

INTRODUCTION TO ANTHROPOLOGY



CULTURAL STRATIFICATION

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Social Stratification and Power

1.a. The economic form of a people is tied to its development of Social Stratification, which is:

The creation of a social hierarchy based on property, power and prestige.

The 3 P's:

Property: Material prosperity

Power: The ability to control one's own fate and others' despite resistance

Prestige: Honor, respect, "social capital"



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Social Stratification and Power

1.b. The measures of social status – property, power and prestige -- are tied to a culture's social organization and governing ideologies:



Stratification System:	Personal access to resources of:			Example Culture:
	Property	Power	Prestige	
Egalitarian systems	no	no	no	San, Inuit, Aborigines
Rank systems	no	no	yes	Trobrlanders, Dani, Kwakiutl
Chiefdoms	no	yes	yes	Cherokee, Oneida, Taliban
Class Systems & Caste	yes	yes	yes	U.S., India, Greece

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Social Stratification and Power

2.a. Ownership and Power



There is a clear connection between food production, economic form, land ownership/wealth and political rule/stratification.

Concept of Material Ownership:

NONE (small possessions only) → ANYTHING and EVERYTHING

Hunting and Gathering → Consumer Society

Communalism → Individualism

Low Tech → High Tech

Historically, more complex ("advanced") cultures have dominated less complex ("primitive") cultures by taking their land using a concept of land ownership unfamiliar to the conquered.

For example, the [Manhattan Indians](#); [Kalahari San](#); [Mali farmers](#)

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Social Stratification and Power

2.b. Degrees of Political Structures

Pattern: *small* → *large* and *communal* → *individual*



i. Egalitarianism: "primitive communism"

example: [!Kung](#) (South Africa)

Headmen (established in Paleolithic 'Stone Age' times)

example: [Yanomamó](#) (Brazil)

ii. Big Heads (established in pre-agricultural times)

example: [Siwai mumis](#) (South Pacific), "BMOG" (colleges)

iii. Chiefdoms (established in post-agricultural times)

example: [Trobrianders](#) (South Pacific), [PaleoIndians-Cahokia](#)

iv. City-States (established after 3500 B.C.E.)

example: [Greco-Roman](#) (Europe) Or [Mayan city-states](#) (S. America)

v. Nation-States (established in the 1500s and 1600s C.E.)

example: [U.S.](#), [Russia](#), [Iraq](#), [Bulgaria](#), etc.

vi. New World Order? (ongoing – begins in the 1950s C.E.)

example: [World Government](#) – "Big Brother"? [U.N.](#)?

↓
Surplus & Wealth
↓

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Social Stratification and Power



2.c. Greater stratification in consumer society gives business interests and entities more power and many others a deficit in the power to control the forces that affect their lives.

THE CORPORATION is that bureaucratic-economic entity that has the GREATEST WEALTH, POWER & PRESTIGE today (corporate leaders are the "high priests" of modern times). see [movie](#), Chps 20-22 (1:54:35 - 2:06 Chomsky)

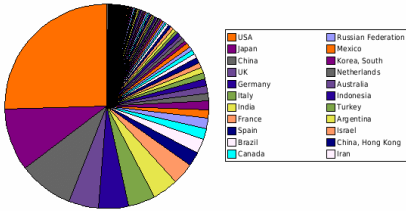
The cultures of [indigenous peoples](#) are increasingly [threatened by modernization](#). ([Global Response](#))

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3. Corporations and Globalization

Economic Systems: US Dominance, 2000

World Distribution of Wealth by Country in the Year 2000 (PPP)

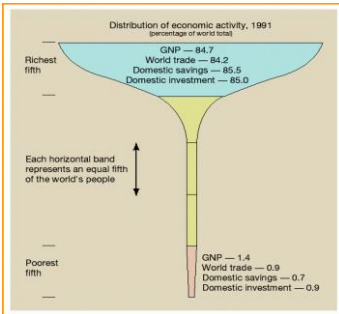


Global Distribution of Economic Activity (2000)

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3. Corporations and Globalization

Distribution of Economic Activity, 1991 & Wealth Distribution, 2019



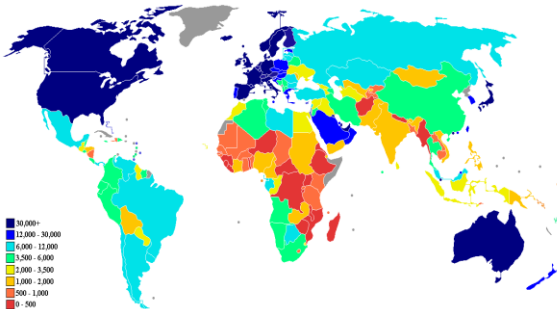
Corporations, of course, are led by **people**. The leaders ("**high priests**") of global corporations today have so much wealth that [the richest 26 people in the world have as much as the bottom half of all humanity](#) (3.8 billion people). *Is this equitable?*

Graphic from Anthropology, Tenth Edition by Carol R. Ember, Melvin Ember, and Peter N. Peregrine © 2003 Perince Hall, A Division of Pearson Education. All rights reserved.

