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Anthropology short notes

Media and Social change

UPSC Civil Services (Main) Examination · Anthropology Paper 2 · Anthropology GS 2 (Paper II)

Media and Social change

Short notes by official syllabus heading.

Revision notes for the Anthropology optional. Confirm thinkers and examples against standard texts and recent papers.

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Media And Social Change

Definition

Anthropology cannot be understood without history.

Example / case study

Policies of China toward Uyghur Muslims. Innovation explains endogenous culture change; diffusion explains exogenous change. Acculturation highlights power asymmetry, whereas transculturation highlights mutual creativity. Ethnocide is increasingly discussed in the context of human rights, indigenous studies, and globalization.

Thinkers

Evans-Pritchard | Social Anthropology is part of Sociology; Ethnology classifies cultures **Durkheim** | Influenced Functional Anthropology S. C. Dube | Historical context in Indian Anthropology K. S. Singh | Tribal and historical studies Bronislaw Malinowski | Fieldwork; Cultural Anthropology

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