NEW DIRECTIONS IN PUBLIC ANTHROPOLOGY
WHAT IS ANTHROPOLOGY?

“Anthropology explores the dynamics and diversity of humankind. It asks a most difficult and most important question: What does it mean to be human? The discipline ranges from the study of culture and social relations, to human biology and evolution, to economics and politics, to religion and world views, to languages and the connections between language and social dynamics, to visual cultures and architecture, to medicine and disease, and to what we can learn about past societies through the study of material culture.” --Brandeis department of anthropology website

“The purpose of anthropology is to make the world safe for human differences.” –Ruth Benedict
ANTHROPOLOGISTS AS TRANSLATORS

- life into text;
- The “strange” into the familiar;
- The familiar into the “strange”
ANTHROPOLOGY HAS ALWAYS MADE SOME CONNECTIONS OUTSIDE THE ACADEMY

- Applied anthropology
- “action anthropology”
- Engaged anthropology
- Collaborative anthropology
- Museum anthropology
- Business anthropology
EXAMPLES OF PUBLIC ANTHROPOLOGY (BROADLY DEFINED)
ELIZABETH FERRY

MINERALS, COLLECTING, AND VALUE ACROSS THE US-MEXICO BORDER
ELIZABETH EMMA FERRY

NOT OURS ALONE
PATRIMONY, VALUE, AND COLLECTIVITY IN CONTEMPORARY MEXICO
Elizabeth Emma Ferry
LA BATEA

a multidisciplinary and multisensory experiment in different visual and textual genres aimed at different audiences.
WE DIDN’T AGREE ON EVERYTHING: FOR EXAMPLE, “ARTISANAL”
MULTIPLE METHODS AND MULTIPLE PUBLICS IN TEACHING

• Cascaras Tortilla Project spring 2016
• Podcast on “Latinidad” in the media, fall 2015 (9:40-12:40)
PATRIMONY
HOUSEHOLD GOD
THANKS TO:

Brandeis:
The Norman Fund for Faculty Research
The Jane’s Faculty Research Fund
The Mandel Faculty Research Grant
The Program in Creative Arts and Social Transformation

Outside Brandeis:
The Magnum Foundation
Our 261 Kickstarter backers