

Q6) Why do some anthropologists dislike ethnology and prefer ethnography for cultural research, discuss it in detail.

1- **Introduction:**

Anthropologists used two type of research methods for cultural research. But they prefer to use ethnography method for cultural research and they quite dislike the approach of ethnology because of some parameters. As the Ethnographic methods are qualitative, inductive, exploratory and longitudinal. Therefore mostly anthropologists prefer ethnographic method.

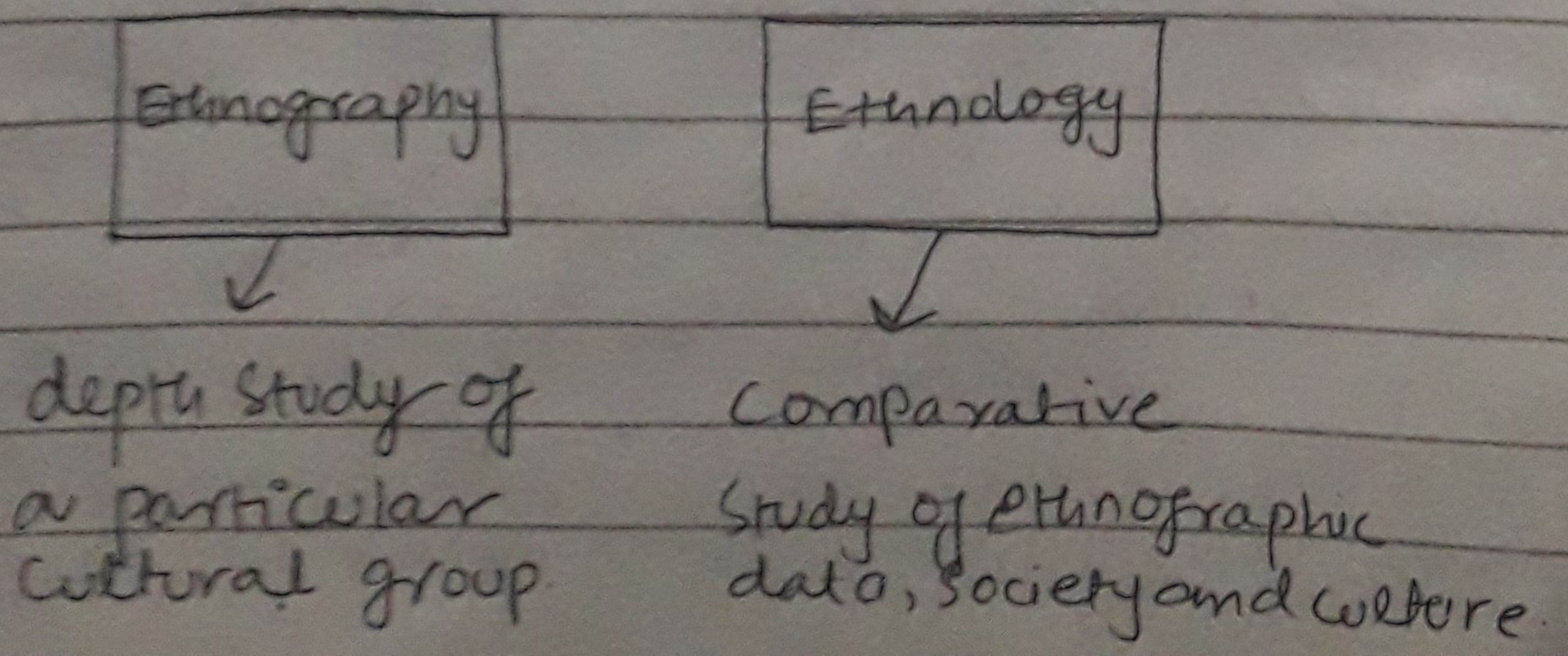
2- **Ethnography:**

The scientific description of peoples and cultures with their customs, habits and mutual differences.

3- **Ethnology:**

The study of the characteristics of different peoples and the differences and relationships between them.

4- **Difference between Ethnography and Ethnology**



5- Ethnographic Method:

Ethnography means to write about a particular culture. It emphasizes the perspective of those being studied. Ethnographic method is the core of anthropological research. Ethnographic research is a qualitative research method involving the systematic study of people in their natural environment to understand their way of life, including how they see and interact with the world around them.

6- Ethnographic techniques:

Ethnographic methods are the techniques used to collect data for ethnographic study. They are the means researchers utilize to acquire knowledge about social settings under investigation and tap into the participant's point of view.

6.1 Field Research

It is actually the reputation building. In this the researcher will live with the people and gets familiar with them as people will consider him the part of the community. In this tenure government will do observation and key informant would be selected.

6.2 Key Informant Selection

Key informants are those people who know their society well. Those people are well-educated, elder, leader and chief. There are multiple key informants.

6.3 Senses and Survey:

To conduct surveys, a form is made. It can be done before key informant selection. Different categories are made in form e.g. Income, birth, house, land ownership, revenue generation, family relatives etc.

6.4 Interviews:

It will help the informant to interview and personally get the data of the people.

6.5 Participation Observation:

In this the researcher gets the true feelings of participants in that particular activity. As the researcher is keenly observing the system, because he/she is part of that system.

6.6 Focused group discussion:

After getting all the information, the researcher with the key informants do a discussion.

6.7 Case study:

Case study is conducted. In this one is getting each and every aspect of life.

6.8 Recording:

After all the steps, recording of data is done.

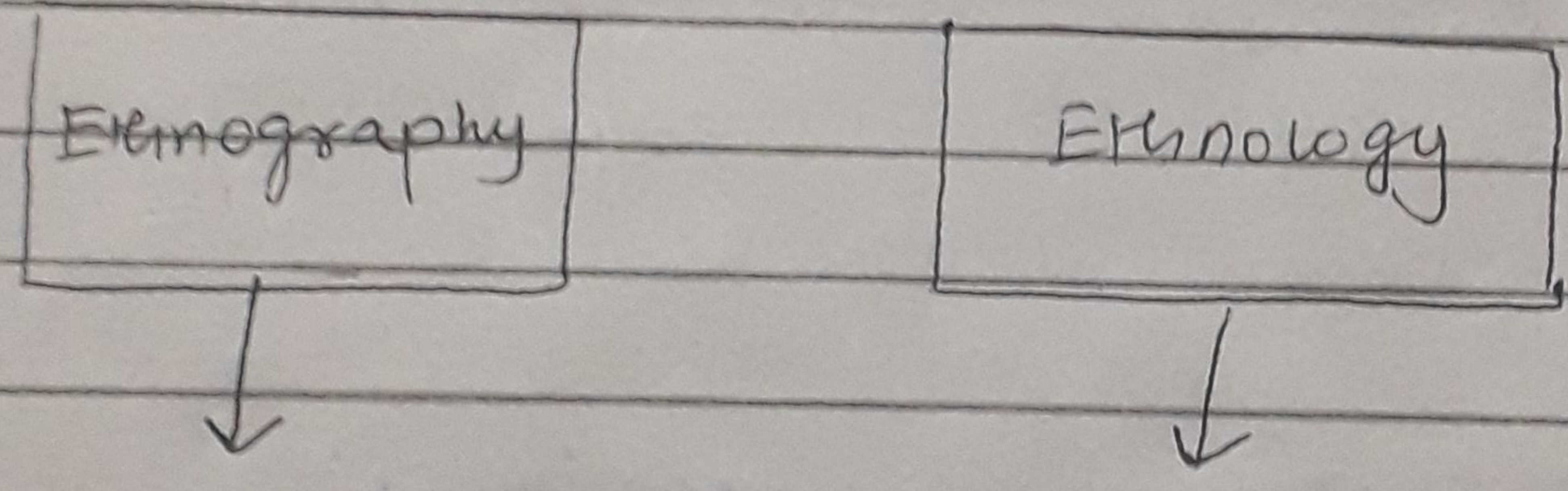
6.9 Photography and videos:

It is the collection of data to have the exact data whether it's a true picture or imagination.

7- Ethnology

It is the comparative and analytical study of cultures. Ethnologists examine and compare the characteristics of different cultures, seeking to identify patterns, similarities and differences across various societies. They often use data collected through ethnographic research to analyze and draw broader conclusions about human cultural diversity and social organization.

