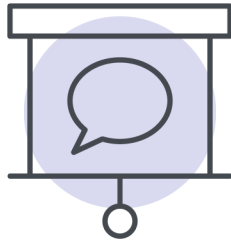

UTM

ANT208H5
MIDTERM EXAM
STUDY GUIDE



Lecture Notes

ANT208 – LECTURE 1

Major Aspects of Pop Contemporary Culture

1. Entertainment

- Referred to as the amusement that was given to mercenaries when they were/weren't fighting
- Used to refer to what the working population does when they're not working
- Back in roman times – “bread and circuses”: minimum amount to keep their bellies full and the circus
 - Useful tool for the rulers of state – organize appropriate entertainment for their population
 - Keep them distracted from more serious issues in life
- Provides some kind of narrative for people – a story
 - A situation where they can vicariously live out a different life that they wish for but at a distance
 - E.g. the radio – first major broadcast
- E.g. sports, music, theatre, drama, politics (news junkies)

2. Fashion

- How we project ourselves to the world
- E.g. clothing, makeup, hair, perfume
- Hugely recent – tattoos and piercings
 - Things that were marginal 30-40 years ago have now become widespread
 - Industries catering to these

3. News

- Fictional narratives
- Provides information and analysis
- E.g. newspapers, broadsheets
- Independent bloggers – rise to the concept
- MSM (main stream media) vs. ALT (alternative)

4. Technology

- E.g. vehicles
- Allow us to connect*

5. Communication Devices

- E.g. computers, phones, laptops
- Allow us to connect*

6. Language

- Doesn't determine what you think, but how you perceive and see the world
- Shaped by other media in pop culture – music, film
- Vernacular language
- Development of secret/slang

- Part of an ongoing discourse
- Dialogical – one part in history can be evaluated down the line and perceived as something completely different

Final Exam – not cumulative**

ANT208 – Lecture 2: Anthropology, Popular Culture and Everyday Life

CULTURE TERMS & CONCEPTS

1. Culture
 - a. A part of everyday life – a way of grasping how social life is to be understood
 - i. Refers to the mundane, recurring, normal grind of everyday world
 - ii. Bringing people together – a union
2. Popular culture, folk culture, public culture
3. Popular culture has a vital role in
 - a. The expression of...
 - i. Cultural identity – people identify who they are in terms of popular culture
 - b. The well being of...
 - i. Social/Individual Groups – life line to peoples well being

THE CONCEPT OF CULTURE

“...**that complex whole** which includes knowledge, belief, art, morals, law, custom, and any other **capabilities and habits** acquired by man as a member of society...”
- Edward Taylor (1871)

“...culture is not only observable behavior but, the shared **ideals, values, and beliefs** that people use to interpret experience and generate behavior and that are reflected by their behavior...”

- **a guide to action**
- something reflected in peoples behavior
- infer what these values and beliefs are
- **a guide to interpreting action** – provides a way of evaluating other peoples actions or behavior but also ones own
 - monitoring action – observing and correct our behavior on how we react from other people
- most cultures have rules and norms – ranging

THEORIES OF POPULAR CULTURE

Two main schools of though

1. Mass culture
 - a. Argues in comparison to high culture (enlightened and sophiscated) its debased – a dumbed down form of culture
 - b. Opiate for the masses
2. Populist – the people
 - a. Intrinsic and extrinsic rewards
 - i. Intrinsic – internal, something about popular culture that is pleasurable, just doing it
 1. E.g. music – even if you’re not good at it, you can still enjoy it
 - ii. Extrinsic – external
 1. E.g. money – one can be involved in promoting/performing popular culture but don’t do it for the intrinsic rewards but for the money and fame and social status received
 - b. Escape, individual choice
 - i. Closing eyes to issues of real world
 - ii. Says people needs an escape from structure of everyday world, hierarchy, obligations of a job or family life, school and etc.
 - iii. You have too regenerate your body and desire to live
 - iv. People choose their own escape – not a bad thing, an essential component of social life

- c. Cultural hybridization
 - i. When you look at the history of popular culture, it involves a fusion/blending of elements from different cultural and class traditions
 - 1. E.g. upper class forms
 - ii. Travel, trade, or conquest

POPULAR CULTURE IS DYNAMIC AND ENDURING (persists)

