Anthropology

A Global Perspective

Eighth Edition

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Preface

Educational Goals and Orientation of This Text

The world has become a small place. Global communications, international trade, geopolitical events with worldwide impact, and ease of travel have brought people and cultures into more intimate contact than ever before, forcing this generation of students to become more knowledgeable about societies other than their own. This textbook is grounded in the belief that an enhanced global awareness is essential for people preparing to take their place in the fast-paced, increasingly interconnected world of the twenty-first century. Anthropology is ideally suited to introduce students to a global perspective. Through exploring the range of human diversity, each of the subfields of anthropology helps liberate students from a narrow, parochial view and enables them to appreciate the full sweep of the human condition.

The anthropological perspective, which stresses critical-thinking, the evaluation of competing hypotheses, and the skills to generalize from specific data, contributes significantly to a well-rounded education. This text engages readers in anthropology by delving into both classic and current research in the field. This reflects a commitment to anthropology’s holistic and integrative approach. It spells out how the four basic subfields of anthropology—biological anthropology, archaeology, linguistics, and cultural anthropology—together yield a comprehensive understanding of humanity. Because the subfields of-
ten overlap, insights from all of them are woven together to reveal the holistic fabric of a particular society or the threads uniting all of humanity. In examining anthropological research, this text often refers to research conducted in other fields. Contemporary anthropologists draw on the findings of biologists, paleontologists, geologists, economists, historians, psychologists, sociologists, political scientists, religious studies specialists, philosophers, and researchers in other areas whose work sheds light on anthropological inquiry. In addition to enlarging the scope of the text, exploring interactions between anthropology and other fields sparks the critical imagination that brings the learning process to life.

The comparative approach, another cornerstone of the anthropological perspective, is also highlighted in this text. When anthropologists assess fossil evidence, artifacts, languages, or cultural beliefs and values, they weigh comparative evidence, while acknowledging the unique elements of each case, society, or culture.

The text casts an inquiring eye on materials from numerous geographical regions and historical eras to enrich student understanding. A diachronic approach also characterizes this textbook. In evaluating human evolution, prehistoric events, language divergence, or developments in social structure, anthropologists must rely on models that reflect changes through time, so this diachronic orientation suffuses the text.

**Three Unifying Themes of This Text**

In the previous edition of this textbook, we emphasized three unifying themes that structured the material presented. These have been retained and expanded in this eighth edition. The first two themes we introduce students to are the *diversity of human societies* and cultural patterns the world over and the *similarities that make all humans fundamentally alike*. To achieve these two objectives, we pay as much attention to universal human characteristics as we do to local cultural contexts and conditions. We emphasize the growing interconnectedness of humanity and both the positive and negative consequences of this reality. We draw on
anthropological studies to discover how people are responding to the process of globalization.

The third theme, which we emphasize more prominently in this edition, focuses on the interconnections between the sciences and humanities within anthropology. We call this the **synthetic-complementary approach**, which views the scientific method and the methods in the humanities as complementary and suggests that one is incomplete without the other. This theme had been mentioned in previous editions, but we make it much more of a centerpiece in this edition. This third important theme dovetails with the two other themes, demonstrating how human behavior is both unique to a specific culture, and yet is also universal.

Several decades ago, in another anthropology textbook published by Prentice Hall (1964), the late Eric Wolf emphasized that anthropology has always had one foot in the sciences and one foot in the humanities. This observation is evermore true today. Wolf said, “Anthropology is both the most scientific of the humanities and the most humanistic of the sciences” (1964, 88). Eric was kind enough to give us suggestions in developing this textbook and we would like to carry on the tradition that Eric Wolf accentuated in his work. One of the important goals in this edition is to further highlight the fundamental importance of the synthetic-complementary approach to science and the humanities in anthropology.

Some anthropologists have argued that the scientific approach is not suitable for assessing and interpreting human behavior and culture, whereas others believe that the humanistic approach is not appropriate for developing general cross-cultural and causal explanations about human behavior and culture. This has led to textbooks that focus either on one or the other approach. In this book, we highlight how the interpretive-humanistic perspective is complementary to the scientific method, which seeks general cross-cultural and causal explanations for human behavior and culture. The interpretive-humanistic perspective provides insight into the specifics of human behavior within different cultures, whereas the scientific approach offers a method to test causal explanations that allow for insight into universal aspects of human behavior.
What’s New to This Edition

• Updated information on new fossil and archaeological evidence.

• Revised presentation of Primate and Hominin Classification and discussion of the genetic data in hominin classification.

• New Critical Perspectives box in the Human Variation chapter called “Joseph Arthur de Gobineau and the Aryan Master Race” that explores the use of Nazi pseudoscience to meet political ends.

• Revised and expanded the discussion of the genetic evidence and evolutionary models for the emergence of *Homo sapiens* with new illustrations.

• Revised and expanded discussion of modern human variation.