8- Why Anthropologist prefer Ethnography rather than Ethnology



- | | |
|---|--|
| <ul style="list-style-type: none"> • It is pin pointed. • It is study of the one religion or culture at one time. • It provides a first-hand detailed description of a living culture. • It is based on first-hand field work and research of one culture. • It relies on proof. | <ul style="list-style-type: none"> • It is broad. • It is the study of multiple religion or culture and people at same time. • It is comparative and cross section. • use ethnographic material collected by number of researchers. • Rely on assumption. |
|---|--|

8.1 Preference:

As the above diagram indicates that ethnographic method is more preferable and desirable by Anthropologist, because it gives them detailed understanding of the religion or culture. They can completely understand about the culture. Moreover every researcher needs data based on true facts not on assumption. So Ethnography is preferred to Ethnology for Anthropologists

9 Example:

Ethnography

Ethnology

Case study:

An anthropologist has a keen interest in studying the culture or religion of Muslims.

Ethnography
Studying Muslim
Culture

Ethnology
obtained all the data
of Muslim Culture. Now
Comparing it with Hindus

Music • In Islam, music
is forbidden.

• In Islamic Music is forbidden.

vs

In hinduism Music is worship

Food • In Islam mutton
and beef is allowed

• In Islam mutton and beef
is allowed

vs

• In hinduism mutton and
beef is forbidden.

Architecture • Muslim architecture
as conditioned by
vast deserts.

• Muslim architecture
as conditioned by
vast deserts

vs

• Hindu architecture
conditioned by lush and
green plains.

Faith Muslims are monotheist

• Muslims are monotheist

vs

• Hindus are poly-
theist.

Dance Dance is forbidden for
Muslims.

• Dance is forbidden for
Muslims.

vs

• Dance is worship for
Hindus.

Festivals They celebrated 2 eids
per year. Eid-ul-Fitr
Eid-ul-Azha
(Big festivals)

They/Muslims celebrated
2 eids.

vs

Hindu celebrated Holi,
Dewali (= Big festivals)

Holy Book Muslims recite Holy Quran.

Muslims recite
Holy Quran

vs

Hindus recite
Greetah.

10

Conclusions

As evident from above example. One is pin pointed and
etymology is comparative based approach. Therefore
mostly for detail purposes, anthropologist prefer ethnography

Q7) Differentiate between "etic" and "emic" approaches used in anthropological research. Highlight various Ethnographic techniques used by ethnographers in conducting the research in Anthropology.

1- Introduction:

In anthropology, various techniques are used to conduct the research. Similarly "etic" and "emic" are also research techniques or approach used by anthropologist in conducting the research. Both of the techniques are quite different from each other.

2- Difference between "Etic" and "Emic" Approaches:

Etic approach

Emic approach

- | | | |
|---|---|---|
| ① | It emphasizes the similarities between the culture. | It emphasizes the differences between the culture. |
| ② | Etic approach assumes that the behavioral patterns are universal. | Emic approach assumes that the behavior patterns are unique to a culture. |
| ③ | The outsider perspective is objective. | The insider perspective is subjective. |

④ Its an explanation used to understand a culture in scientific terms by comparing the culture to others and addressing the universals of human behavior.	Its an explanation used to understand a culture in its cultural context. The attempt to learn the concepts of a culture and see the world the way they do so.
⑤ Its the language of science and linguistics.	Its the language of culture and experience
⑥ observed behavior or events	self-reported sense of meaning.
⑦ Nomothetic, universal language is used.	Ideographic, cultural language is used.
⑧ prediction is done in a causal analysis framework.	prediction is irrelevant; avoids interpretations that suggest linear causation.
⑨ comparative analysis is emphasized here.	Single case analysis is preferred
⑩ Here, longitudinal analysis preferred with or without direct interviews	short time periods with living participants and available information
⑪ Focus on social consequences of action	Focus on stated or inferred intentions
⑫ Materialist and behavioral	Mentalistic, intentions, mental states or desires

3- Ethnography:

Ethnography is one of the techniques used by anthropologists for conducting the research. It is one of the most employed techniques.

3.1 Definition of Ethnography:

Ethnography is the method of observing human interactions in social settings and activities by Burke and Kirk.

3.2 Derivation of Ethnography:

"Ethnography" word is a combination of two words.

Ethnography

It is derived from Greek word ethnos meaning a company, later a people, nation

Its meaning is field of study.

So ethnographic studies focus on large cultural groups of people who interact over time.

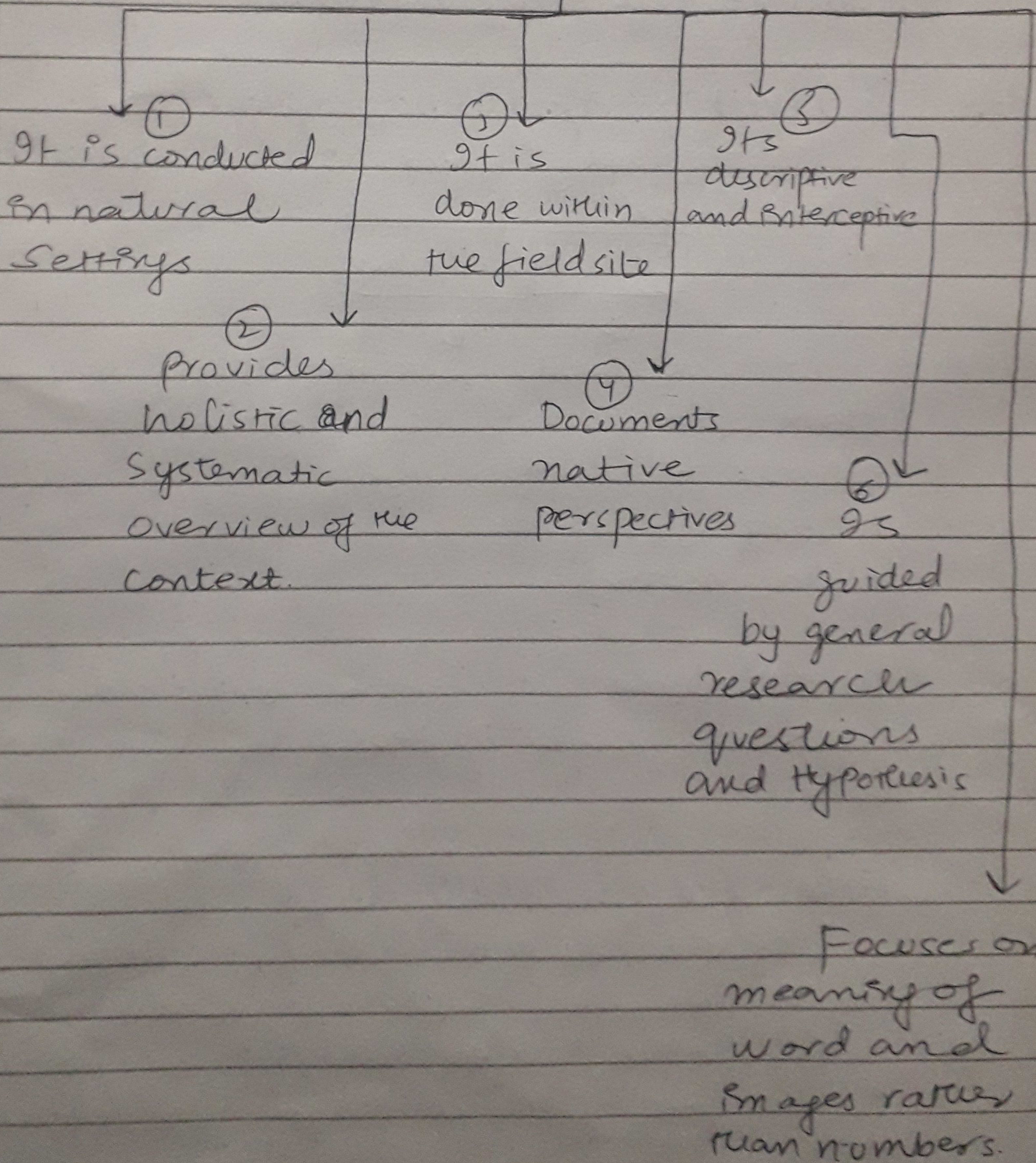
3.3 Ethnographic Method:

Ethnography means to write about a particular culture. It emphasizes the perspective of those being studied. Ethnographic method is the core of the anthropological research methods.

