

Cultural Anthropology: some big names

Howard Culbertson
Southern Nazarene University

Lewis Henry Morgan 1818-1881



- A 19th century scholar who developed the evolutionary approach
- Pioneered the comparative study of culture

Sir Edward B. Tylor

1832-1917

- His definition of culture is still valid:
 - *“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”*
- Key theorist in the anthropology of religion



Bronislaw Malinowski

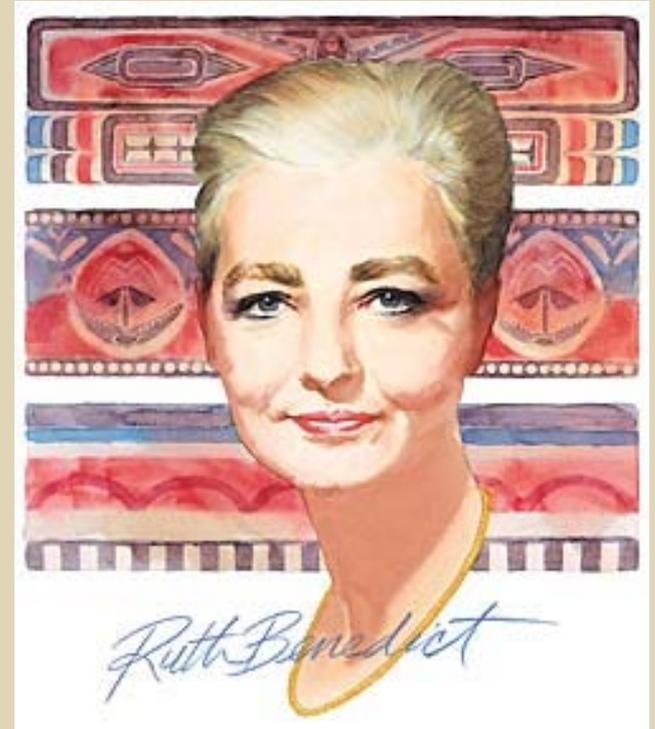
1884-1942

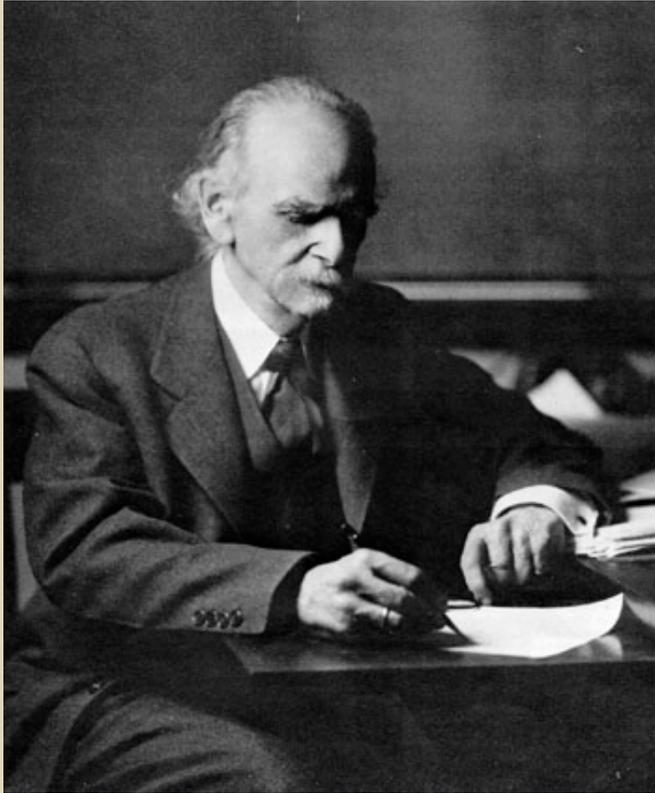


- Outlined the biological and psychological needs of people fulfilled by culture
- Pioneered the participant observation method

