

PREFACE

PURPOSE OF THE BOOK

Comprehensive, readable, and written for the student, Haviland/Fedorak/Crawford/Lee's market-leading text, *Cultural Anthropology*, is a highly relevant, high-quality teaching tool for introductory anthropology courses at colleges and universities. This new second Canadian edition is a truly exciting and unique examination of the field of sociocultural anthropology, its insights, its relevance, and the continuing role of cultural survival issues. Although focusing on sociocultural anthropology, the text also relates to the other fields of anthropology: biological anthropology, archaeology, and linguistics. *Cultural Anthropology* has two goals for introductory anthropology courses: to provide an overview of principles and processes of sociocultural anthropology, and to plant a seed of cultural awareness in Canadian students that will continue to grow and to challenge ethnocentrism long past the end of the semester.

The first and foremost aim of the text is to give students a comprehensive introduction to sociocultural anthropology. Because it draws from the research and ideas of a number of schools of anthropological thought, the text exposes students to a mix of such approaches as evolutionism, historical particularism, diffusionism, functionalism, French structuralism, structural functionalism, and others. The second aim of the text is to open students' eyes to the true complexity and breadth of human behaviour and the human condition. The questioning aspect of sociocultural anthropology is perhaps the most relevant gift we can pass on to our students. *Cultural Anthropology* is a tool to enable students to think both in and out of context.

Cultural Anthropology's invigorated writing, comprehensive coverage, lavish illustrations, and relevant and engaging ethnographic examples stimulate comprehension of the material. The text continues to discuss early research, key findings, and influential anthropologists, while adding original research on culture change and updating coverage of current controversies. Gender, ethnicity, and stratification concepts and terminologies are in accordance with contemporary thinking, and the narrative has been streamlined

using more fully developed, balanced, and global examples. Students will also find interesting such relevant topics as body piercing, body art, and culture shock.

Many Messages, Many Media

The cover image chosen for this edition reflects several key themes in the study of cultural anthropology. The image is by Jane Ash Poitras, a well-known First-Nations Canadian artist from Edmonton, Alberta. We chose this work for several reasons: first, it is a compelling image that speaks to the history and diversity of anthropology with the "snapshots" of peoples from different culture groups; second, because of the artist's personal history as a First-Nations Canadian artist from a Cree background; and third, because Jane Ash Poitras is well known for using multimedia on her canvases.

Anthropology is arguably among the most naturally "multimedia" of all studies, and we find sociocultural anthropologists working within numerous guises of human behaviour, ranging from music to oral narrative, ritual dancing, weaving, and spray-paint graffiti. Since anthropology has been an archive of human behaviour, it is important that the discipline show the richness and diversity of humanity through appropriate media. This second Canadian edition of *Cultural Anthropology* continues to recognize both the level of comfort with non-print media of students as well as the many potential paths to exploring the techniques, processes, and findings of sociocultural anthropology. The art program is an important part of this text's narrative. The video cases show culture in motion and provide visual images of real people to supplement the ideas and concepts presented here. PowerPoint slides bring the ideas and art of the textbook into the classroom. The textbook's website holds a wealth of information and quizzes in a virtual setting. And, of course, the suggested readings, featuring many Canadian authors, and the bibliography continue to show the rich library of anthropological texts available to students. Thus, *Cultural Anthropology* allows instructors to draw upon a broad set of instructional tools to expand their classroom.

SPECIAL FEATURES OF THE BOOK


Chapter Openers

Well-designed chapter openers provide previews that summarize the major concepts to be learned in each chapter. New to this edition is the inclusion of chapter outlines to prepare students for the chapter's content.

Chapter 2

The Nature of Culture

The importance of culture is illustrated in this picture of people gathering together at a Chinese New Year parade in Vancouver. Here, the sharing of song, dance, and traditional costumes celebrates Chinese culture and symbolizes the pluralistic nature of Canadian society.



