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Q) How applied anthropology can be utilized to solve the problems faced by humanity in contemporary world? (2007)

i) Introduction:

"The application of anthropological knowledge, theory, and methods to solve practical problems in all sectors of society ....."-  
[Society for Applied Anthropology (SFAA)].

In simpler words applied anthropology is a sub-field of anthropology wherein anthropologists employ anthropological methods and knowledge to address world issues such as development, public health, education, cultural preservation, etc.

\*) Applied Anthropology to ~~Combat~~ Contemporary World Problems:

i) Public Health and Health care:

Applied Anthropologists work with health care organisations, governments, and NGOs to understand and improve health care delivery. They research cultural beliefs and practices related to health, conduct community health assessments, and design culturally sensitive health interventions.

Example:

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Anthropologists have played a crucial role in combating the HIV/AIDS epidemic by studying and addressing cultural factors affecting prevention and treatment - (Parker, 2001).

## 2) Environmental Sustainability:

Anthropologists collaborate with environmental agencies to study the impact of human activities on the environment and develop sustainable practices. They work with indigenous communities to incorporate traditional ecological knowledge into conservation efforts.

### Example:

Anthropologists have collaborated with indigenous communities to promote sustainable land use and conservation - (Brosius et al., 1998).

## 3) Disaster Response and Recovery:

Assist in disaster management, both before and after the disasters occur. They conduct vulnerability assessment, create disaster preparedness plans, and provide guidance on culturally appropriate relief efforts. After disasters they work to rebuild

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communities while respecting cultural norms.

Example:

Anthropologists played a significant role in post-Katrina New Orleans, helping to address social and cultural challenges.

#### 4) Education and Development:

Anthropologists contribute to improving education by studying the cultural dynamics of learning and teaching. They develop culturally relevant curricula and teacher training programs. In global development projects, anthropologists help design initiatives that ~~align~~ resonate with local cultures and empower communities.

Example:

Anthropologists have worked with indigenous groups to develop bilingual education programs that incorporate traditional knowledge.

#### 5) Human Rights and Social Justice:

Anthropologists advocate for human rights

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and social justice by researching and documenting human rights violations. Their work provides crucial evidence for legal actions and policy change.

Example:

Anthropologists collaborate with organisations like Amnesty International to address issues like forced labor and discrimination - (Brusk, 2002).

#### 6) Urban Planning and Migration:

help cities plan for growth, address housing disparities, and manage the challenges posed by migration. They study the impact of urbanization on communities and provide insights into creating inclusive, culturally diverse cities.

Example:

Anthropologists have examined the cultural dynamics of gentrification and its effects on marginalised communities.

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7) Business and Marketing:

Anthropologists are employed by corporations to understand consumer behavior, preferences, and cultural trends. They assist in product development, marketing strategies, and market entry into different cultural contexts. By conducting ethnographic research, they provide valuable insights for businesses looking to expand globally.

8) Indigenous Rights and Land Management.

Anthropologists collaborate with indigenous communities to advocate for their land and resource rights. Their work has supported legal battles for land reclamation and cultural preservation.

Examples:

Anthropologists document traditional land use practices and cultural connections to ancestral lands - (Davis & Wagner, 2003). This work serves as evidence to support legal battles.

10) Conclusion :

In a nutshell, applied anthropology holds much significance in the domain of social sciences. Applied anthropology, as embodied in this answers, has the potential to address and attenuate many social and cultural specific predicaments the world is grappled with.