Ruth Fulton Benedict 1887-1948

- Wrote “Patterns of Culture”
- Viewed cultures as coherent patterns





Franz Boas 1858-1942

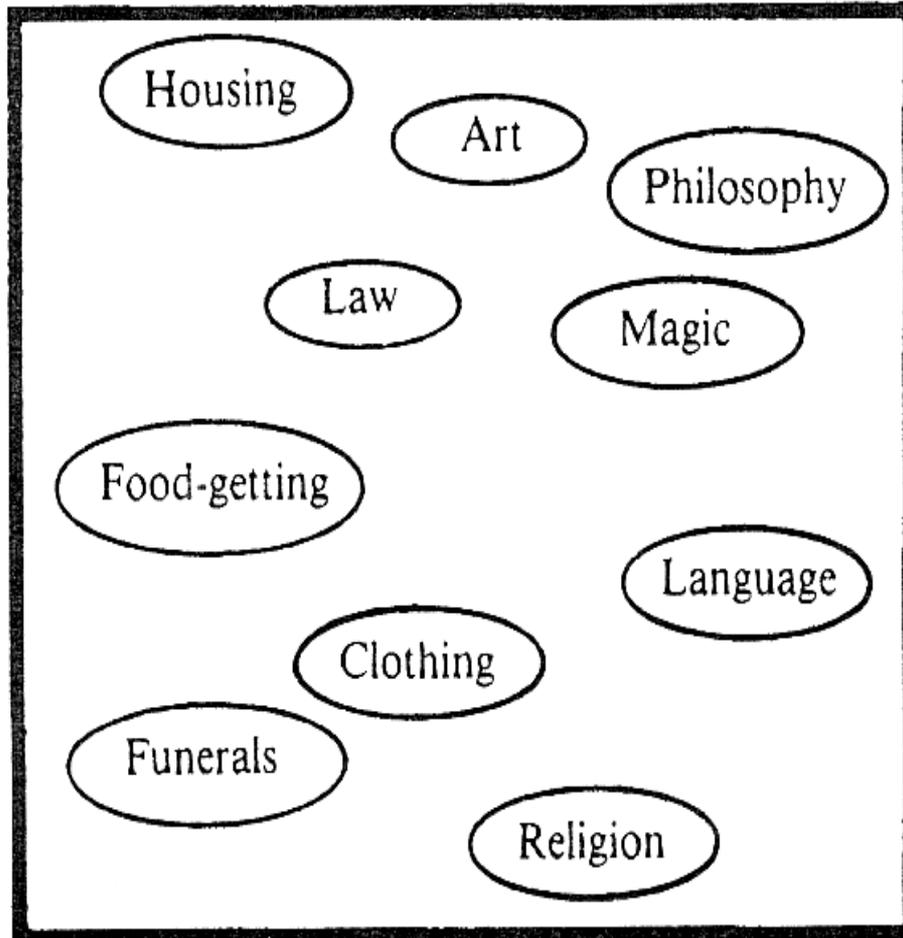
- Set high standard for excellence in fieldwork
- Developed the idea of cultural relativity
- Discredited then-dominant theories of racial superiority



