

Chapter 1

Anthropology in a Global Age

Learning Objectives

After reading this chapter, you should be able to:

1. Describe the four fields of the discipline of anthropology and how they form its holistic approach.
2. Describe globalization and its key dynamics.
3. Identify the ways globalization has transformed anthropology.
4. Compare the ways in which nineteenth-century globalization initiated anthropology with the ways in which contemporary globalization has changed anthropology.

An Introduction to Anthropology

- The Coca-Cola Bottling Plant in Plachimada, India



An Introduction to Anthropology

- The Coca-Cola Bottling Plant in Plachimada, India
- Looking Beyond Coca-Cola



An Introduction to Anthropology

- The Coca-Cola Bottling Plant in Plachimada, India
- Looking Beyond Coca-Cola
- An Anthropological Perspective



Revised from AFP/Getty Images

Big Questions

- What Is Anthropology?
- Through What Lenses Do Anthropologists Gain a Comprehensive View of Human Cultures?
- What Is Globalization, and Why Is It Important for Anthropology?
- How Is Globalization Transforming Anthropology?



Photo: Wikimedia Commons

What Is Anthropology?

- **Definition**
“Anthropology is the study of the full scope of human diversity, past and present, and the application of that knowledge to help people of different backgrounds better understand one another.”

—Ken Guest

What Is Anthropology?

- Definition
- Brief Background




Photo: Reuters/AP Photo

What Is Anthropology?

- Definition
- Brief Background
- Anthropology's Unique Approach




Photo: Reuters/AP Photo

Through What Lenses Do Anthropologists Gain a Comprehensive View of Human Cultures?

- The Four Fields of Anthropology

Through What Lenses Do Anthropologists Gain a Comprehensive View of Human Cultures?

- The Four Fields of Anthropology
 - Physical Anthropology



Tammy Davis / Reuters

Through What Lenses Do Anthropologists Gain a Comprehensive View of Human Cultures?

- The Four Fields of Anthropology
 - Physical Anthropology
 - Archaeology



Jeff Smith / Albany

Through What Lenses Do Anthropologists Gain a Comprehensive View of Human Cultures?

- The Four Fields of Anthropology
 - Physical Anthropology
 - Archaeology
 - Linguistic Anthropology



Jeff Smith / Albany

Through What Lenses Do Anthropologists Gain a Comprehensive View of Human Cultures?

- The Four Fields of Anthropology
 - Physical Anthropology
 - Archaeology
 - Linguistic Anthropology
 - Cultural Anthropology



David Grossman / Alamy Stock Photo

What Is Globalization, and Why Is It Important for Anthropology?



Italian Coast Guard, Francesco Malavolta, IFO

What Is Globalization, and Why Is It Important for Anthropology?

- Globalization and Anthropology



Italian Coast Guard, Francesco Malavolta, IFO

What Is Globalization, and Why Is It Important for Anthropology?

- Globalization and Anthropology
- Key Dynamics



Julian Coast Guard, Francisco Maderita, 2017

What Is Globalization, and Why Is It Important for Anthropology?

- Globalization and Anthropology
- Key Dynamics
 - Time-Space Compression



Julian Coast Guard, Francisco Maderita, 2017

What Is Globalization, and Why Is It Important for Anthropology?

- Globalization and Anthropology
- Key Dynamics
 - Time-Space Compression
 - Flexible Accumulation



Julian Coast Guard, Francisco Maderita, 2017

What Is Globalization, and Why Is It Important for Anthropology?

- Globalization and Anthropology
- Key Dynamics
 - Time-Space Compression
 - Flexible Accumulation
 - Increasing Migration



Julian Coast Guard, Francisco Maderua, 187

What Is Globalization, and Why Is It Important for Anthropology?

- Globalization and Anthropology
- Key Dynamics
 - Time-Space Compression
 - Flexible Accumulation
 - Increasing Migration
 - Uneven Development



Julian Coast Guard, Francisco Maderua, 187

What Is Globalization, and Why Is It Important for Anthropology?

- Globalization and Anthropology
- Key Dynamics
 - Time-Space Compression
 - Flexible Accumulation
 - Increasing Migration
 - Uneven Development
- Globalization and the Environment



Julian Coast Guard, Francisco Maderua, 187

What Is Globalization, and Why Is It Important for Anthropology?

- Globalization and Anthropology
- Key Dynamics
 - Time-Space Compression
 - Flexible Accumulation
 - Increasing Migration
 - Uneven Development
- Globalization and the Environment
 - Shaping the Natural World



Julian Coast Guard, Francisco Martinez, 187


What Is Globalization, and Why Is It Important for Anthropology?

- Globalization and Anthropology
- Key Dynamics
 - Time-Space Compression
 - Flexible Accumulation
 - Increasing Migration
 - Uneven Development
- Globalization and the Environment
 - Shaping the Natural World
 - Humans and Climate Change



Julian Coast Guard, Francisco Martinez, 187


How Is Globalization Transforming Anthropology?



Courtesy of Kenneth Guest

How Is Globalization Transforming Anthropology?


- Changing Communities



Courtesy of Kenneth Coard

How Is Globalization Transforming Anthropology?


- Changing Communities
- Changing Research Strategies



Courtesy of Kenneth Coard

Thinking Like an Anthropologist

- What is anthropology?
 - For this exercise, you will begin examining the world of your own culture as if you were an anthropologist.



HP - Art Koonin, NY

Concept Check

Anthropology is

- A. the study of the full scope of human diversity.
- B. the study of ants.
- C. the study of human fossil remains.
- D. the study of cultural histories.

Concept Check

Anthropology's approach to the study of human diversity helps us avoid the intellectual pitfalls of

- A. globalization.
- B. ethnography.
- C. ethnocentrism.
- D. fieldwork.

Concept Check

Which of the following is NOT one of the primary four fields of anthropology?

- A. linguistic anthropology
- B. archaeology
- C. physical anthropology
- D. business anthropology

Concept Check

The forces of globalization have changed

- A. the communities that anthropologists study.
- B. the methods that anthropologists use to do research.
- C. how anthropologists communicate with their research participants.
- D. all of the above.

Discussion Questions

- Which of the four fields of anthropology sounds the most interesting to you? Why?
- Have you noticed any effects of globalization in your own community? What are they? What field of anthropology could you use to study this issue?