1. What examples are given of the persistence or endurance of popular culture?
 - a. Music and instruments
2. What examples are given of the dynamism of popular culture?
 - a. Rock and roll – been around for a long time (1940s?)
 - i. Glam rock – david bowie: gender bending clothing, makeup
 - ii. Punk – torn clothing, loud thrashing music
 - b. Something about it that is consistent but a lot of elements change over time
 - i. Consistent aspect: instruments, reject mainstream ideologies (attitude), same rhythm,
 - c. Television
 - i. Family life – nuclear, perfect family, no dysfunction
 - ii. 1960s and 1970s – reflecting different types of family arrangements
 1. e.g. Brady bunch – a blended family , two families coming together
 - iii. Cultural theory – to what degree do the characters/lifestyles reflect what’s happening in society and what degree do they prescribe?

POPULAR CULTURE AND POLITICS

According to Fedorak, what forms of power does popular culture possess?

1. Political commentary
 - a. Art = political cartoons, music, theatre
2. Focus for Activism
3. Resistance
 - a. Rejecting of mainstream cultural values
 - b. E.g. N.W.A
4. Ideals and World View
 - a. Median for communicating ideals and values
 - b. Cultural value – what people define a proper life
 - c. E.g. Hippies – influential in 1960s
 - i. Still influential today
 - ii. A youth cultural movement
 - iii. Living in a time when the western industrial countries were at most prosperous
 - iv. Identity politics – fomented in 1960s
 - v. Known as a Counter culture – referred to as lifestyle and human rights
 1. All about freedom and various views of freedom

MAJOR EXAMPLE: Three major interests of Hippies:

1. Sex & Drugs– didn’t want to live constricting norms, homosexuality became more open
2. Music: Rock n’ roll – became much less innocent, more political, darker forbidden themes (good or bad thing?), rejection of adult responsibilities
 - a. Break of parental authority – running away from home
3. Rejection of religions
 - a. Neopaiganism, Satanism
4. Civil rights
 - a. Looking at race – aligned with black civil rights movement

- b. Women's movement – liberation became part of hippies ethos
 - c. In terms of freedom of sexual choice
 - d. Exploration of alternative sexual identity
 - i. E.g. transgenders
 - ii. Opening of perspective in ways of living
5. Promoted tolerance
- a. Liberalism
 - b. Idea of secular sphere where religion is set aside

REFLECTING "THE PEOPLE"

1. Provide examples of how popular culture represents values and issues of significance to its audiences
 - a. E.g. T.v – Star Trek: different races and other planets working together as a unit
2. Provides examples of the power of **youth consumer** choice
 - a. Youth don't have a lot of money buying more affordable items and experiences
 - b. E.g. drive in restaurants, shopping malls, coffee shops, movie theatres, clothing, online activities
 - c. New Self culture – e.g. steam punk
3. Provide examples of how popular culture can diminish class barriers and foster nationalist sentiment
 - a. E.g. kodo – sniffing of fragrant wood; popular amongst upper high class before – now by everyone
 - b. E.g. Brazilian samba – origins in African slave population of north brazil and now a cultural symbol of all brazil
 - c. E.g. Argentinian tango – blends elements of African slave dancing (religious context) blended with various European music styles

CRITIQUE OF POPULAR CULTURE

What are some of the main criticisms of popular culture?

1. Obsession with sex and violence
 - a. Seen a lot today than in the past
 - b. Pornography
 - i. Playboy vs easy access
 - c. Extreme military culture
 - i. Shooting games
2. Commercialism
3. Escapism
 - a. Ethnography
4. Addiction to western consumer goods
 - a. E.g. money received in areas where it wasn't a dominant exchange, there becomes a market for alcohol, sex, and gambling – promoted
 - b. Extrinsic rewards of popular culture – enormous profit
 - c. Anti-commercial
5. Homogenization
 - a. Same cultural products everywhere
6. Apathy
 - a. Lost of interest in indigenous culture
 - b. E.g. loss of culture and language in aboriginal culture
7. American pop culture domination
8. Undue influence on young
 - a. Young are most impressionable and judgmental
 - b. Anti-parental authority – break
 - c. Overvalue of peer culture
 - d. Disengagement of traditional values

IN PRAISE OF POPULAR CULTURE

What criteria are given in praise of popular culture

1. A way of resisting restrictive cultural values
 - a. E.g. hippies promoted individual freedom, anti violence, peaceful social gatherings
2. Provides new ideas
 - a. E.g. T.v. – alternatives of different family life, lifestyles
 - b. A better idea of what they can choose with individual choice
 - c. E.g. Buffy St. Marie – famous Canadian of first nation artist
3. A force in preservation of traditional customs

LECTURE 3 - THEORY AND METHOD IN THE STUDY OF POPULAR CULTURE

Why the Aversion to Popular culture in anthropology?

