowed the study of many cultures by many anthropologists and also permits recording certain practices and customs that, for one reason or another, are becoming rare, perhaps never to be repeated again. Much of the film you will see is ethnographic film, taken for the express purpose of being an accurate and authentic record of the people and practices of a specific culture in a particular place and at a certain point in time.

As part of the effort to be accurate and let the people of different cultures speak for themselves, many of the programs contain simultaneous English translations in the form of subtitles or narration. Because the subtitles carry important information, be sure your television set is clearly in focus so that you can read them.

One of the characteristics of culture is that it integrates all of the society. However, you will be studying various aspects of culture, such as political organization, religion and magic, family patterns, and the economy, as distinct and separate entities. Even though the video programs focus on distinct topics, remember that all parts of a culture work together. For example, when you watch the programs about political systems, you will also see practices that relate to a culture's patterns of marriage and family and kinship. So look beyond the specific focus of a program and be alert to the total pattern of a culture.

How to Take a Telecourse

If you are new to college courses, and to telecourses in particular, you might profit from a few suggestions offered by students who successfully completed other telecourses.

Telecourses are designed for busy people—people with full-time jobs or family obligations—who want to take a course at home, fitting the study into their own schedules. To complete a telecourse successfully, you need to plan how to schedule your viewing, reading, and study. Buy the books before the course begins and look them over; familiarize yourself with any materials supplied by your college and estimate the time needed to complete special tests and assignments for each lesson. Write the dates of midterms, finals, review sessions, and special projects on your calendar so that you can plan to have extra time to prepare for them. You may find it enjoyable and instructive to watch the programs with other people, but save talking and discussion until after the program so that you won't miss important information. The following suggestions about how to study and how to complete *Faces of Culture* have been compiled from students who completed telecourses successfully.

- Do buy both the textbook and the study guide for *Faces of Culture* or arrange to share copies with a friend. Do *not* try to complete this course without these books.
- Do watch each of the video programs. To pass the examinations, you will need to read and study the textbook and to view the video programs. At the end of each program, write a brief summary of what you have seen, the meaning of key concepts and terms, and the names of the cultural groups presented. If you have a videocassette recorder, tape the programs for later review.
- Do keep up with your work for this course every week. Even if you do not have class sessions on campus or assignments to turn in, you should read the textbook and do the assignments in the study guide, as well as watch the video programs. Set aside viewing, reading, and study time each week and stick to your schedule.
- Do contact the faculty member in charge of *Faces of Culture* at your school. The instructor can answer your questions about the material covered in the course. Your faculty member can also help you catch up if you are behind, advise you about additional assignments, discuss the type of test questions you can expect, and tell you where you can watch programs you missed or wish to review.
- Do complete all the Study Activities and Self-Tests in this guide. These will help you master the Learning Objectives and prepare for formal examinations.
- If you miss a program or fall behind in your study schedule, don't give up. Many television stations repeat broadcasts of the programs later in the week. Your college might have videocassette copies of programs available in the campus library or media center. And *do* call on your course faculty member or manager to help if you have problems of any kind. This person is assigned to help you succeed in *Faces of Culture*.

Acknowledgments

Producing the *Faces of Culture* telecourse was a complex team effort by many skilled people. Several of those persons responsible for this course are listed on the copyright page of this book.

In addition to those people, appreciation is expressed for the contributions of a number of academic advisors to the course. First, William A. Haviland, Ph.D., professor of anthropology at the University of Vermont and author of the textbook, served as a technical advisor to the series and helped in numerous ways throughout production of both the original and revised versions of the course.

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The original 26 video programs of *Faces of Culture* were produced by KOCE-TV in studios located on the Golden West College campus in Huntington Beach, California. An affiliate of the Public Broadcasting Service (PBS), KOCE-TV is owned and operated by the Coast Community College District. The revised video programs and this study guide and other materials for this course were developed by the Office of Instructional Systems Development at Coastline Community College (Fountain Valley, California), a member of the Coast Community College District.