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3. Corporations and Globalization

Per capita GDP, 2017



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Social Stratification and Power

3.a. Corporations and Globalization



Corporate globalization has deeply impacted indigenous peoples

The San and "salvage ethnography"

Richard Lee presents a 1969 view of the Bushmen, shown living similarly to the way they did 10,000 years ago.

[YouTube1](#) – Tourist Video | [YouTube2](#) – Nat. Geo. | [YouTube3](#) – Wild Kingdom

Are these the "true" San?

In fact, more and more throughout the 20th century, **modernization has deeply affected previously isolated cultures.**

[YouTube 4](#) – A Kalahari (Ju'Hoansi) Family | [YouTube3](#) – Bitter Roots

Many other examples exist...

- **Venezuelan example:** The Yanomamö [2](#) | [3](#) (mining and oil threats)
- **Malaysia:** The Penan (Pts. [1](#) - [2](#) - [3](#) - [4](#) - [5](#) - [6](#) = [7](#)) (deforestation threat)
- **Papua/New Guinea example** – The Kol ([3:30](#), [7:10](#), [9:00](#), [15:00](#)) (palm oil threat)
- **Australian example (trailer)** – The Aborigines ([Baino Clarke](#)) (development threats)
- **Northwest Native Americans** – The Unist'oten (oil pipeline threat)
- **The Kavapo of Brazil** have been able to maintain the culture in spite of Western influence

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Social Stratification and Power

3.c. Corporations and Globalization

i. Global corporations have concentrated wealth

In 2020, **Wal-Mart** earned \$523 billion and earned nearly \$15 billion in profits. Next are Amazon (\$296b rev./\$10b profit), ExxonMobil (\$264b/\$14b), Apple (\$260b/\$55b) and CVS Health (\$256b/\$6b)

ii. More importantly, corporations have become globally linked organizations with extra-national power.

[World System of Global Capitalism](#) (I. Wallerstein)

iii. World commerce links all regions of the world together, but inequitably.

How does a jar of Nutella affect the Kol people of New Guinea? (watch full video) (2)...

Then let's talk about oil in Nigeria...



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Social Stratification and Power

Nutrition Facts		Valeur nutritive	
Per 1 tbsp (19 g) per 1 c. = 8 table (152 g)			
Amount	% Daily Value	Montant	% valeur quotidienne
Calories 100		Calories 100	
Fat / Lipides 6 g	9 %	Fat / Lipides 6 g	9 %
Saturated / saturés 2 g	9 %	Saturated / saturés 2 g	9 %
Trans / trans 0 g		Trans / trans 0 g	
Cholesterol / Cholestérol 1 mg		Cholesterol / Cholestérol 1 mg	
Sodium / Sodium 5 mg	1 %	Sodium / Sodium 5 mg	1 %
Carbohydrate / Glucides 11 g	4 %	Carbohydrate / Glucides 11 g	4 %
Fiber / Fibres 1 g	3 %	Fiber / Fibres 1 g	3 %
Sugars / Sucres 11 g		Sugars / Sucres 11 g	
Protein / Protéines 1 g		Protein / Protéines 1 g	
Vitamin A / Vitamine A	0 %	Vitamin A / Vitamine A	0 %
Vitamin C / Vitamine C	0 %	Vitamin C / Vitamine C	0 %
Calcium / Calcium	2 %	Calcium / Calcium	2 %
Iron / Fer	2 %	Iron / Fer	2 %
Vitamin E / Vitamine E	10 %	Vitamin E / Vitamine E	10 %



Ingredients: sugar, modified palm oil, hazelnuts, cocoa, skim milk powder, whey powder, soy lecithin, vanillin.

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Social Stratification and Power

iv. Can **GLOBAL CAPITALISM** and its negative effects on relatively powerless indigenous people (not to mention the underclass in the "developed," industrialized, modern world) **be changed?**

Who is responsible for such change?

How can such change be realized?:

Jeremy Rifkin:

- | | |
|---------------|-------------------|
| Litigation | Legislation |
| Direct Action | Education |
| Boycott | Social Investment |

But, what is **REALLY** important is **the VISION**, which can only come out of **AUTHENTICITY**.



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