

Chapter Themes	Considers how people—in small indigenous societies and large modern states—act to protect, promote, and perpetuate their cultures, including formal cultural movements, responses to modernity, and competing outlooks for the future of culture
Chapter Learning Goals	<ul style="list-style-type: none"> <li>• Appreciate that all living societies are more or less integrated into the modern world, and that many if not all have developed a more or less ethnographic consciousness of themselves</li> <li>• Know how the Fourth World differs from the first three worlds</li> <li>• Recognize the unique challenges to and the unique interests of indigenous peoples</li> <li>• Understand that non-Western and indigenous peoples are capable of and often intent upon speaking for themselves and their own culture</li> <li>• Be able to contrast “culture” from “cultural movement”</li> <li>• Know Anthony Wallace’s concept of revitalization movement and its main types or elements, with examples of each, and be able to apply the typology to one’s own society</li> <li>• Explain the steps in the revitalization/cultural movement process</li> <li>• Discuss how “tradition” is a resource in the contemporary struggle for survival and self-determination</li> <li>• Compare “modern” and “postmodern” culture or experience</li> <li>• Understand how and why culture becomes a commodity, in such forms as popular culture and cultural tourism</li> </ul>

	<ul style="list-style-type: none"><li>• Be able to compare and evaluate the four major views of the future of culture, as well as to explain anthropology’s role in comprehending and even constructing this future</li><li>• Understand “multiple modernities”—that there is more than one way to respond to the modern globalized world</li></ul>
Chapter Highlights	<p>Formerly, cultural anthropology tended not only to speak about but to speak for native societies, but more and more these societies are able and eager to speak for themselves</p> <p>Fourth World societies or indigenous peoples or First Peoples face unique challenges, have unique identities, and advance unique interests</p> <p>Many indigenous peoples face cultural loss, population decline, and even ultimate extinction</p> <p>Many indigenous peoples are using a combination of traditional and modern means to preserve and protect their cultures, lands, identities, and lives</p> <p>Many members of indigenous societies are skilled spokespersons for their own cultural experience</p> <p>The contemporary world is not only a place of diverse cultures but of diverse and often competing and clashing cultural movements</p> <p>Anthony Wallace defined and described a process of revitalization</p>

movements

Revitalization movements can take many forms, sometimes simultaneously, including syncretism, millenarianism, irredentism, modernism/vitalism, and nativism/fundamentalism

Cultural crises tend to launch multiple movements at the same time, turning society into a field of competing revitalization movements

Groups and societies today often use aspects of their past to construct and contest their future

“Modern” society was characterized by rationalism, optimism, integrative movements (e.g. nation-building), secularization, and an ideal of progress, but “postmodern” society has been characterized as irrationalist or unconscious/emotional, pessimistic, disintegrative and fragmentary, subjectivist, superficial, and decentered, with a resurgence of religious and “traditional” interests and identities

Contemporary culture is often self-consciously produced, marketed, and consumed as a commodity, for instance in the forms of popular culture and cultural tourism

The future of culture is unclear and continuously in process, but four dominant views include an emerging one-world culture, a binary struggle

	<p>between globalization and nationalistic fragmentation, a clash of civilizations between regional cultural units, and an efflorescence of diverse multiple modernities</p> <p>Cultural anthropology has much to offer in understanding and assessing—and perhaps even shaping—the future of culture</p>
<p>Chapter Key Terms</p>	<p>Clash of civilizations, Cultural tourism, Decentered, Fourth World, Fundamentalism, Irredentism, Jihad-versus-McWorld, Millenarianism, Modernism, Multiple modernities, Nativism, One-world culture, Popular culture, Post-modernism, Revitalization movement, Syncretism, Vitalism</p>