Human beings are distinct from other primates for the development of complex communicative ability and culture. In fact, language which constitutes a major component of communications system of humans, though rooted in anatomy is a cultural product. Anthropologists who study human diversity and through it human nature, have gained greater understanding of culture which also includes communicative behavior, through language and other symbolic systems. Within this basic premise the course aims to lay foundations to understand human communication in relation with culture. Beginning with the principles of human communication the course runs through the significance of culture in communication, development of communication ability in humans, conversations, constructing meanings in communication. It also covers the aspects of gender and language, theories of mass media, and traditional communication media. At the end, the course deals with the modern information society and its culture. It also introduces the emerging field, Media Anthropology.

There will be three assignments for internal assessment of the students: two written examinations and one a take home examination as a practical assignment. While the practical assignment is compulsory, the students must attend to at least one of the two written in-class examinations. Each of these will be evaluated for 20 marks and better marks of the two will be considered for 40 marks for the final internal assessment. Dates of these examinations will be announced well in advance. There will be an end semester examination for 60 marks. One must attend 75 per cent of the classes held for the course.

Anthropology of Communication - An Overview
Miller, Barbara 2008 Anthropology (Chapter 17). New York: Pearson Education Inc.

Origin of Language

Human Communication
De Vito, Joseph A 1994 Human Communication (sixth edition). New York: Harper Collins College Publications. (Unit 1,2,6,12,18, and 21)

1 Contact details: nsrss@uohyd.ernet.in; 08096550369; 040-23133053/23133050 (o)
Seminology and Semiotics
Ferdinand de Saussure 1966 Course in General Linguistics Tr. By W. Baskin. New York: McGraw-Hill (Chapter 1-2), (Chapter 1-2, Part II (Chapter 4) and Part III (Chapter 1-2)

Culture and Communication
Leach, E 1976 Culture and communication. Cambridge: Cambridge University Press. (Introduction, Chapter 2,3 and 4)

Language/Literature and Communication

Language, Community and Gender

Ethnography of Communication

Folk Communication and Mass Media

Communication and Development


Information Society, Global Village and Digital Divide

Benjamin Syme's Marshall McLuhan's "Global Village"


Public Media and State

Horst, Heather A and Daniel Miller 2006 The Cell Phone: Anthropology of Communication. New York: BERG (Chapter 5)


THEORIES OF CULTURE

ORIENTATION:

This introductory course on theories of culture endeavours to critically examine the ways in which culture has been viewed and theorized by the anthropologists of different generations. Beginning with the era of Victorian evolutionism in the late 19th century until the present times, the course offers theoretical postulations of the classical evolutionists, diffusionists, functionalists, psychological anthropologists, neo-evolutionists, cognitive anthropologists, interpretative and symbolic anthropologists, feminists and post-modern anthropologists. At the end of the course, the student is expected to learn a critical appraisal of various ways of anthropological vision(s) of culture.

ASSESSMENT:

Continuous Internal Assessment for 40 marks is divided into three parts: 2 class tests and 1 take home assignment/book review, invariably in consultation with the Course Instructor. Dates for class tests will be notified later. End Semester Examination carries 60 marks.

Unit-1: Classical Evolutionism and the Beginning of Anthropological Theory.


Unit-2: Theories of Diffusion and Migration.


Unit-3: British Functionalism: Malinowski.


Unit-4: Culture and Personality Studies.


Unit-5: Neo-Evolutionism.


Unit-6: Cognitive Anthropology.


Unit-7: Interpretive and Symbolic Anthropology.


**Unit-8: Anthropology of Feminism.**


**Unit-9: Post-Modern Anthropology.**


**GENERAL READINGS**


* * * * *
University of Hyderabad  
Department of Anthropology  

Course: M.A. (Anthropology)  
Semester: IV  
Course No: AN-540 (Optional)  

Instructor: R. Siva Prasad  
Duration: January-April, 2016  

Natural Resource Management and Livelihood Systems  

Objective of the Course:  
This optional paper is inter-disciplinary and introduces one to various concepts in natural resources management (NRM) and livelihood systems. It equips a student to involve in both research and its application in social development to help in combating poverty and environmental degradation.  

Course Outline  

Unit I  
Introduction: Scope, Definition, and significance  

Theoretical frameworks to study natural resources (NR), common property resources (CPR), sustainable development, livelihoods and biodiversity  

Recommended Readings:  

**Unit II**

*Methodological approaches to the study of NR, CPR, Sustainable Development, Livelihoods, and Biodiversity.*

**Recommended Readings:**


**Unit III**

*National Policy Regimes (Environmental Policy, Forest Policy, Water Policy, Tribal Rights Act, Wild Life Act, Tribal Policy, Right to Information Act, etc).*

**Plans and Programmes dealing with or influencing NR, CPR, Sustainable Development, Livelihoods, and Biodiversity**

**Recommended Readings:**


**Unit IV**

*Depletion and Degradation of Resources and their Impact*

**Environmental pollution and its impact on people’s livelihoods**

**Recommended Readings:**


**Unit V**

*Indigenous / Local Knowledge Systems and Sustainable Development*

**Institutional Mechanisms in Management of Natural Resources, CPR and Livelihoods and Conflict Resolution**

**Recommended Readings:**


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Physical Anthropology

1. Physical Anthropology: Anthropology branches, Relations and Uniqueness, Meaning, Scope, Historical development, Major specializations of physical Anthropology.


8. Human Genetics: Brief history, Cell and DNA Structure, Mitosis, Meiosis, Genes, Mutation, Mendel’s Laws, Modes of Inheritance: Autosomal Dominant & Recessive; Sex linked, Sex Influenced, Sex limited; Multiple Alleles; Methods of studying Heredity: Twins and Pedigree.


Recommended Readings:


Additional Readings:


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Qualitative Research Methods

Section: A (Dr. M Romesh Singh)

1. Science and Anthropology; Qualitative, Quantitative and Mixed Research Methods.

2. Fieldwork Traditions in Anthropology, Strategies for Fieldwork; Hazards and Tensions; Fieldwork Ethics; Recording Field Data, Auto Ethnography, Leaving the Field, Multisided Fieldwork, Sensorial Fieldwork, Reflexive fieldwork, Engaged Fieldwork.

3. Review of Literature; Research proposal writing, Observation; Key Informants; Focus Groups; Schedule and Questionnaire; Life History; Genealogical Method.

4. Comparative Method in Socio-cultural Anthropology

5. Participatory Rural Appraisal (PRA) & Rapid Rural Appraisal (RRA).

Section: B (Prof. Sudhakar Rao)

6. Research Design: Elements of research plan, Types of research Designs: Exploratory, Descriptive and Experimental; Hypothesis-Meaning, Formulation and Importance.

7. Scaling and Projective Techniques.

8. Ethnography (Students need to do at least one book review from the attached lists of ethnographic studies)

9. Analysis, Interpretation and Presentation of Qualitative Data; Writing up Qualitative Research

10. Grounded Theory, Reflexivity, Reliability and Validity in Anthropological research

Recommended Readings:


**Classical Ethnographic Accounts:**