It's a sort of qualitative research method involving the systematic study of the people in their natural environment to understand their way of life, how they see and interact with the world around them.

3.4 Ethnographic Characteristics:

Characteristics of Ethnographic Research



3.5 Ethnographic techniques:

By using the tools of research while researching is known as ethnographic research. So here there will be the use of these techniques and tools to conduct ethnographic research.

3.5.1 Field Research:

It is actually the reputation building. The researcher lives with the people and gets familiar with them and then collect information regarding religion or culture.

3.5.2 Key Informant Selection:

Key informants are those people who know their society well. Those people are well-educated, elder, leader and chief. There are multiple key informants.

3.5.3 Senses and Surveys:

To conduct surveys, a form is made. It can be done before key informant selection. Different categories are made inform

3.5.4 Interviews:

It will help the informant to interview and personally get the data of the people.

3.5.5 Participation observation:

In this the researcher gets the true picture of participant, as researcher is nearly observing.

Date: _____

3.5.6 Focused group discussion:

After getting all the information, the researcher with the key informants do a discussion.

3.5.7 Case study

Case study is conducted. In this one gets each and every aspect of the research.

3.5.8 Recording

After all the steps, recording and while researching the recording is conducted.

3.5.9 Photography and videos

It is the collection of data to have the exact data whether it's a true picture or an animation.

4 Example:

Ethnographic research among drinking youth cultures & reflections from observing participants.

In this example, Briggs, Golobov and ventsel investigated the drinking cultures of youth groups in UK, Germany and Russia.

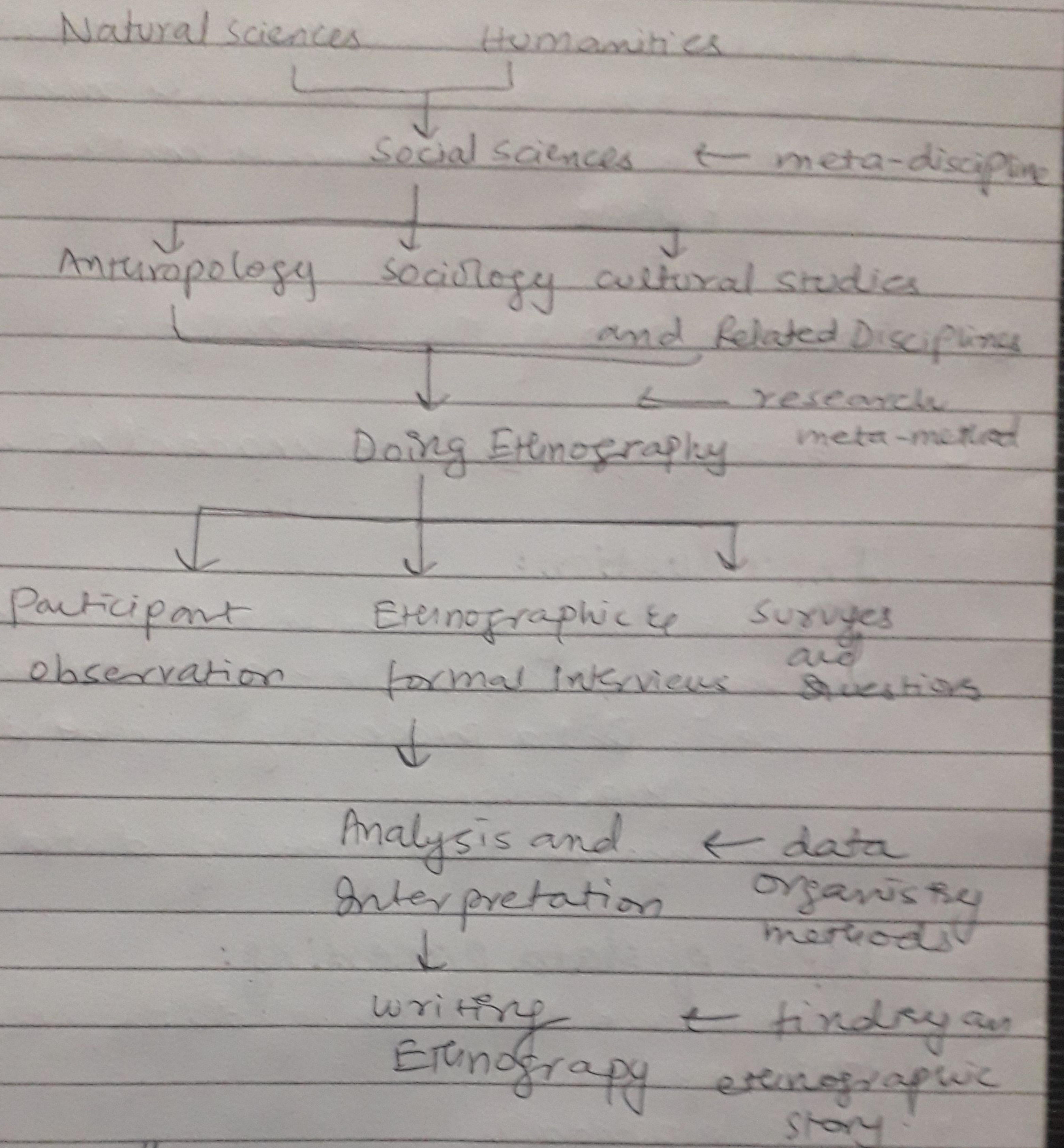
Data collections Using interview and field observation

Compiling of Data: All data was compiled. Recording was done

Analysis:

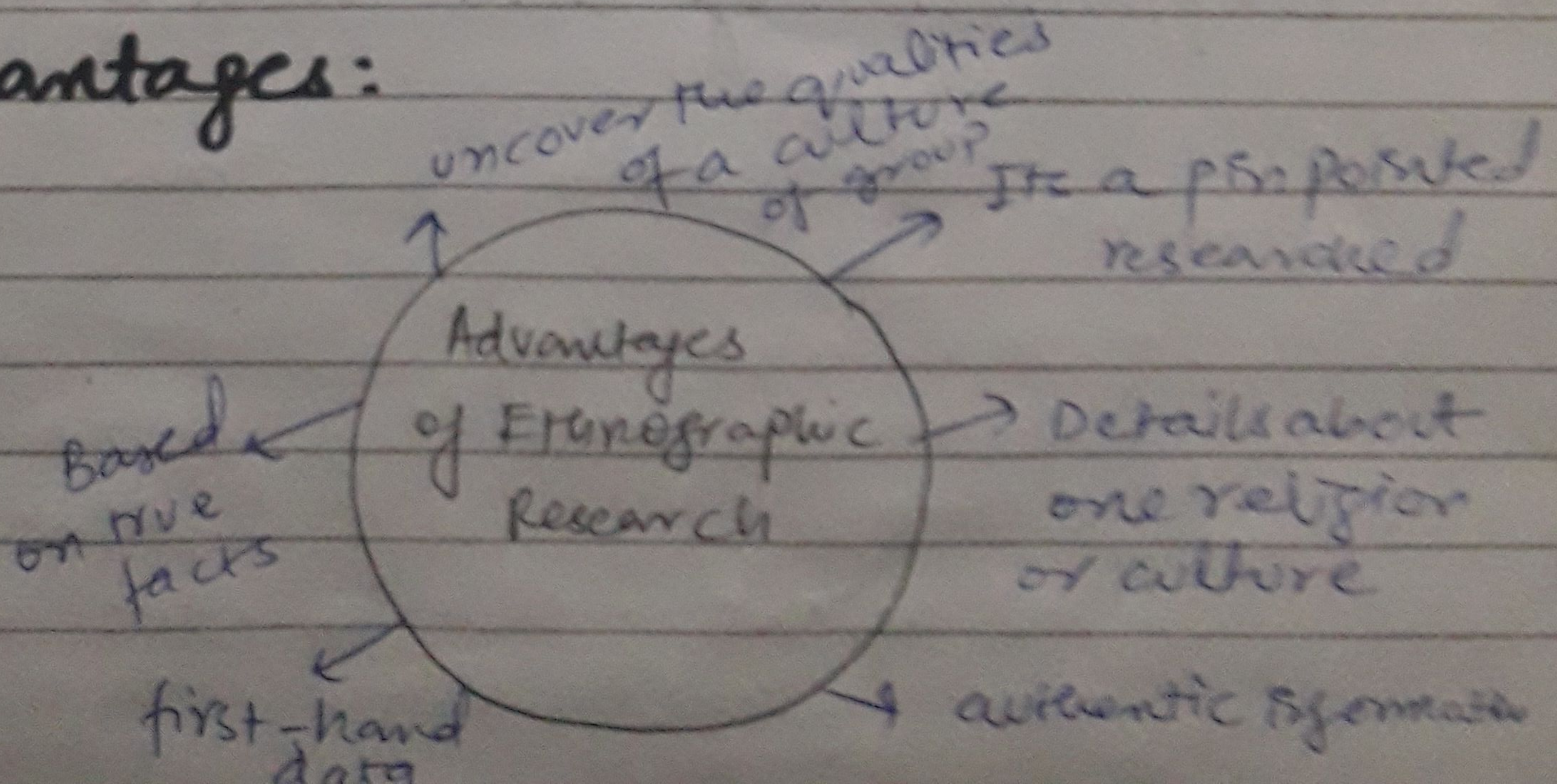
List the insights they uncover about drinking culture of research participants.

