Syllabus
For 5th Semester Courses in Anthropology
(June 2013 onwards)

Contents:
Theory Syllabus for Courses:
A.ANT.5.01 - Anthropology: Perspectives, Themes and Frameworks I
A.ANT.5.02 - Anthropology of Development I
A.ANT.5.03 - Applied Anthropology I
T.Y. B.A. Anthropology  
Course: A.Ant.5.01

Title: Anthropology: Perspectives, Themes and Frameworks I

Learning Objectives:

1. To introduce students to the theoretical perspectives and lenses that have informed anthropological practice.
2. To enable students to critically examine all our socio-cultural constructions.
3. To enable students to articulate their own ideas coherently.

Number of lectures: 60

UNIT I COLONIAL ANTHROPOLOGY [17 lectures]

a. The Colonial Optic, Dalit perspectives  
b. Evolutionism, Diffusionism & Cultural Particularism  
c. Case study [e.g. Tank Irrigation in South India and Colonial Ideas of Local]

UNIT II FUNCTIONALISM: ORGANIC METAPHORS, ENVIRONMENTALIST CONCERNS [17 lectures]

a. Bronislaw Malinowski or A. R. Radcliffe-Brown  
b. Critique of Functionalism, move to Systems and Environmental concerns [E.g. Roy Rappaport]

UNIT 3 STRUCTURALISM [17 lectures]

a. Claude Levi-Strauss  
b. From Structure to Practice [Pierre Bourdieu]

UNIT 4 DRAMATURGICAL: ERVING GOFFMAN [9 lectures]

a. Erving Goffman

CIA: Group Presentations/Review of a theme.

List of Recommended Reference Books

T.Y. B.A. Anthropology  
Course: A.ANT.5.02  
Title: Anthropology of Development -I

Learning Objectives:
1. To introduce students to the Development Debates of the 21st Century  
2. To get a historical view of Theoretical Development perspectives  
3. To understand the consequences of Development initiatives on the ground  
4. To explore new practices that may lead to a better quality of life for all

Number of lectures: 60

UNIT 1  
Introduction  
[15 lectures]

a) What is Human Development?  
b) Theoretical perspectives on development and the Indian context  
c) Cultural Processes of Change and Continuity: Acculturation and Innovation

UNIT 2  
[10 lectures]

a) Social Evolutionism and the Colonial experience.  
b) Talcott Parsons and Evolutionary ideas

UNIT 3  
[20 lectures]

a) Modernisation approaches to Development: economic, social, political and cultural perspectives  
b) Later Modernisation adaptations  
c) Modernisation and its consequences in India  
d) Family and kinship in transition

UNIT 4  
[15 lectures]

a) Globalisation as a development perspective  
b) Globalisation consequences in India

CIA: Essay on a Theme – 2000 words

List of Recommended Reference Books


TYBA ANTHROPOLOGY

COURSE: A.ANT.5.03

Title: APPLIED ANTHROPOLOGY – I (Applied Component)

Learning Objectives
1. To engage students to the practice of applying anthropological theories and methods in problem-solving activities.

Number of Lectures: 45

PART 1: CORPORATE ANTHROPOLOGY

UNITS:

1. WHAT IS CORPORATE ANTHROPOLOGY? [6 Lectures]
   Evolution of Corporate Anthropology

2. IMPORTANCE OF ANTHROPOLOGY TO BUSINESS [6 Lectures]
   Defining “Culture” and “Organizational Culture”: From Anthropology to the Office

3. ISSUES IN THE CORPORATE APPLICATION OF ANTHROPOLOGY [6 Lectures]
   a. Anthropological marketing
   b. Intercultural communication and advertising
   c. Organisational culture
   d. Strategic planning support
   e. Landuse and Industrial planning

4. CORPORATE ANTHROPOLOGY - CASE STUDIES [5 Lectures]

PART 2: ANTHROPOLOGY OF ART

UNITS:

1. ART: AN ANTHROPOLOGICAL APPROACH [6 Lectures]
   Basic Elements of Art

2. FORMS OF ARTISTIC EXPRESSION [6 Lectures]
   Body Arts, Visual Arts, Performance Arts

3. ART AND CULTURE [5 Lectures]
   Religious and secular Art, Art and gender, Social Functions of Art

4. ART – CONTINUITY AND CHANGE [5 Lectures]
   a. Influence of market forces and tourism on artistic traditions and cultural expressions.
   b. The intersection of art and identity and the politics of cultural representation.
List of Recommended Reference Books

Corporate Anthropology


Anthropology of Art