1. Early focus in anthropology on tribal society
 - a. Popular culture was seen as a contamination
 - b. Romanticism – pure
2. Prejudice against “lowbrow” culture
 - a. Brow – forehead
 - i. Compared to different hominids – e.g. Neanderthals
3. New directions in theory
 - a. Realm of human experience
 - b. Anthropologists were forced to acknowledge pop culture as a phenomenon
4. Holistic perspective is all inclusive
 - a. Tries to take everything into account – interrelationships between aspects in society
 - b. Looked at passion, imagination and experienced forms

Three Domains of Culture

1. Material
 - a. Any artifact made by humans – tools, clothing, furniture, symbols, books, etc.
 - b. Anything palpable – enduring presence
 - c. Form of substance; recognizable – e.g. natural elements (wood, wax, etc.)
 - d. Symbols have a material expression - different materials give it a different meaning; e.g. the crucifix – made with wood, gold, etc.
2. Behavioural
 - a. Observable – seen, heard
 - b. Not feeling – fleeting in nature
 - c. Events or situations**
 - d. Patterned interactions
 - e. E.g. speaking, eating, sleeping, working, playing, romancing, ritual, emoting
 - f. Idiosyncratic behavior – something an individual does that others don't do and doesn't go mainstream
 - i. E.g. Wayne Gretzky - sweater tucked into his pants
3. Cognitive
 - a. Referred to as mental or psychological
 - b. Cannot directly observe, but make inferences via behavior and material culture
 - c. More or less reconstruct on basis of material and behavioural data
 - d. E.g. rules, language, classifications, value systems
 - e. Schema – not directly observable, manifested expression
 - i. E.g. an American breakfast – gives a general idea of what it is
 - ii. Related to one another

Three Key Methodological Perspectives in Anthropology

1. Holism
 - a. Everything (not literally) is taken into account – nothing is excluded
 - b. Interconnectedness between different aspects of culture and society
2. Cross-cultural comparison
 - a. international, regional (urban rural), class (within same society)
3. Cultural relativism
 - a. Anthropologists strive to understand culture from the perspective of the native groups
 - b. Difficult – biases
 - c. E.g. food – prohibition of pork or beef

Performance Theory

1. Performance and ritualized behavior
 - a. Prescribed type of behavior
 - b. Repetitive – e.g. marriage ceremonies
 - c. Formula involved – a genre
 - d. Standardized messages
2. Performers and audiences
 - a. Meaning – what people value (the good things in life)
 - i. Family, friends, travel, fun
3. Performance as mimetic
 - a. Imitative
 - b. Represents experience of both performers and audience
 - c. Involves an imitation
 - d. Involves symbolic acts – things you can do in performance that can't be done in everyday life
 - i. E.g. art
 - e. SYMBOLIC → act
 - f. symbolic → ACT
 - g. symbols actually lead you to thinking a particular way, present possibilities that one doesn't normally think about
4. Performance as reflexive
 - a. What is it that people are doing? Via song, dance, narrative, speech, theatre, etc.
 - b. A reflection
 - c. A way society reflects/evaluates upon itself
 - d. Performance is a group speech

The Magic of Fashion

How some basic anthropological ideas can be used to analyse the world of premium/high end brands

The Power of Intangible Qualities

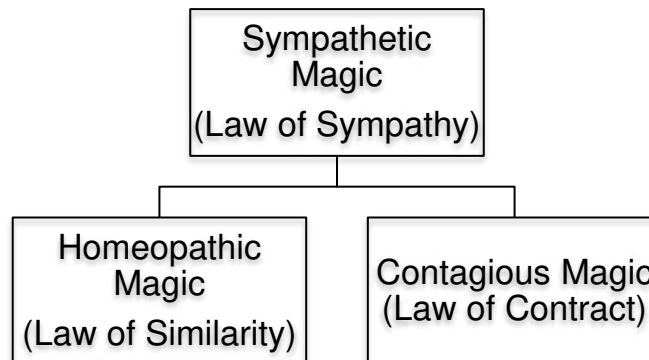
Aura

- The distinctive quality of things, or, atmosphere of places or events

Charisma

- The compelling attractiveness of people
- E.g. designers who have been around past their death, Chanel, Louis Vutton, etc.

