Social and Cultural Anthropology: A Very Short Introduction
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What is unique about human beings? How are groups of people formed and what holds them together? What is the nature of belief, economic exchange, the self? Social and Cultural Anthropology: A Very Short Introduction provides an account of some of the discipline's guiding principles and methodology. It begins by discussing the most important contributions of anthropology to modern thought: its investigation of culture as a distinctively human characteristic, its doctrine of cultural relativism, and its methodology of fieldwork and ethnography. Drawing on fieldwork examples from Mexico and Indonesia, the specific ways in which social and cultural anthropology have advanced our understanding of human society and culture are examined.