Chapter Preview

- 1. What Is Culture?**
Culture consists of the abstract values, beliefs, and perceptions of the world that lie behind people's behaviour and that are reflected by their behaviour. These elements are shared by members of a cultural group, and when they are acted upon, produce behaviour that is intelligible to other members of that culture. Culture is learned largely through the medium of language, rather than inherited biologically. The parts of a culture function as an integrated whole.
- 2. How Is Culture Studied?**
Anthropologists learn about a culture by observing, experiencing, and talking about it with those who live by its rules. Through careful observation and discussion with informants who are particularly knowledgeable in the ways of their culture, and by participating in daily activities, the anthropologist obtains a set of rules to explain how people behave in a particular culture. No one culture is better than another, and each must be studied on its own terms in order to understand the reasons for certain behaviours.
- 3. Why Do Cultures Exist?**
To survive, a culture must satisfy the basic needs of its members and deal with problems and matters that concern those members. It must provide for its own continuity, and it must function as a self-sufficient system. In doing so, a culture must strike a balance between the self-interests of individuals and the needs of society as a whole. And, finally, a culture must have the capacity to change as it can adapt to new circumstances or to altered perceptions of existing circumstances.

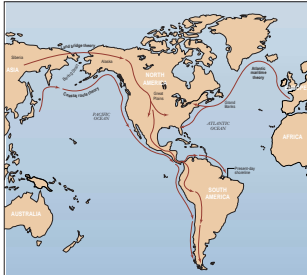
CHAPTER OUTLINE

The Concept of Culture
Characteristics of Culture
Anthropology Applied: The James Bay Cree and Northern Quebec Agreement
Gender Perspectives: The Canadian Women's Movement
Studying Culture in the Field
Culture and Adaptation
Original Study: The Importance of Trobriand Women
Culture, Society, and the Individual
Evaluation of Culture

Maps, Photographs, and Illustrations

Colourful and eye-catching visuals are used to make important anthropological points and to clarify anthropological concepts. These also have proved to be valuable and memorable teaching aids.

THE BUSINESS OF HUMAN CULTURE CHAPTER 3 85



Map 3.1
This map shows possible routes taken by Paleolithic people into the New World.

and 12 000 years ago. These enormous Shastan were blocked from land access to the southern Americas by two continental glaciers. Even if the two glaciers occasionally separated during mild episodes, the corridor between them would have been inhospitable.

Nevertheless, people had spread to southern South America, where the Monte Verde site was found by 12 500 years ago. By 11 000 years ago Clovis people at the Quebrada Jaguay (central Peru) were exploiting maritime resources. For people to have reached Monte Verde so early, they would have had to circumvent the glacier barrier covering Canada. The most likely way was by boats, brooping down the west coast of the Americas from landfall to landfall. Evidence for this will be difficult to find because the ancient shoreline is now submerged. In the Americas, dating to 10 000 years ago, show that people moved quickly from the south to form the ancestral First Nations of Canada.

KINSHIP AND DESCENT CHAPTER 9 283

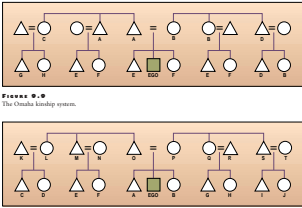



Figure 9.9
The Chinese kinship system.

Figure 9.10
The Sufidawa kinship system.



In interrelated societies with Chinese kinship, sisters remain close to one another throughout their lives. Such a person as the Hags, in whose traditional housing sisters lived in adjacent rooms. Under these circumstances, very little differentiation is made and by sister or sibling and the children of the mother's sons. The mother, brother and his children, however, live elsewhere.


New Chapter

Chapter 14, “The Anthropology of Health,” is a new and valuable addition to the text. Beginning with an overview of medical anthropology, topics range from its history to the disparity between nations, from HIV/AIDS in Africa to Vancouver’s Downtown Eastside homeless and drug culture, and much more!

Chapter 14


The Anthropology of Health

One of the fastest-growing branches of anthropology, medical anthropology explores a wide range of topics on the interfaces of culture, the body, health, and social issues. Research takes the medical anthropologist to sites like Vancouver's Downtown Eastside, to work on harm-reduction programs and safe housing for injecting drug users.



Glossary

A running glossary is provided in each chapter, which, along with the cumulative glossary at the back of the textbook, aids student mastery of the language of the field.



...ases: lower, middle lower, upper lower, lower middle, and so forth. Canada is a class society, with labels such as upper, middle, and lower class generally tied to income levels. Thus, the class people belong to is earned through endeavour and is known as **achieved status**. Based on gender, ethnicity, and even age, Canadians

Despite their close association, the clothing worn by these two individuals and the way they interact clearly indicate they are of different social classes.

Social class. A category of individuals who enjoy equal or nearly equal prestige according to the evaluation system.

> Achieved status. Status an individual earns.