Magic



- Homeopathic magic
 - based on belief that similar actions create similar results
- Contagious
 - Contact remains in some way, permanently so
 - A piece of something, it the same as being in contract with wherever that item is from

- E.g. religious relics
- E.g. cell phones branded with designers

Artistic Director

- Major component of brands
- E.g. Karl Lagerfeld
 - Designer of Chanel and Fendi
- Face of brand
- Believed to have some form of transformative power
 - Magic touch

How do you preserve and renew the force of an artistic director?

- E.g. Alexander McQueen's death and his brand

ANT208 – LECTURE 4: FOLK ART

Key ingredients of folk art:

- Made by the people in the culture – “the folk”
- Not something necessarily found/bought in a art gallery
- Not mass produced
- Accessible – key aspect
- References traditions of the peoples culture – not just about the individual
- Utilitarian objects
- Anonymous
- Deemed to be simple – in a sense it doesn’t need a great amount of skill
 - Made by the people – everyday people

EXAMPLES

Political Complexity

- Difference in scale between different societies
- Our biology is reflected of people who lived in very small numbers (100>)
- Look their complex chiefdom

Woman of Willendorf

- Figurines
- Discovered in 1908
- 4 ½ inches high
- dated as old as 2,800 B.C.E
- several of these have been discovered in Ukraine, Russia, etc.

Shalmaneser III

- carved into the side of a slick stone
- Comes from King Shalmaneser III
- King of Assyrian’s – 859-824 B.C.
- First mention of the arab people in recorded history
- He was a ruler of kings

Slavic Folk art

- Polish wycinanki
- Ukranian pysanky

Brazilian favelas

- The slums of brazil
- According to a study, in 2010 6% of Brazilian populations lived in favelas
- These slums are characterized by poverty, gangs, high crime rates, drugs, etc.
- Major social problem of brazil
- Much social services is done through church – government gives funds to church
- Lots of folk art
 - Artist – Acme
 - Aesthetic, political, etc
 - Records local history
- Cannot accommodate the number of people – irregular occupation
- Characterized by its overpopulation

Palestinian graffiti

- Found on the West Bank and Gaza barriers
 - Control who comes in and out

- Open on certain days
- Has become a major target to artists
- Done quickly
- Importance of the audience – if they know an important person is coming the graffiti artist will target the area that person is visiting
 - Highly political
 - Conveys a powerful message
- Competing political forces
- More recently, stenciling art

New York Subway Graffiti

- Started as folk art
- Broad range – exterior of subway cars, interior of subway car, walls of station
- People would spray the bottoms of their shoes and walk on the ceiling
- Places that are hard to reach – reflects their eye, their prowess
 - Stealth – skill, cunning

Hip Hop Graffiti

- key elements of hip hop culture
- comic book fonts, artistic lettering, video game art, skateboarding culture

Toronto Graffiti

- graffiti alley – designated space
- permission graffiti – city designates certain areas for artists to do work
- a lot of the art is a celebration of the city

How contemporary art uses folk art to its advantage

- Jean-Michel Basquiat
 - From NYC
 - Inspired by German art
 - Subject matter – drugs
 - He was a heroin addict
 - Adopted within high art community – hung out with elite artists
 - He was a trained artist – studied from a young age
- Keith Haring
 - Sexually graphic art
 - His idea of art was very political
 - Interested in sex, death, war, etc. for art
 - Many of his themes have to do with gay art
 - AIDS advocate
 - Art that was, essentially, publicizing that problem of aids
 - Effective – eye catching
- Shepard Fairey
 - Known as a founder of street art – a take off of graffiti
 - Stencils used
 - Manifesto of street art – commercially subversive, not mainstream
 - Anti advertising position, against big business
 - Associated himself with left wing causes
 - His art became a brand – OBEY
 - Criticized for this
 - Known for his famous Obama poster image
 - Poster has been spoofed many ways