• Updated discussion of the new evidence for the FOX2P gene in Neandertals in the Critical Perspectives box “Could Early Hominins Speak? The Evolution of Language.”

• New Anthropologist at Work boxes illustrating current research directions of a linguistic anthropologist who explores race and ethnicity issues and corporate culture and a cultural anthropologist who is examining the world of hackers and geeks dealing with the Internet.

• New discussion of the new field of neuroanthropology and current research in that area.

• New discussions of Pierre Bourdieu on agency and forms of economic, social, and cultural capital.

• New discussion of the ethics of anthropological research in war zones and its controversies.

• New discussion of the research on human cooperation and the development of prosocial norms in economics and religious traditions.

• New discussion of polyandry based on recent cross-cultural research.

• New discussion of universalistic religious traditions including Hinduism, Buddhism, Judaism, Catholicism, Protestantism, and Islam.

• New discussions of art and music as studied by anthropologists and ethnomusicologists.
New Anthropologists at Work box on Akbar Ahmed who studies globalization and the Islamic world.

New discussions of the burakumin people of Japan

New discussion of John Hartigan's research on the Mexican genome reflecting a different concept of race compared to the U.S. folk model.

New discussion of John Bowen’s research on secularization and Islam in France.

New discussions of 'Engaged Anthropology' within the context of Applied Anthropology

New discussions of cardiac disease in India and acupuncture in the U.S. as research topics in medical anthropology

Features of This Text

Boxes

Critical Perspectives boxes are designed to stimulate independent reasoning and judgment. Students are placed in the role of an anthropologist and engaged in the analysis of specific problems and issues that arise in anthropological research. A successful holdover from the first edition, these Critical Perspectives boxes encourage students to use rigorous standards of evidence when evaluating assumptions and hypotheses regarding scientific and philosophical issues that have no easy answers. We have added several new Critical Perspectives boxes for this seventh edition. By probing beneath the surface of various assumptions and hypotheses in these exercises, students stand to discover the excitement and challenge of anthropological investigation.

Anthropologists at Work boxes, profiling prominent anthropologists, humanize many of the issues covered in the chapters. These boxes—another carryover from the first edition—go behind the scenes to trace the personal and professional development of some of today's leading anthropologists. We have added two new boxes in this area focusing on Bonnie Urciuoli as a linguistic anthropologist and Gabriella Coleman's fascinating ethnographic research on hackers and geeks on the Internet.

Finally, Applying Anthropology boxes—new to the previous edition—show students how research in
anthropology can help solve practical problems confronting contemporary societies. Students often ask: What relevance does anthropology have to the problems we face in our generation? These Applying Anthropology boxes answer the relevance question head on. For example, one box notes that anthropologists are involved in saving languages that are becoming extinct. The concluding chapter of the text ties together many of these Applying Anthropology boxes by placing in perspective the full panoply of issues addressed in applied anthropology.

Pedagogical Aids

For sound pedagogical reasons, we have retained some features in this seventh edition of *Anthropology: A Global Perspective*. Each chapter opens with a Chapter Outline and Learning Objectives that will help guide students to the most important issues addressed in the chapter. And each chapter ends with a Summary and Learning Objectives that address issues covered in the chapter that students can use to help comprehend the material they have read. In addition, each chapter ends with a list of Key Terms that will help students focus on important concepts introduced in the chapter.

Support for Instructors and Students

is an interactive and instructive multimedia site designed to help students and instructors save time and improve results. It offers access to a wealth of resources geared to meet the individual teaching and learning needs of every instructor and student. Combining an ebook, video, audio, multimedia simulations, research support and assessment, MyAnthroLab engages students and gives them the tools they need to enhance their performance in the course. Please see your Pearson sales representative or visit [www.myanthrolab.com](http://www.myanthrolab.com) for more information.

Instructor’s Manual with Tests (0-205-18210-0): For each chapter in the text, this valuable resource provides a detailed outline, list of objectives, discussion questions, and suggested readings and videos. In addition, test questions in multiple-choice, true/false,
fill-in-the-blank, and short answer formats are available for each chapter; the answers are page-referenced to the text. For easy access, this manual is available within the instructor section of MyAnthroLab for Anthropology, or at www.pearsonhighered.com/irc.

MyTest (0-205-18208-9): This computerized software allows instructors to create their own personalized exams, edit any or all of the existing test questions, and add new questions. Other special features of the program include random generation of test questions, creation of alternate versions of the same test, scrambuling question sequence, and test preview before printing. For easy access, this software is available at www.pearsonhighered.com/irc.

PowerPoint Presentation Slides for Anthropology (0-205-18209-7): These PowerPoint slides combine text and graphics for each chapter to help instructors convey anthropology principles in a clear and engaging way. For easy access, they are available within the instructor section of MyAnthroLab for Anthropology, or at www.pearsonhighered.com/irc.

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