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Chapter Summary

These review sections summarize the chapter's content and are designed to help students master the material.

Questions for Critical Thought

The Questions for Critical Thought are designed to encourage students to think critically and apply important concepts to contemporary issues.

THE NATURE OF ANTHROPOLOGY CHAPTER 1 31

CHAPTER SUMMARY

Throughout human history, people have needed to know who they are, where they came from, and why they behave as they do. Traditionally, myths and legends provided the answers to these questions. Anthropology, as it has emerged over the past 200 years, offers another approach to answering the questions people ask about themselves.

Anthropology is the study of humankind. In employing a scientific approach, anthropologists seek to produce a reasonably objective understanding of both human diversity and those aspects all humans have in common. The five major branches of anthropology are biological anthropology, archaeology, linguistic anthropology, applied anthropology, and sociocultural anthropology. Biological anthropology focuses on humans as biological organisms. Biological anthropologists trace the evolutionary development of the human animal and study biological variation within the species today. Archaeologists study material objects usually from past cultures in order to explain human behaviour. Linguistic anthropologists, who study human languages, may deal with descriptions of languages, with histories of languages, or with how languages are used in particular social settings. Applied anthropologists put to practical use the knowledge and expertise of anthropology. Sociocultural anthropologists study humans in terms of their cultures in the present and recent past. Ethnographers go into the field to observe and describe human behaviour; ethnologists do comparative studies of particular facets of a culture, such as religion or economic practices; and ethnohistorians study cultures of the recent past using oral histories and written accounts left by explorers, missionaries, and traders.

Anthropology is unique among the social and natural sciences in that it is concerned with formulating explanations of human diversity based on a study of all aspects of human biology and behaviour in all known societies, rather than in European and North American societies alone. Thus anthropologists have devoted much attention to the study of non-Western peoples.

Anthropologists are concerned with the objective and systematic study of humankind. The data sociocultural anthropologists use may be from a single society or from numerous societies that are then compared.

In anthropology, the humanities and sciences come together into a genuinely human science. Anthropology's link with the humanities can be seen in its concern with people's values, languages, arts, and literature, but above all in its attempt to convey the experience of living as other people do. As both a science and a humanity, anthropology has essential skills to offer the modern world, where understanding the other people with whom we share the globe has become a matter of survival.

QUESTIONS FOR CRITICAL THOUGHT

1. Think about movies you have seen and novels you have read that feature anthropologists as characters. How are they portrayed? How do these characterizations contrast with the discipline as presented in this chapter?
2. Respond to the question, "What good is anthropology, anyway?"
3. Identify your future career. How might anthropological knowledge help you understand and interact with people in your chosen career (e.g., teacher, doctor, police officer, bank teller, lawyer)?
4. If an anthropologist chose your community, college dorm, or organization to study, what information would you willingly share? What information would you be more hesitant to share? How would the anthropologist's presence interfere with your everyday life?
5. Think about how Richard Lee's Christmas gift was received by the Ju/'hoansi. How would you or your family react if you received an extremely expensive or very personal gift from an acquaintance? Have you ever received an unexpected Christmas gift and not been able to, or wanted to, give one in return? How would you handle such a situation?

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Internet Resources and Suggested Readings

These sections provide classical, contemporary, and web-based resources to further explore the concepts within the chapter.

414 PART IV THE SEARCH FOR ORDER: SOLVING THE PROBLEM OF DISORDER

INTERNET RESOURCES

Paul Kane's Great Northwest
<http://www.samantha.ca/can/02/02a/02a26/kane.html>
 A comprehensive examination of Paul Kane's life and work, displaying some of his paintings.

The Group of Seven and Their Contemporaries
<http://www.mc.mcgill.com/group.htm>
 A good presentation of the Group of Seven's lives and work. Includes links to sites on each artist, which display some of their work in vivid colour.

Important Moments in the History of Canadian Visual Culture
http://www.ouc.bc.ca/fair/1918_45.html
 This site provides a timeline of visual art in Canada.

Modern and Contemporary Art at the McMichael
<http://www.mc.mcgill.com/modern.htm>
 This site provides a brief examination of modern and contemporary art in Canada.

Inuit Art Background
<http://www.harrisingallery.com/artinfo.htm>
 This site presents a brief sketch of Inuit art and its history. The site also includes photos of Inuit sculpture.