Guerilla Marketing

- Street art and its techniques were picked up by companies

Cathartic

- Powerful psychic experience
- E.g. swearing when you're not supposed to

Afghan graffiti artist: Malina Sulimar

- First woman doing graffiti art
- Makes a statement but very dangerous

What is the monetary value of your work? Folk art vs. fine art

BODY ART AND ADORNMENT

Semiotics: **The Science of Signs**

- The science of messages, communications, knowledge, etc.
- Ferdinand Saussure (1857-1913)
 - Swiss linguist in pre world war I era
 - Referred the term as “semiology”
 - Most interested in system of the sound of word
 - **Signifier/signified** = physical form/mental concept
 - Signifier – physical
 - Signified – mental
 - Basis: in human communications we have a physical manifestations/objects, referred to as signified
 - Come up with a generalization
 - E.g. Language: CAT
 - Three letters, verbal expression, Written on board – **signifier**
 - Mental image of a cat: four legged, claws, fur, whiskers, etc. – **signified**
 - A mental checklist of unconscious things
 - Pick and choose certain elements
- Charles Sanders Pierce (1839-1914)
 - Person who created term “semiotics”
 - Perceived Saussure
 - A philosopher, not a linguist
 - More interested in the signs used to refer to concept but also relationships to concepts to the objective world – more comprehensive use
 - These sign systems are used in everyday communication and used together
 - They overlap and draw on each other so they use an iconic sign (e.g. arrow pointing to drawing of cat) as an index
 - Three types of signs
 1. **Icon** – resemblance
 - a. Signs that bare a resemblance to what they refer to
 - b. E.g. photos, paintings, sculptures
 - c. Even gestures - e.g. something big or small
 - d. Learned in early childhood
 - e. When you see an image (e.g. drawing of a cat), mentally you recreate/resee that image based on prior experience
 2. **Index/Indices** - casual/existential
 - a. Also learned in early childhood
 - b. Contrast to iconic signs
 - c. Have a causal relationship to what they refer too
 - d. Rather than reseeing you make a deduction – e.g. seeing smoke: an index of fire
 - e. His perception goes beyond the picture
 - f. E.g. someone sick – a sign of a fever
 - g. They point to something**
 - i. E.g. children learning to point at things
 3. **Symbol** – convention
 - a. E.g. the cross (drawing)
 - b. Work on principle of convention
 - c. **Symbols have to be learned** in way that the other 2 types of signs are more natural

- i. E.g. children learn icon and index signs early on, while symbols come at an older age by learning
- d. No natural connection between a symbol and its reference
 - i. The relationship has to be learned
- e. In general, symbols stand for something else

look at body painting in textbook***

- Not permanent, can be washed off

The Oldest Tattoos

- Egyptian mummies found had tattoos before the discovery of the Iceman in 1991
- Otzi the “Iceman”
 - Preserved with skin in tact
 - Identified 61 tattoos with close examination of his skin
 - Oldest physical evidence of tattoos
 - Tattoos were made using the ashes from fires
 - Nobody knows why these tattoos were there and what they represent
 - Medicinal reason? Religious? Ritual element?
- South Tyrol (Austria/Italy)
- Circa 3,3000 BCE

Ainu Tattooing

- The indigenous people of Japan
- The descendants of Jomon, archaeological culture dating 12,000 years ago
- Hunter/gatherers
- Known for facial tattoos
- Woman’s lips/mouths are tattooed
- Reasoning: perpetual smile behind their emotions
- Only women get tattooed
- A practice passed on through maternal line
- Why? Mythical and religious reasoning
 - Traditional culture – prerequisite before getting married, social marker that they’re ready to get married
 - Spiritual – couldn’t enter into after life until they were tattooed, had to be recognized by spirits
- Deep expression of their culture

Maori Tattooing: Ta moko

- Indigenous people of New Zealand
- Mostly males who focus on the tattoos, face and body (thighs and butts)
- Multiple meanings – associated with social status/rank, sexual attractiveness
- Warrior men were expected to have many
- Very serious practice with supernatural associations
- Been revived in contemporary Maori culture
- Used to have a chisel technique, now they use mechanical technology