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The Nature of Anthropology 1

Assignments

Before viewing the video program	<ul style="list-style-type: none">• Read the Overview and the Learning Objectives for this lesson. Use the Learning Objectives to guide your reading, viewing, and thinking.• Read the Introduction to Part I, page 3, and Chapter 1, “The Nature of Anthropology,” pages 4–33, in the textbook.
View video program 1, “The Nature of Anthropology”	
After viewing the video program	<ul style="list-style-type: none">• Review the terms used in this lesson. Check your understanding of all unfamiliar terms appearing in the Learning Objectives and in the glossary notes in the textbook.• Review the reading assignments for this lesson.• Complete each of the Study Activities and the Self-Test in this study-guide lesson; check your answers with the Answer Key at the end of this lesson.• As a follow-up to the video program, you may wish to read brief descriptions of some of the anthropologists discussed in the video program. Check the index of your textbook for information about Franz Boas and Margaret Mead.• According to your instructor’s assignment or your own interests, complete one or more of the Suggested Activities. You also may be interested in the readings listed at the end of Chapter 1 in the textbook.

Overview

This first lesson in *Faces of Culture* introduces you to the discipline of anthropology, or “the study of humankind,” as anthropologists define it. The subject matter of cultural anthropology is shared with other social sciences, but anthropology differs from them in at least two significant ways. The first of these differences might be called the “focus of interest” of anthropology. Anthropologists take special interest in the wide diversity of human groups, including those groups that are distant both in space and time. The second way in which cultural anthropology differs from other social sciences is in its methods of research, or methodology. Investigators in this field seek knowledge of human activity from both the present and the past, using specially developed techniques. These techniques include sifting massive amounts of minute data in a search for patterns, conducting field research, and making comparative cross-cultural studies of specific aspects of culture. Anthropology gives us an opportunity to view humans and their societies from a new perspective, a wider view that can enable us to better understand people of remote places and times and, ultimately, to better understand ourselves.

You will see in this lesson that anthropology crosses the usual academic boundaries, extending into the realms of the sciences and the humanities. Like scientists in all fields, anthropologists gather information, develop explanations based on objective review of the data, then revise or even discard old explanations as new information is discovered. Moreover, the field of anthropology shares with the humanities a high regard for the arts and literature developed by people everywhere. And both anthropologists and humanists insist that other peoples’ ways must be experienced and shared as much as possible.

In the lessons that follow, you will learn something about the many discoveries anthropologists have made in their studies of humans in a variety of times and places. After your studies, you will undoubtedly have a deeper appreciation for the creativity and adaptability that humankind exhibits everywhere, greater admiration for the drama of human life, and a clearer understanding of your own society and your place within it.

Video Program: This first video program shows a montage of peoples and lifestyles that will be explored more fully later in the telecourse. The presentation emphasizes the fundamental similarities of all members of the human race and the wide range of adaptations toward the common goal of survival. The anthropologist’s goals

of determining similarities and understanding diversity are reinforced in footage of Margaret Mead describing her work and her studies with Franz Boas. One theme of this introductory program is that the veil of ethnocentricity must be lifted to appreciate behavioral patterns unlike our own. The program also defines and describes anthropology, with emphasis on the discipline's holistic approach, scientific techniques, and assumption of the value of each society studied.

As you view the video program, look for:

- the manner in which anthropologists approach their studies of distinctly different cultures.
- the story of what happened to the Tasmanian aborigines as a result of British colonialization.
- the classic film taken of the war rituals of the Kwakiutl Indians of the Pacific Northwest of Canada.
- the return of the sacred pole to the Omaha.
- the reasons (told in the words of a Turkana leader named Lorang) Turkana men customarily have several wives.
- the terms *ethnocentrism* and *cultural relativism* used in the video program.

Learning Objectives

When you have completed all assignments in this lesson, you should be able to:

1. Describe several significant ways in which anthropology is a scientific study of humankind. TEXTBOOK PAGES 6–12, 22–29; VIDEO PROGRAM
2. List some other fields of study with which cultural anthropology shares subject matter. TEXTBOOK PAGES 8–12, 29–30
3. Identify the focus of the field of physical anthropology. TEXTBOOK PAGES 8–10; VIDEO PROGRAM
4. Define *cultural anthropology* and the subareas of *archaeology*, *linguistic anthropology*, and *ethnology*. TEXTBOOK PAGES 10–16, 20–22; VIDEO PROGRAM
5. Define *ethnography*, *participant observation*, *informant*, and *holistic perspective*. TEXTBOOK PAGES 14–15
6. Define the terms *hypothesis* and *theory*. TEXTBOOK PAGE 24
7. Identify some of the ways the study of cultural anthropology is relevant to today's world. TEXTBOOK PAGES 13–14, 30–32; VIDEO PROGRAM