Manitoba Aboriginal Artist Archive
<http://biogrid.mcgill.ca/06/06a/06a26/06a26a.html>
 This site features several Manitoba artists and provides descriptions and photos of their work.

Music and Anthropology
http://www.museo.umbro.it/periodica/index/ma_ind.htm
 The *Journal of Musical Anthropology of the Mediterranean* presents several journal articles reflecting on music. Two recent additions: "Relating the present to the past: Thoughts on the study of musical change and culture change in ethnomusicology" and "Music, ceremony and self-identity in Renaissance Venice."

Professional Weeping
<http://www.research.umbc.edu/05/05/greene>
 A study of professional weeping; music, affect, and hierarchy in a south Indian folk performance by Paul D. Greene. Some of the topics include funerals, oppari, and performance analysis.

Urban Expression
<http://www.graffiti.org/isp/pendant.htm>
 A comprehensive examination by Pamela Denant of the roots of New York graffiti. Provides a good historical overview set within the social and political context of inner-city New York.

SUGGESTED READINGS

Dundes, A. (1980). *Interpreting folk lore*. Bloomington: Indiana University Press.
 A collection of articles that assess the materials folklorists have amassed and classified; this book seeks to broaden and refine traditional assumptions about the proper subject matter and methods of folklorists.

Hannah, J.L. (1986). *Dance, art and gender*. Chicago: University of Chicago Press.
 Like other art forms, dances are social acts that contribute to the continuation and emergence of culture. One of the oldest—if not the oldest—are forms, dance, shares the same instrument, the human body, with sexuality. This book, written for a broad nonspecialist audience, explicitly examines sexuality and the construction of gender identities as they are played out in the production and visual imagery of dance.

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POLITICAL ORGANIZATION AND THE MAINTENANCE OF ORDER CHAPTER 11 351

McGlynn, F., & Tuden, A. (Eds.). (1991). *Anthropological approaches to political Islamism*. Pittsburgh, PA: Pittsburgh Press.
 A diverse collection of essays taken from previous editions of the journal *Ethnology*. These articles serve to highlight various theoretical concerns in political anthropology, and provide valuable insight into political behaviour, power, and action.

McRoberts, K. (1997). *Misconceiving Canada: The struggle for national unity*. Toronto: Oxford University Press.
 A very readable examination of the struggle for national unity in Canada. In addition to providing political analysis, McRoberts examines from a historical perspective the issues of unity facing Canadians.

CNN TODAY VIDEOS

The Politics of Reconciliation: Cambodia and the Khmer Rouge (CNN Cultural Anthropology, vol. 3, 2:40)
 This segment examines how the Cambodian people are attempting to come to a civil resolution of the harsh period of dominance by the Khmer Rouge.

Russian Social Protest (CNN Cultural Anthropology, vol. 2, 1:38)
 In a provincial northern Russian city, citizens face economic and social upheaval since the breakup of the old Soviet Union.

Yugoslavia History (CNN Cultural Anthropology, vol. 2, 2:12)
 This segment follows the development of the multiethnic Yugoslavia from World War II through the death of its postwar leader Tito. It provides background for the tragic recent developments in the Balkans.

A Glimpse Inside Afghanistan (CNN Cultural Anthropology, vol. 3, 1:26)
 This short, offbeat clip of a motorcycle stuntman inside Afghanistan throws light on the Muslim fundamentalist rulers of the country.

The Promising Future of a Central American Nation: Guatemala (CNN Cultural Anthropology, vol. 3, 1:53)
 Democracy and freedom are slowly taking root inside Guatemala, a Central American country that has known mostly dictatorship and civil unrest until recently.

Gate Killings in India (CNN Cultural Anthropology, vol. 6, 2:10)
 A boyfriend and girlfriend are hanged because their families are from different castes. Few people in and around the village condemn the killings. Social activists in India say a global forum must act now.

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CNN Today Videos



New to this edition, these video cases are suggested for further study of a particular culture. The set of videos is available to instructors for use in the classroom and for lending.

ORGANIZATION OF THE BOOK

A Unifying Theme

To provide students with a sense of the big picture, *Cultural Anthropology* uses a theme that allows students to contextualize each part and each chapter, regardless of the order in which they are read. Accordingly, each part, as well as each chapter within the part, has been developed as a self-contained unit of study that may be used in any sequence by the instructor. There are five parts in *Cultural Anthropology*:

Part I: Anthropology and the Study of Culture introduces students to the development of anthropology, the nature of culture in general, and the beginnings of human culture.