Haida tattooing

- Natives of British Columbia
- Tattooing amongst them was connected with potlatch
 - feast – gave opportunity for people of high status to invite relatives and neighbours to put on display of their wealth

- slaves weren't allowed to be tattooed
- symbols used had a family connection, passed down through familial lines
- tattoos of important animals of their environment

Serbian Hip-hop tattoos

- decorative tattoo
- now they have their musical groups – identified by certain symbols

Prison tattoos

- Teardrop
 - Symbol of crying/grieving
 - Meaning varies geographically
 - Murder, long sentences, attempted murder, murder done out of vengeance
- Three dots
 - Aka mi vida loca
 - Done at side of the eye
 - Symbol of gangs
 - Popular prison tattoo using stick and poke method
- Five dots
 - Aka quincunx
 - Represents time done in prison – you've sent a lot of time behind bars
 - 4 outside dots – walls
 - certain dot – you, the prisoner inclosed in 4 walls
 - an international symbol, found in north America and European prisons
- Playing cards
 - A player – a wild person, wild lifestyle leading them to prison
 - Popular in both American and European prisons, especially Russia
 - Clubs – symbol of criminal
 - Spades – thieves
 - Hearts – availability for romantic partnership in prison
 - Symbol – iconic representation
 - Diamonds – forced upon the prison, someone who informs on fellow prisoners (snitch)
 - People don't voluntarily get diamonds
- Aryan Brotherhood
 - White supremacy group
 - Based on racial supremacy
 - E.g. nazi's - swastika
- 1488
 - 14 = "we must secure the existence of our people and a future for white children." David Lane (American Nazi Leader)
 - common symbol of Aryan brotherhood
 - 14 words
 - 88 = "Heil Hitler"
 - 8th letter in alphabet
 - numerical value of a letter
 - dice (5 & 3 = 8)
 - embedded in iconic item
 - 51-50: a danger to not only others but themselves – they're psycho
- ACAB
 - The 4-skins band
 - ACAB – All cops are bastards
 - Known across Europe, seen in all prisons

- Seen on back or fist
- Tattoos on fist, an Index – indicates ex-convict
- Black guerilla family/BGF
 - Black nationalism in American prisons
 - Black nationalists tend to have certain tattoos on them
 - E.g. numbers – area code of where they're from
 - E.g. locks/key holes – thievery
 - E.g. guns or knives – violence
 - E.g. panther – stealthy violent killers
 - These tattoos help you survive in prison environment, fakers are quick targets and disposed off
- 666 – the beast
 - cult imagery
 - used to show off power in prison – “I’m evil, expect that when you talk to me I’m going to screw you over one way or another” – basically don’t fuck with them
 - symbol of anti-christ
- Norteno
 - Nuestra Northern cali Hispanic gang
 - Hat (sombrero) – Mexican heritage
 - XIV – 14 in roman numeral, N is 14th letter of alphabet
 - Suernos – southern Mexican gang
 - Regionally divided
 - Red bandanas and red baseball caps
- La Eme
 - Mexican mafia
 - Largest and most ruthless Mexican gang
 - Strong history in America
- MS 13
 - Mara Salvatrucha gang
 - Considered the worst of the gangs
 - El Salvadorian’s
 - Worst type of criminalities
 - Tend to tattoo themselves in highly visible places
 - Started in LA by El Salvadorian immigrants
 - Found in all max security prisons in America, even Canada
 - Involved in all forms of crime – from the lowest to highest
 - Theory – O.J. Simpson’s wife, Nicole, was connected to the M13 and that they killed her
- EWMN
 - Evil Wicked Mean Nasty
 - General idea of what prisoners want them to know
 - No particular gang affiliation – individuality
 - Seen in Old Hollywood movies
 - Any word combination that can be used on fists
 - E.g. rock n’ roll, stay down, love & hate
- Chest Crucifix
 - Russian prisons
 - Symbolizes “prince of thieves”
 - Highest level of criminal you could be
 - Highest ranking mobsters
 - If you encounter someone with this tattoo in prison, you respect them
 - Markers of your character/personality