5 Diagram



"Ethnographic Approach"

6 Advantages:



7 Conclusion:

Hence, evident from the above mentioned examples and advantages, the most preferred choice of qualitative research method is the ethnographic research method by the anthropologists.

Q Explain two of the following:

6: Xenocentric and ethnocentric approach

1. Introduction:

While doing research on any subject, one very important step of data processing is used. Data processing can be done by various procedures.

There can be two types of data processing.

2- Types of data processing:

There are two types of data processing

- Ethic approach
- Emic approach

3- Explanation of "Etic" and "Emic" approach

Etic Approach



- It is about the similarities between culture

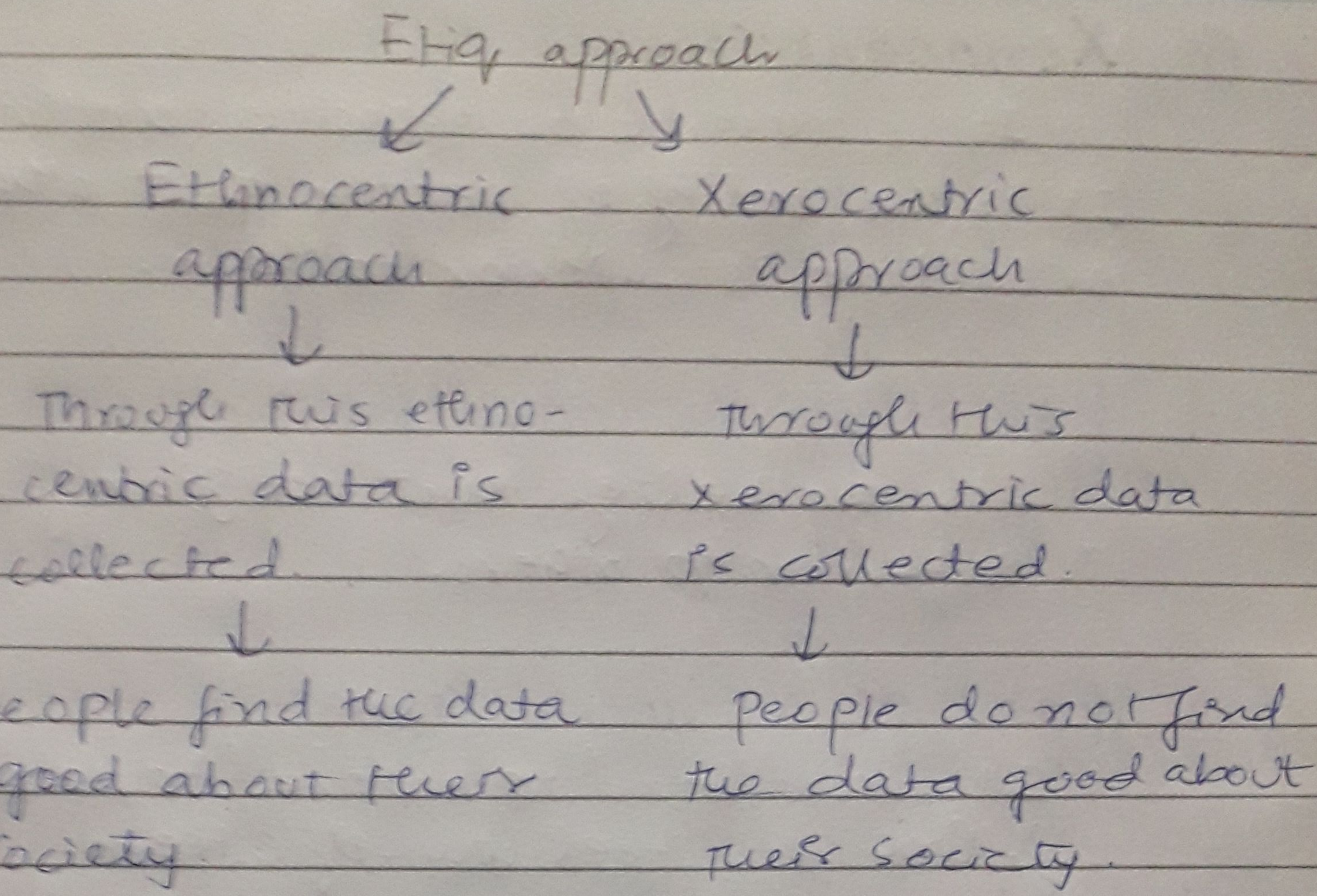
- It is the external perspective about any trait of culture

Emic Approach



- It is about differences between culture

- It is about internal perspective about any trait of culture



4- Ethnocentrism:

When someone believes that their own culture is superior over another culture, this is called ethnocentrism.

4.1 Belief of Ethnocentrism

Ethnocentrism is belief that one's culture is natural and correct while the culture of other people is incorrect, unnatural, or inferior.

4.2 Fate of Ethnocentrism

It leads to prejudice, racism and xenophobia.

4.3 Example

- Britishers in colonies
- Hitler in Germany
- Modi in India

5- Xenocentrism

It is reverse or opposite to ethnocentrism. It is the belief of people that other religion or culture is superior to them.

5.1 Belief of Xenocentrism:

It's the belief that religion of one is superior to others.

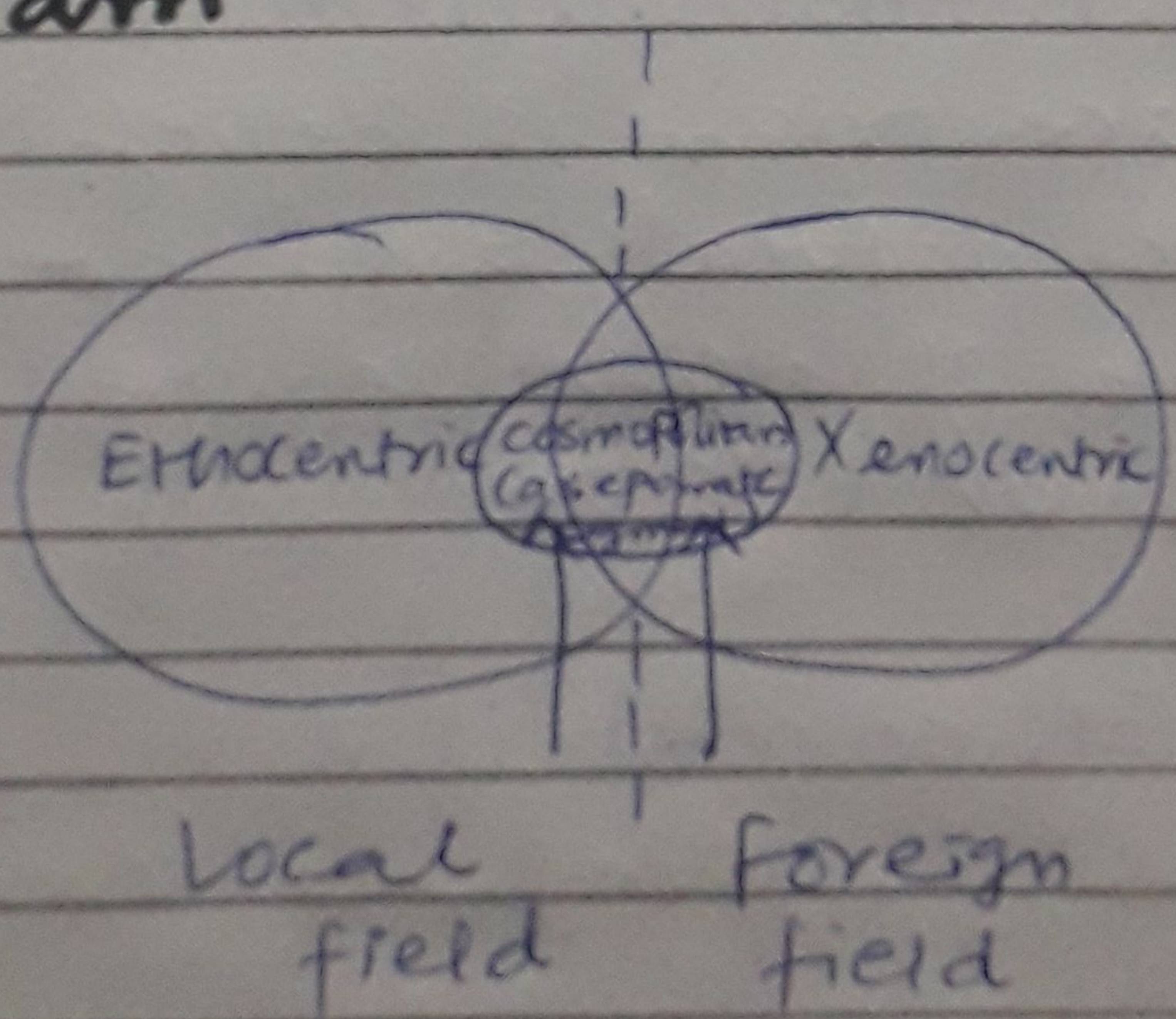
5.2 Fate of Xenocentrism:

It would lead to hatred towards oneself. One will feel low self esteem.

5.3 Example:

people in us assume that french fashion or Japanese electronic devices are superior to our own.

6 Diagram



7 Conclusion:

The phenomena of ethnocentrism and xenocentrism, both are the extreme and least of the society. There must be a balance in between them.

Acculturation and Inculturation

1 Introduction

Both acculturation and inculturation are different concepts. They are opposite to each other. Referred in anthropological terms.

2 Difference between them:

	Inculturation	Acculturation
Meaning	It means the process of acquiring the rules, norms, values and guidelines of a culture in order to be a part of society.	It is the process of transforming the cultural beliefs and customs of one's own culture by adopting traits of different culture.
Process	process of acquiring culture	process in which one's culture is subsumed in other's culture.
Culture	One culture	Two or more cultures
essential for survival	Yes	NO
Modifiable	It does not modify the existing cultural practices.	It modifies the existing cultural practice.
Results in assimilation	NO	Yes

a) Define Anthropology. What are its branches and subbranches?

Anthropology

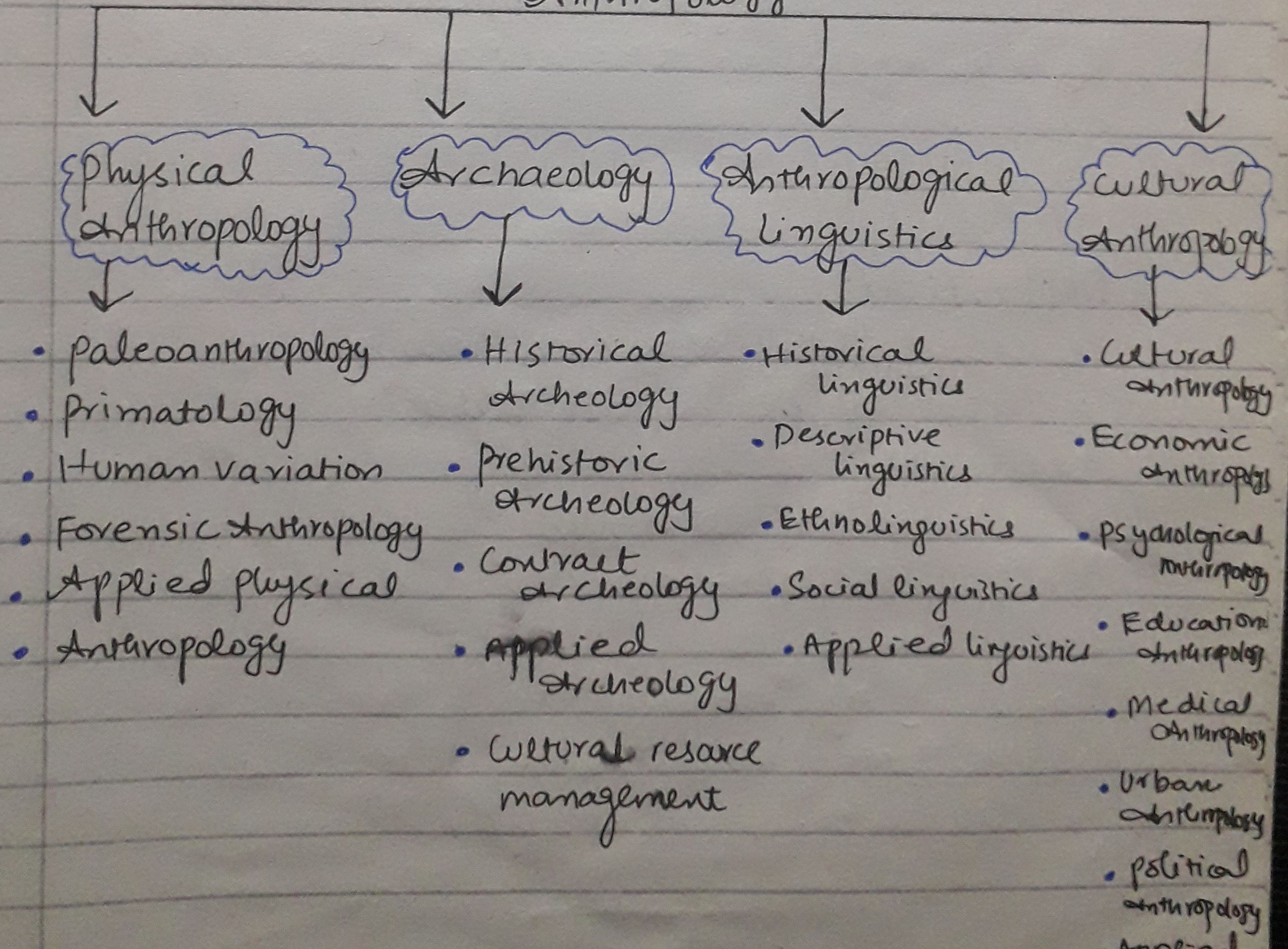
It is the study of people - their origins, their development and contemporary variations, wherever and whenever they have been found.

Anthropology So, it's a study of humans

Anthropos Study
Broadest Scope

Among all disciplines that study humans, anthropology is far the broadest in scope.

* Richard Harvey first coined the English term Anthropology
Branches and Subbranches of Anthropology



Physical Anthropology

- The study of humans from a biological perspective is called as physical anthropology.
- It has further subbranches
- It deals with two key concepts: human biological evolution & human biocultural variations.

Sub-branches of physical Anthropology

① Paleoanthropology

Definition:

The study of origins and predecessors of the present human species, using fossils and other remains.

Example:

calcium-rich remains such as eggshells, bones and teeth can be analyzed isotopically to determine what types of vegetation those animals consumed.

② Primatology

Definition:

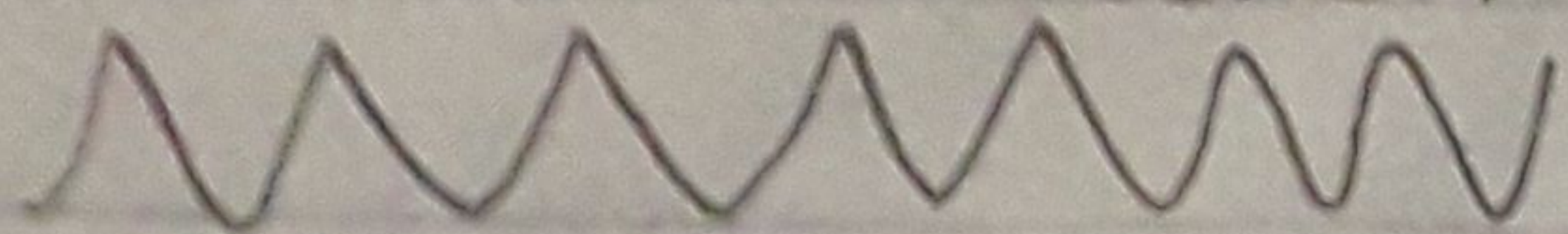
The study of the behavior, biology, evolution and taxonomy of nonhuman primates.

