**Syllabus**

Applied anthropology is the use of anthropological perspectives, knowledge, and theory to help solve human problems. Applied anthropology is thus a very broad field that involves all the subfields of the discipline. In this seminar, we will focus on applied sociocultural anthropology. The goal of the seminar is to examine in depth some of the arenas in which anthropology is applied. We will not attempt to survey the entire field of applied anthropology, but rather to focus on selected experiences and issues that have relevance for the discipline as a whole.

**Learning Outcomes**

In this seminar we will begin by looking at the place of applied anthropology in the discipline and then exploring issues of cultural relativism and human rights. Then we will examine the application of anthropology in seven specific arenas: consumer research, heritage, immigration, indigenous knowledge and environmental management, evaluation, anthropology and the security state, and immigration. Our discussions of these eight topics will go beyond the specifics of the domain itself to broader issues in applied anthropology.

The seminar should enable you to:

- identify the scope of applied anthropology
- analyze critically writings and perspectives in applied anthropology
- examine of the relationships of anthropological theory with applied anthropology
- evaluate ethical issues in applied anthropology
- synthesize diverse materials and points of view
- write coherent arguments
- direct group discussions

**Texts**

There are eight texts in this course:

Albro, Robert, George Marcus, Laura A. McNamara and Monica Schoch-Spana, eds. 2012 *Anthropologists in the SecurityScape: Ethics, Practice and Professional Identity.*
Walnut Creek, CA: Left Coast Books. E-book.

Button, Gregory  
2014 *Everyday Disasters: Rethinking Iconic Events in Cultural Perspective*. Walnut Creek, CA: Left Coast Press.

de Jong, Ferdinand and Michael Rowlands  

Foner, Nancy, ed.  

Kedia, Satish and John van Willigen, eds.  

National Association for the Practice of Anthropology  

Ross, Anne, Kathleen Pickering Sherman, Jeffrey G. Snodgrass, Henry D. Delcore and Richard Sherman  

Sunderland, Patricia and Rita Denny  
2007 *Doing Anthropology in Consumer Research*. Walnut Creek, CA: Left Coast Press.

The e-books (Albro, de Jong & Michaels, and Ross et al.) and NAPA Bulletin are available through the Library website.

Button: *Everyday Disasters* will not be available until March.

Other readings available on Blackboard.

**Course Requirements**

**Class Participation and Direction**

The major emphasis in this seminar will be on weekly discussion of our readings. Each student is expected to attend all class sessions prepared to discuss the readings assigned for that week. Failure to attend and participate actively will affect your grade.

Each student will help to prepare the discussion for two of our class sessions. You will do this by working with another student (or two) to develop discussion themes from the readings. You will then initiate the discussion of the themes of the readings in class with a brief presentation. The assignments for individual class sessions were made by random sequence. Class participation is worth 100 points.
Analyses

You will write three analyses of the material on the main themes of our course. The main themes are: consumer research, heritage, immigration, indigenous co-management, evaluation, the security state, and disaster. You will select three of these seven themes. We will be discussing five of the themes over two weeks and two of them (heritage and evaluation) over one week. Because of this, you can choose to analyze either the heritage readings or the evaluation readings, but not both.

In your analyses you will discuss how different readings relate to one another, as well as evaluate different approaches to the topic, including our class discussions. You analyses will be about 1,000-1,500 words in length.

Your analyses are due in class the week after we complete our discussion of the theme (for example, 2/25 for consumer research). The analysis for immigration will be due on Friday, May 9 in the Anthropology Department office.

Term Paper

You will write a paper on a topic on a domain of applied anthropology. In this paper you will explore different perspectives anthropologists have taken on human problems and relate these perspectives both to theoretical groundings and anthropological practice. You may choose to elaborate on one of the topics covered in our readings or you may pick an entirely different topic in applied anthropology. (If you do pick a term paper topic related to our course material, you must write your three analysis papers on different topics.)

You should consult with me while selecting a topic and submit your proposed topic in class by March 4. On March 11, you should submit an annotated bibliography of at least five primary literature sources on the topic.

Your paper should be between 4,800 and 5,800 words. Citations in the paper should follow the AAA Style Guide, available on the Anthropology Dept. website (under “Resources”). The paper is due on Thursday May 8, and is worth 100 points of the final grade. The paper should be submitted in two formats: through the Turnitin function of Blackboard and a hard copy. Papers should be handed in at the Anthropology department Office (or you can bring it in early to our last class session).