Part II: Culture and Survival discusses language and communication, patterns of subsistence and adaptation, and economic systems.

Part III: The Foundation of Groups examines sex and marriage, family and household, kinship and descent, and grouping by sex, age, common interest, and class.

Part IV: The Search for Order explains political organization and the maintenance of order, religion and the supernatural, and the arts.

Part V: Exploring Health and Illness Factors, Cultural Change, and the Future of Humanity discusses the anthropology of health as well as cultural change and the future of humanity.

WHAT'S NEW IN THE SECOND CANADIAN EDITION

This Canadian revision continues to offer a holistic perspective of an integrated, four-fields approach for understanding human behaviour. Each chapter has been thoroughly revised and updated with Canadian content. Canada's First Nations, Inuit, and Métis peoples are featured in this second edition, as well as Asian-Canadian groups who have played such a vital role in building this country. Major changes to the second Canadian edition include:

CHAPTER 1 Extensive revisions to the introduction to anthropology. Two major sections added: "New Directions in Ethnographic Fieldwork" and "Anthropology's Contributions to Other

Disciplines." Revised Gender Perspectives feature, "The Anthropology of Gender," which includes archaeological interpretations of gender. Research of contemporary and early Canadian anthropologists highlighted throughout the chapter. This chapter emphasizes the significance of anthropology in the study of contemporary human cultures and the contributions toward this goal made by Canadian anthropologists.

CHAPTER 2 New information provided on culture shock as experienced by Canadian immigrants. Expanded and revised section on the Hutterite subculture, and added material on punk subcultures and the struggle of Acadians to retain their culture. Examination of the ways Asian Canadians have adapted to life in Canada using their traditional culture. A new biography of anthropologist Marius Barbeau. The pluralistic nature of Canada is emphasized in this chapter.

CHAPTER 3 New Gender Perspectives feature, "Gender Bias in Primatology." Revised early evolution scheme. This chapter provides a brief synopsis of human biological evolution and the beginnings of cultural behaviour.

CHAPTER 4 New Anthropology Applied feature, "Visual Anthropology and Ethnographic Film." New information provided on language retention, featuring Canadian Buddhists and French Canadians, and a discussion of language loss worldwide. Revised Gender Perspectives feature, "Gender in Language." Explanation of language diversity in China. A comprehensive discussion of language and communication and its role in human culture is provided in this chapter.

CHAPTER 5 Revised introduction to patterns of subsistence. New material on Blackfoot First Nations as a hunter-gatherer group. Extensive reorganization of the discussion on the characteristics of food foragers. A discussion of Inuit seal sharing. Expanded discussion of the division of labour on Canadian family farms. Diverse ways of making a living are featured in this chapter.

CHAPTER 6 New section on resource depletion, featuring cod fisheries in Canada. Expanded discussion of First Nations involvement in the fur trade. New section on Chinese-Canadian economic contributions to Canadian society. Major new section on food consumption, including

behaviour, taboos, and ritual. New section on the global economy and the process of globalization. This chapter examines contemporary small-scale and industrial societies' economic practices.

CHAPTER 7 New section on human sexuality and updated material on adolescent sexuality. New discussion of homosexuality and anthropological research. Revised material on the Nayar marriage system. Updated material on same-sex marriages in Canada. A comprehensive and cross-cultural overview of issues related to sex and marriage is presented in this chapter.

CHAPTER 8 New sections on defining the family and same-sex families. New discussion of eldercare and China's one-child policy. Expanded discussion of childrearing practices among the Inuit. This chapter offers insight into the complexities of family and household organization.

CHAPTER 9 New section on contemporary Chinese-Canadian kinship. Revised and updated kinship terminologies and diagrams. The discussion of social organization is continued in this chapter.

CHAPTER 10 Revised social stratification section, with the addition of theories of stratification. New section on the concept of race and racial stratification, presenting a historical and anthropological discussion of racism experienced by Chinese Canadians. Revised section on gender stratification and an added section on ethnic stratification. The emphasis in this chapter is on social stratification in its many forms.

CHAPTER 11 New Gender Perspectives feature, "Minority Women in Canadian Politics." New biography of anthropologist Bernard Saladin d'Anglure. Added discussion of global terrorism. This chapter considers political organization from a cross-cultural perspective.