Example:

Non-human primates are group of mammals composed of simians - monkeys and apes & prosimians, such as lemurs.

So, study of them as mammalian relatives. e.g. monkey of new and old world, lesser apes and greater apes.

③ Human Variation

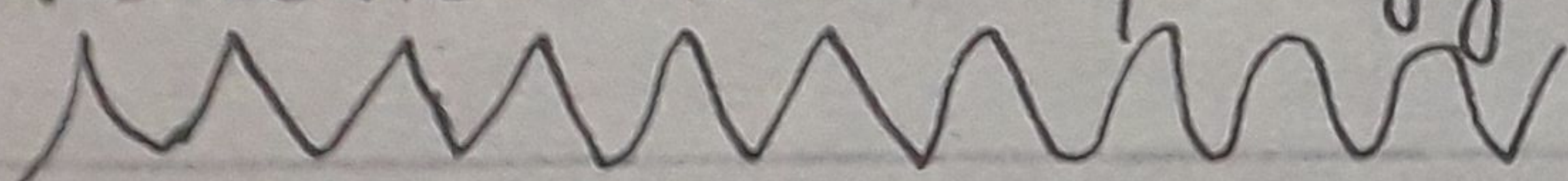


Def: The comparative study of human beings at the level of genetics or the particular characteristics that appeared because of genes, inheritance is known as the human variation.

Example:

Genetic variation results in different forms, or alleles of genes. e.g. eye colour; people with blue eyes have one allele of the gene for eye colour, whereas people with brown eyes will have a different allele of the gene.

④ Forensic Anthropology



Definition:

The study of human remains that involves applying skeletal analysis and techniques in archaeology to solve criminal cases.

Example:

DNA, trace evidence, finger prints or ballistics reports can provide proof to establish a person's guilt or innocence.

⑥ Applied Physical Anthropology



Def: The study of use of anthropological knowledge and skills to solve real-world problems.

Example:

e.g. working with a company to determine how to market a product while being culturally sensitive.

Archaeology

- It is a subfield of Anthropology
- The study of prehistoric and historic cultures through the excavation of material remains
- It includes two things

①
Artifact
A type of material remain (found by archaeologists) that has been made or modified by humans. Such as tools, arrowheads and so on.

②
Features
Archaeological remains that have been made or modified by people and cannot be easily carried away such as house foundations, fireplaces and postholes.

- It has further subbranches.

① Historical Archaeology

Definition:

The study of the material remains of past societies that also left behind documentary and oral histories.

Example:

The discovery and decipherment of the Rosetta Stone. The Rosetta Stone is a large slab of marble discovered near Rashid, Egypt by French archaeologists in 1799. It became an important tool of historic archaeology.

② Prehistoric Archaeology

Definition:

The study of the existence of human civilizations before the keeping of historical records began. It is a branch of study in which the past is studied before establishing urban and metropolitan human dynamics.

Example:

Archaeologists studying the Clovis people, have only arrowheads called projectile points and stone tools as artifacts.

③ Contract Archeology

Definition

Contract archaeology (often called "rescue" or salvage archaeology). It is the study of archaeological survey and excavation carried out, under commercial contract, in areas threatened by, or revealed by, construction or other development.

Example

Contract archaeology was being seen by the museums and universities as the best avenue to the subsidizing of archaeological research. OCA is a cultural resources management program (CRM) established in 1973 at the University of New Mexico.

* OCA = Office of Contract Archaeology

④ Applied Archeology

Definition

The study of application of archaeological research and techniques to uncover the history of an area.

Example

one of the most important areas of applied archaeology is agriculture. Learning how ancient cultures grew and irrigated their crops in challenging landscapes may help impoverished areas develop a higher standard of living.

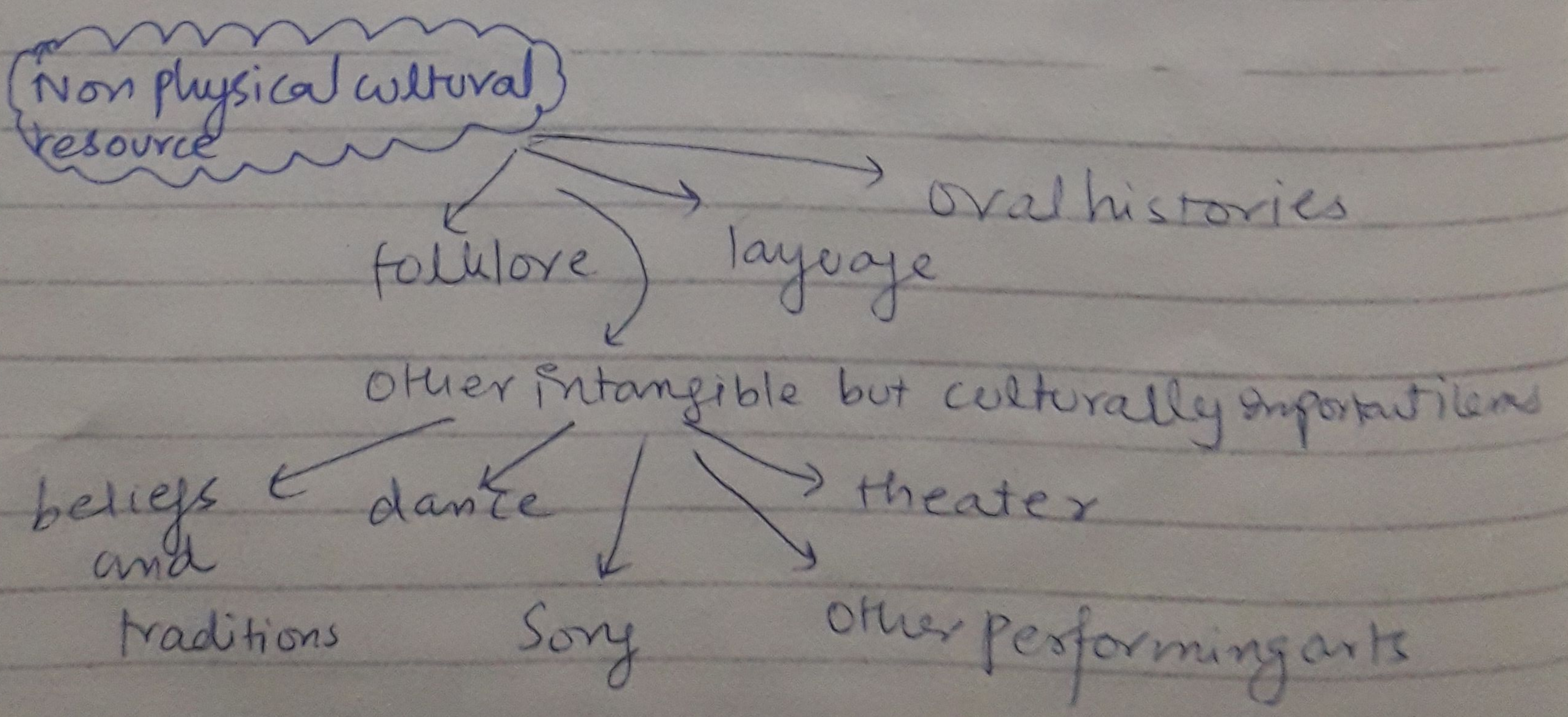
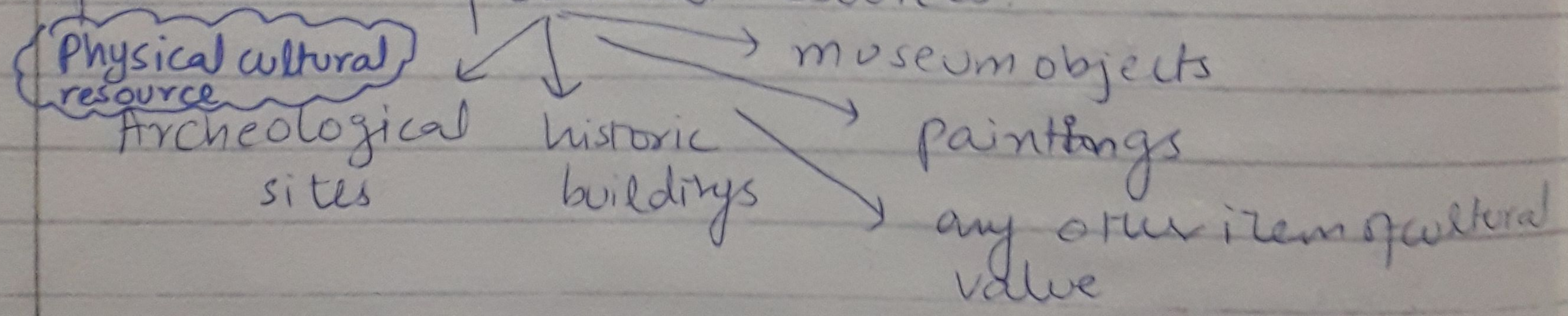
⑤ Cultural Resource Management

Def Cultural resource management, normally referred to as "CRM" may be defined as study of cultural heritage management within a framework of federal, state and local laws, regulations and guidelines.