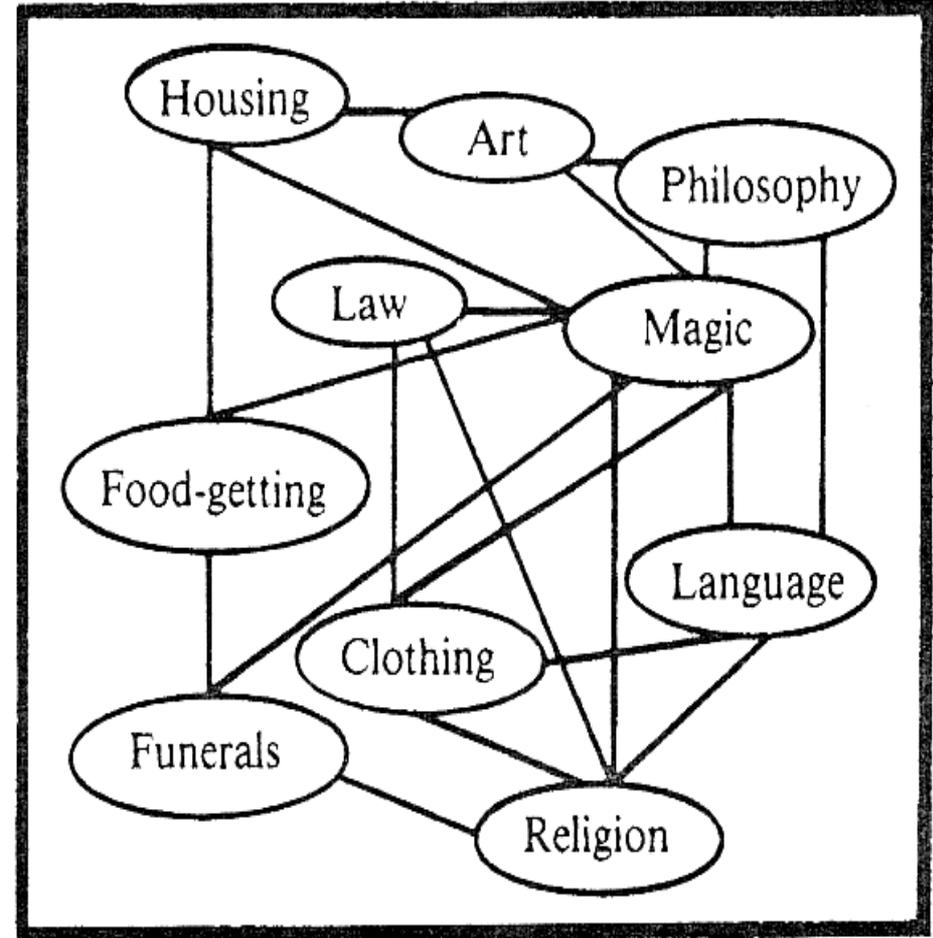
A.R. Radcliff-Brown 1881-1955

Developed the structural-functional approach to look at how each aspect of society contributes to the maintenance of the whole

A “Photographic” vs. a “Functional” Description of Culture

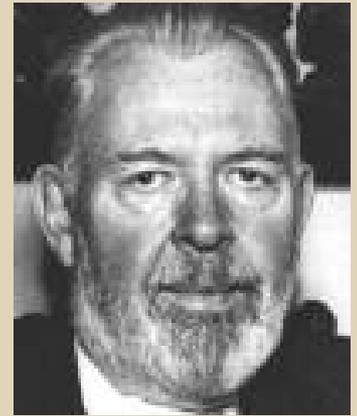


“photographic”

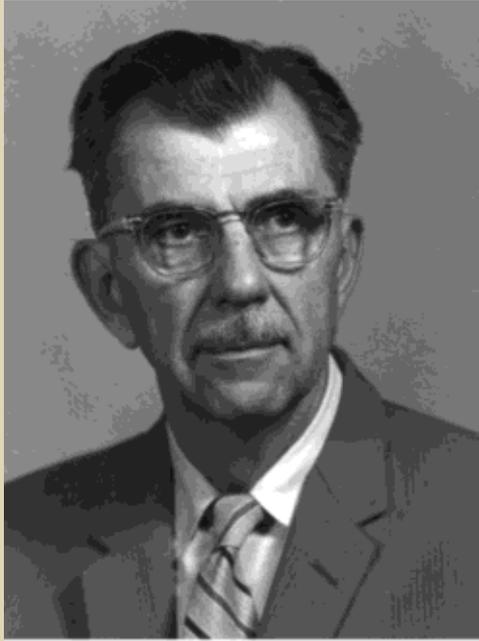


“functional”

Ralph Linton, 1893–1953



- Insights into process of acculturation
- Influenced development of the culture-and-personality school of anthropology
- Introduced terms "status" and "role"
- The Tree of Culture (1955)



Julian H. Steward

Julian H. Steward 1902-1972

Founder of the cultural ecology approach that focuses on the interactions of cultures with their environments

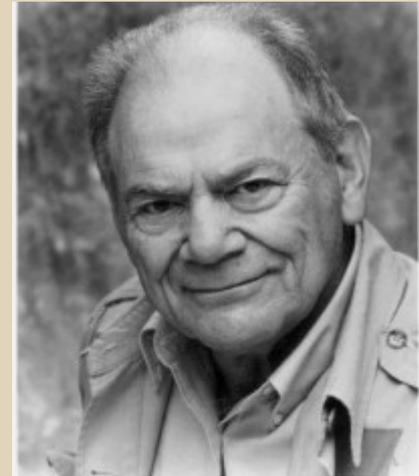


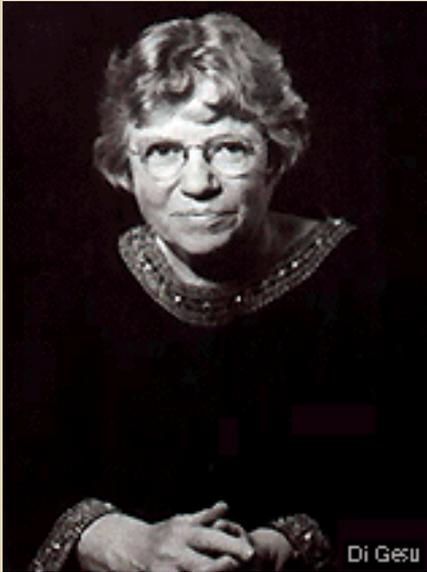
Leslie White 1900-1975

Developed the **cultural materialist** approach with focus on how the techno-economic aspects of culture determine the social and ideological spheres

George Murdock 1897-1985

- Empiricist – senses are primary knowledge source
- Came up 70 or so “cultural universals”





Margaret Mead 1901-1978

- A “founding mother” of anthropology
- Pioneered the cross-cultural study of personality