CHAPTER 12 Expanded discussion of mythology. New section on neo-paganism, featuring Wicca and Reconstructionist religions. The features and functions of religion are examined from a cross-cultural perspective in this chapter.

CHAPTER 13 Revised Gender Perspectives feature, "On Being A Man." New section on body art, including body painting, tattooing, piercing, and adornment. Highlighted in this chapter are

the various forms of artistic expression found in human cultures, including contemporary Western cultures.

CHAPTER 14 New chapter on the anthropology of health. Includes an overview of medical anthropology and biocultural and biomedical perspectives on health and illness; health and the human condition; disparities between rich and poor nations; the history of human health; a case study featuring the Ju/'hoansi; shamanism; critical medical anthropology; poverty and health; Vancouver's Downtown Eastside homeless and drug culture; women and health; environmental health and justice; HIV/AIDS in Africa; the youth in a southern Africa secondary school; and contemporary biomedicine and its discontents.

CHAPTER 15 Chapters 15 and 16 of the previous edition of this text have been merged into one chapter. New and revised material on Nunavut. New Gender Perspectives feature, "Reproductive Rights in Canada." This chapter synthesizes the issues facing contemporary cultures, including culture change and sociocultural adaptation challenges.

SUPPLEMENTS TO THE BOOK

Cultural Anthropology recognizes that anthropology is arguably among the most naturally "multimedia" of all studies. The selection of ancillaries accompanying this text reflects this need for teaching and learning tools to also be of many media.

For the Student

***Cultural Anthropology Student Resources Website* (<http://www.cultural2e.nelson.com>)**

Available free to students, this powerful web-based supplement provides:

- Chapter-related true/false questions
- Chapter-related multiple-choice questions
- Chapter-related short questions
- Chapter-related Internet activities
- Chapter-related key term glossary
- Chapter summaries
- Crossword puzzles
- Pronunciation guide
- Anthropology web links
- PowerPoint lecture notes
- Videos

- Anthropological research on the Internet
- *Earthwatch Journal*, including questions
- *Anthropology News* link

Researching Anthropology on the Internet

This useful guide is designed to assist anthropology students with all their needs when doing research on the Internet. Part One contains general information necessary to get started. Part Two looks at each main discipline of anthropology and refers students to sites where the most enlightening research can be obtained. Offered free through the textbook's website.

PowerPoint Lecture Notes

Chapter-by-chapter slide show providing an overview of chapter content, available as a download on the website.

Anthropology Online: Wadsworth's Anthropology Resource Centre

This resource centre contains a wealth of additional resources, quizzes, and exercises for both students and instructors. Included on this website is "A Virtual Tour of Applying Anthropology," a special section where students can find anthropologists at work, graduate student information, job boards, internships and fieldwork, and an essay on careers with video.

For the Instructor

Instructor's Manual

Revised by Ara Murray, Camosun College, this manual offers teaching objectives and lecture and class activity suggestions that correspond to each chapter of the textbook. Available in both print and electronic formats.

Test Bank

Revised by Marjorie Mitchell, University of Victoria, the test bank contains more than 1200 true/false and multiple-choice questions, 30 per-

cent of them new or revised from the last edition. Available in both print and electronic formats from your local sales representative.

Cultural Anthropology Instructor Resources Website (<http://www.cultural2e.nelson.com>)

Instructor supplements are available on the password-protected instructor resource centre on the textbook's general website:

- Instructor's Manual
- PowerPoint lecture notes

Also accessible to instructors are the student resources of extra quizzes, crossword puzzles, Internet activities, and so forth. Explore such resources as web links to the Canadian Museum of Civilization, the Smithsonian Institute, The Archaeology Channel, and many more! Stay in touch using the *Earthwatch Journal* and the *Anthropology News* links.

PowerPoint Lecture Slides

Chapter-by-chapter slide show providing an overview of chapter content, available as a download on the website.

CNN Today Cultural Anthropology and Physical Anthropology Video Series



The *CNN Today* anthropology video series is an exclusive series jointly created by Thomson and CNN for cultural anthropology courses. Each video in the series consists of approximately 45 minutes of footage originally broadcast on CNN within the last several years. The videos are broken into short two- to seven-minute segments, which are perfect for classroom use as lecture launchers or to illustrate key anthropological concepts. In *Cultural Anthropology*, chapter-related video segments are noted at the end of each chapter. Order your set of videos from your local sales representative.