It is similar to the heritage programs in other countries.

Example

preservation of cultural resources.

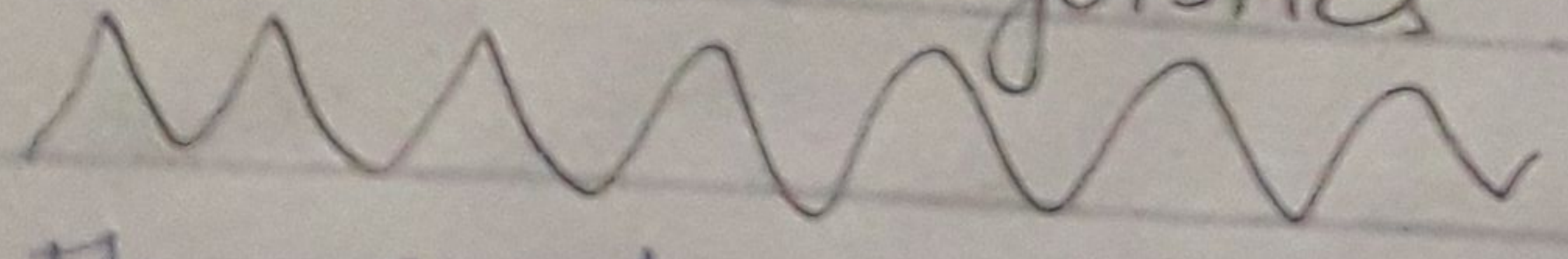


Archaeological Linguistics

The study of the relationship between language and culture. It usually refers to work on language that have no written records.

It has various subbranches.

① Historical Linguistics



Def

The study of how language change over time. It is about the general study of language change and the history of specific languages and language families.

Example

This is also known as Comparative Linguistics.

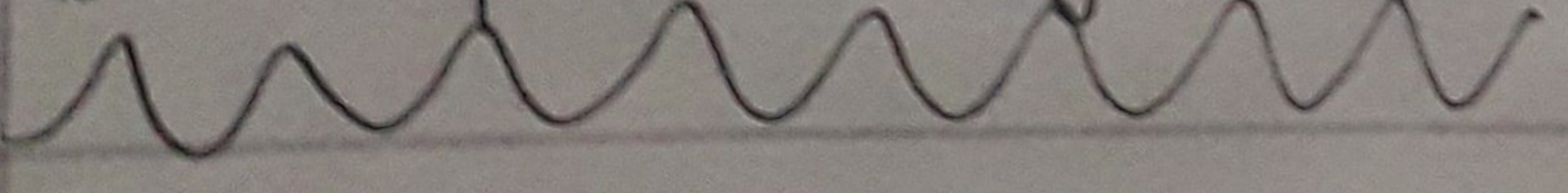
Languages that evolve from a common source are genetically related. These languages were once dialects of the same language.

Earlier forms of Germanic languages such as German, English & Swedish were dialects of proto-Germanic, while earlier forms of Roman languages such as Spanish, French and Italian were dialects of Latin. Furthermore earlier forms of proto-Germanic & Latin were once dialects of Indo-European.

* Other Example :-

Old English	499-1066 CE	Beowulf
Middle English	1066-1500 CE	Canterbury Tales
Modern English	1500-Present	Shakespeare

② Descriptive Linguistics



Definition

It studies how languages are structured.

It investigates the form and function of language,

applying theoretical approaches to the analysis of descriptive and sociolinguistic data.

Example

Every culture has distinctive language with its own logical structure and set of rules for putting words and sounds together for purpose of communication.

Simply, the task of the descriptive linguist is to compile dictionaries and grammar books for previous unwritten languages.

③ Ethnolinguistics

Definition

The study of the interrelation between a language and the cultural behaviour of those who speak it.

Example

According to the ethnicity people speak

Punjabis (Punjab) → Punjabi 48%

Pashtuns (KPK) → Pashto 8%

Sindhis (Sindh) → Sindhi 12%

Balochis (Balochistan) → Balochi 3%

Hindko speaking → 2% etc

④ Sociolinguistics

Def: The study of sociological aspects of language. It concerns itself with the part language plays in maintaining the social roles in a community.

Example

African American Vernacular English (AAVE) is a good example of variety of English that has been affected by social factors, social race, geographical

location and socioeconomic status

⑤ Applied Linguistics

Definition

It is the study of understanding how language and communication works, and being able to communicate effectively in all contexts.

Example

- Early language acquisition studies in infants and children, particularly multilingual and deaf children.
- Speech pathology, helping people with speech disorders.
- Dialect coaching for actors in film & TV
- Language revival efforts for languages in the region

Cultural Anthropology

- The study that addresses broad questions about what it means to be human in contemporary societies and cultures, as well as those of the recent past
- It has various sub branches.

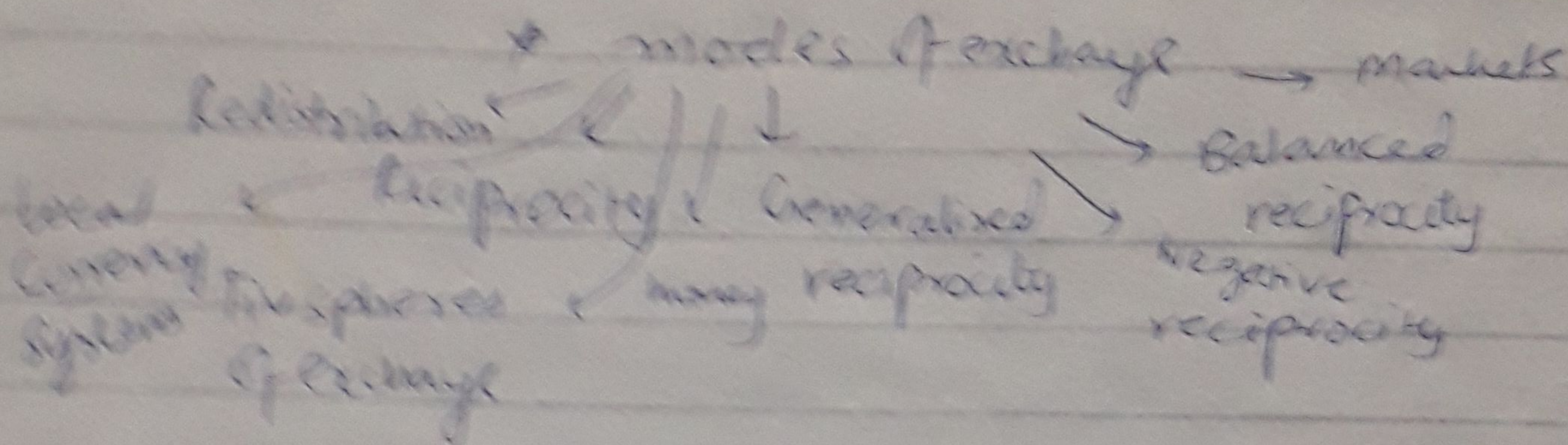
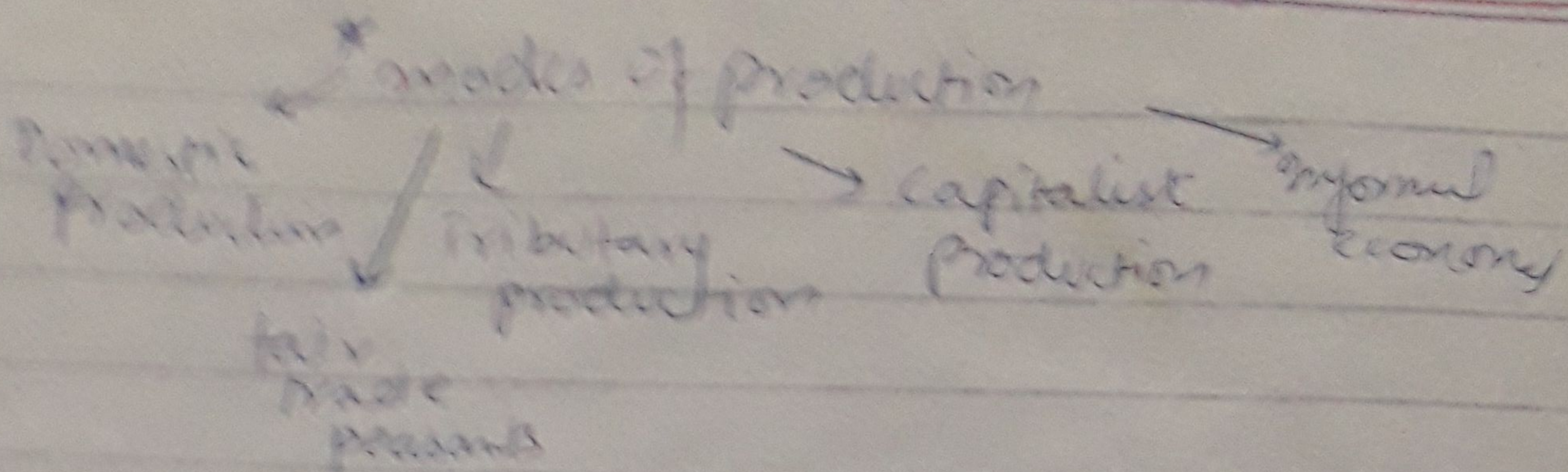
① Economic Anthropology