Course Grade

The grade for the course will be calculated as follows:

<table>
<thead>
<tr>
<th>Category</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Class Participation and Direction</td>
<td>100</td>
</tr>
<tr>
<td>Analyses (3 @ 50 points)</td>
<td>150</td>
</tr>
<tr>
<td>Term paper</td>
<td>100</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>350</td>
</tr>
</tbody>
</table>

The course grade will be determined by a cumulative point score. Plus (+) and minus (-) grades may be given.

322-350  A
Students with Disabilities

If you are a student with a disability and believe you will need accommodations for this class, it is your responsibility to contact Student Disability Services at (619) 594-6473. To avoid any delay in the receipt of your accommodations, you should contact Student Disability Services as soon as possible. Please note that accommodations are not retroactive, and that I cannot provide accommodations based upon disability until I have received an accommodation letter from Student Disability Services. Your cooperation is appreciated.

Student Rights and Responsibilities

Cheating is the most serious offense in academia and it will not be tolerated. If students have any questions about cheating, they should consult SDSU’s official policy, which can be found at: www.sa.sdsu.edu/srr.

Studying with other students is encouraged, but all written work, including tests and papers, must be the work of the individual student. Examples of cheating include unauthorized sharing of answers during an exam, use of unauthorized notes or study materials during an exam, altering an exam and resubmitting it for regarding, having another student take an exam for you or submit assignments in your name, and participating in unauthorized collaboration on coursework to be graded.

Blackboard

This course uses Blackboard, a web-based course aid that can be accessed from any terminal. Information and materials about the course will be posted on Blackboard, as well as announcements. Blackboard uses the same password as WebPortal.

PLEASE FEEL FREE TO CONTACT ME WITH ANY CONCERNS OR QUESTIONS ABOUT THE COURSE.
YOU CAN E-MAIL ME at conway1@mail.sdsu.edu
OR CALL ME at 619-594-5643.

I HAVE OFFICE HOURS IN AL-484 ON:
WEDNESDAYS: 10:30-12
THURSDAYS: 10-11
   AND BY APPOINTMENT
Readings and assignments are to be completed by the beginning of the class date indicated.

1/28  Introduction to Applied Anthropology
Text: *Applied Anthropology* 1
Readings on Blackboard:
Peacock, James L.
Rylko-Bauer, Barbara, Merrill Singer and John van Willigen
Low, Setha M. and Sally Engle Merry
Kozaitis, Kathryn A.

2/4  Human Rights and Cultural Relativism: Female Genital Cutting
Readings on Blackboard:
El Guindi, Fadwa
Leonard, Lori
Macklin, Audrey
Shell-Duncan, Bettina
Gruenbaum, Ellen
Zechenter, Elizabeth M.
2/11 **Consumer Research I**  
Text: *Applied Anthropology* 8  

2/18 **Consumer Research II**  
Text: *Doing Anthropology in Consumer Research*: 6-11  
Reading on Blackboard:  
Sherry, John F., Jr.  
2008 The Ethnographer’s Apprentice: Trying Consumer Culture from the Outside In.  

2/25 **Heritage**  
Text: *Applied Anthropology* 9  
Text: *Reclaiming Heritage*

3/4 **Immigration I**  
**Paper topic due**  
Text: *American Arrivals*: 1-5  
Reading on Blackboard:  
Richman, Karen E.  

3/11 **Immigration II**  
**Bibliography for term paper due**  
Text: *American Arrivals*: 6-9  
Reading on Blackboard:  
Mártinez, Konane M.  

3/18 **Indigenous Knowledge and Co-Management I**  
Text: *Applied Anthropology* 4  

3/25 **Indigenous Knowledge and Co-Management I**  

4/1 **Spring Break**

4/8 **Evaluation**  
4/15  **Anthropology and the Security State I**
Text: *Anthropologists in the SecurityScape*: Introduction, 1-6
Other reading through Library website:
Gonzalez, Roberto

4/22  **Anthropology and the Security State II**
Text: *Anthropologists in the SecurityScape*: 7-16, Conclusion
Reading on BlackBoard:
Peacock, James et al.

4/29  **Disaster I**
Text: *Applied Anthropology* 7
Reading on Blackboard:
Schuller, Mark
2008  Deconstructing the Disaster after the Disaster: Conceptualizing Disaster Capitalism. *In Capitalizing on Catastrophe*. Nandini Gunewardena, and Mark Schuller, eds. Lanham MD: AltaMira Press.

5/6  **Disaster II**
Text: *Everyday Disasters*: 3-5
Readings on Blackboard:
Gunewardena, Nandini

Thursday, 5/8  **Term paper due**