Definition

It is the study of processes of production, circulation and consumption of different sorts of objects in social settings. 'objects' include material things, as well as what people do for each other (such as provide labour and services) and less visible objects (such as names, ideas and so forth).

Example

mode of production ^{key concept} → human labor → transform energy → from nature → faster speeds + knowledge



② Psychological Anthropology

Definition

The study of psychological topics using anthropological concepts and methods. (4)

Example

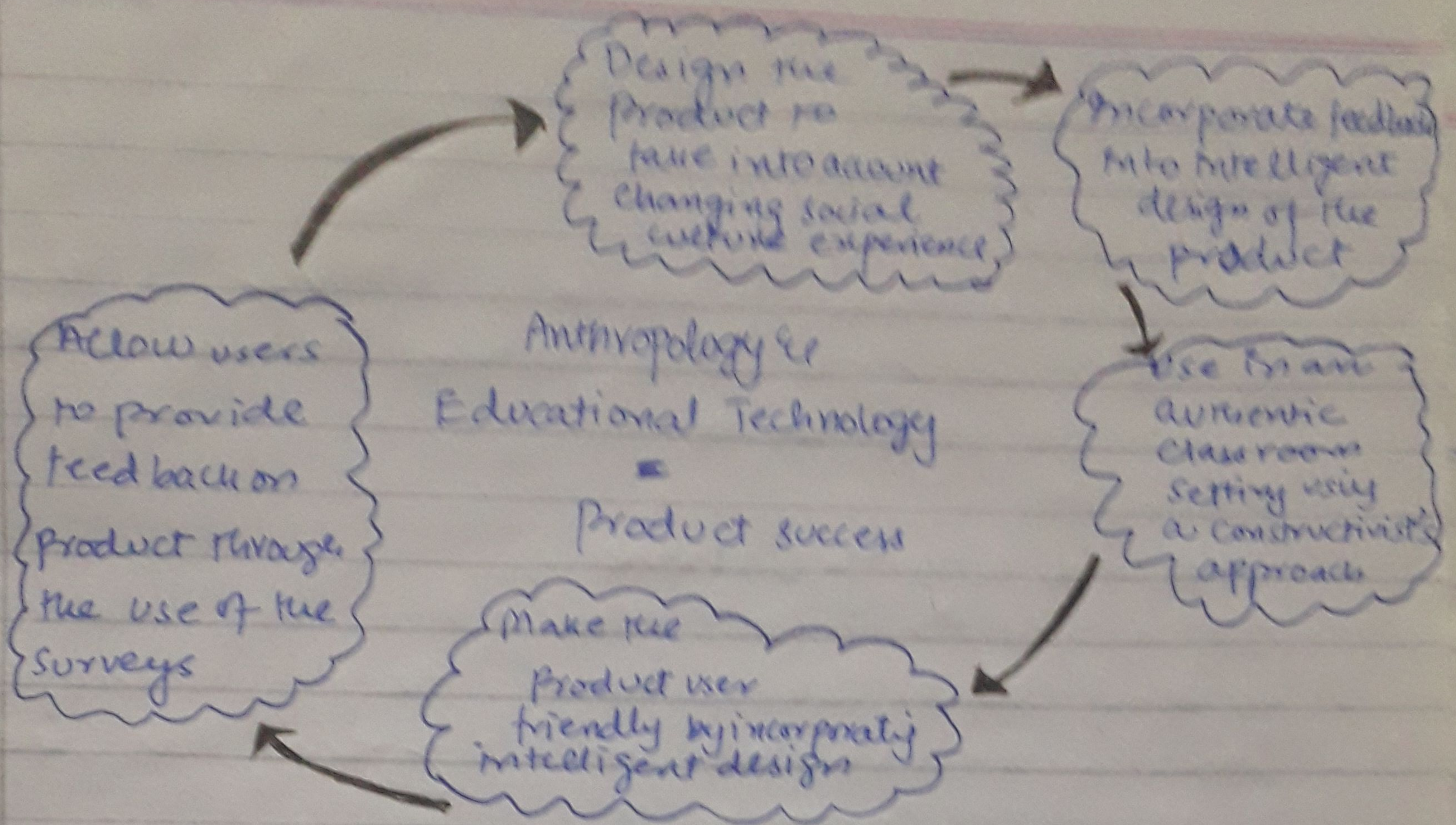
Psychologists studying eating disorders (Anorexia or bulimia) are more common today than they were a century ago. What in our culture is contributing to the high incidence of eating disorders? So, may study relationship of personality variables to the eating disorders.

③ Educational Anthropology

Definition

The study of analyzing cultural relations and social processes in educational context.

Example



④ Medical Anthropology

Definition

The study of social, cultural, biological & linguistic anthropology to better understand those factors which influence health & well being. The experience and distribution of illness, the prevention and treatment of sickness, healing processes, the social relations of therapy management and the cultural importance and utilization of pluralistic medical systems.

Example

popular health culture and domestic health care practices.

preventative health and harm reduction practices
Disease distribution and health disparity etc

So medical anthropologists study such issues as aforementioned.

Walled city of Lahore

In contrast to today's planned urban communities walled city of Lahore have a deep and complex social and emotional meaning that has been built through centuries.

- Variety of traditions: Dominance, violence, friendliness & reciprocity
- Closeness of living is characterized by the sensory interaction with individuals that may include face-to-face interactions, critically, sights, the aroma of preparing food, the sound of washing clothes, arguments or violence.

⑥

Political Anthropology

Definition

It is the study of politics in a broad range of historical, social and cultural settings.

Example

In west, the idea of government within the frame work of the state and through the medium of specialised Political and legal institutions (e.g. Parliament, Police and law courts). Such forms are now found world wide now.

Example

Living with a group, participating and observing everything about their culture.

e.g. West and East have different cultures. Similarly within a country exists different cultures.

Punjabis have some different traditions and culture like folk stories, dances, food.

Balochi have sort of sinahi dance, clothes.

Pashtons have different clothes, food, features.

⑤ Applied Anthropology

Definition

The study of the use of anthropological knowledge and skills to solve real world problems.

Example

Anthropologists work in local communities helping to solve problems related to health, education or the environment.

They might also work for museums or national or state parks helping to interpret history.