



Prifysgol Cymru
Y Drindod Dewi Sant
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Key Debates in Anthropological Theory

Susana Fabre

The complete video file with audio can be accessed here (its size was too large for Moodle):

YouTube link:

<https://youtu.be/cXTatSLzL2s>

Anthropology *has* to become relevant



The best path to
relevance is
through effective
marketing





What is advertising?



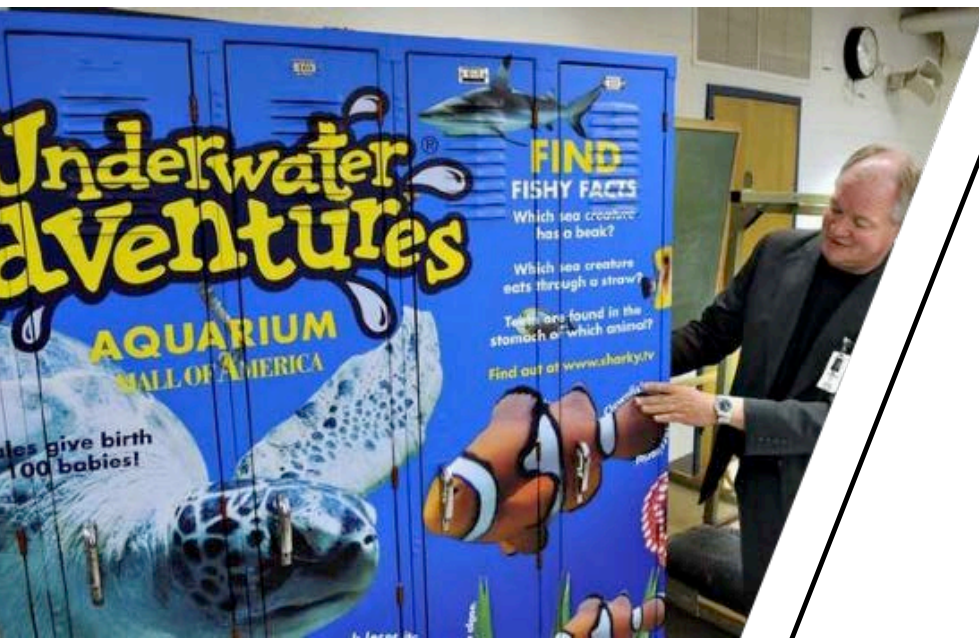
Honorable
Natural
Cooperative
Well-being
Mutually advantageous
exchange
Propaganda applied to sales

Why advertising?





Is it effective?



Too much.



No other images confronts us so frequently

Yet is too subtle for us to *feel* confronted



Advertising and the economy

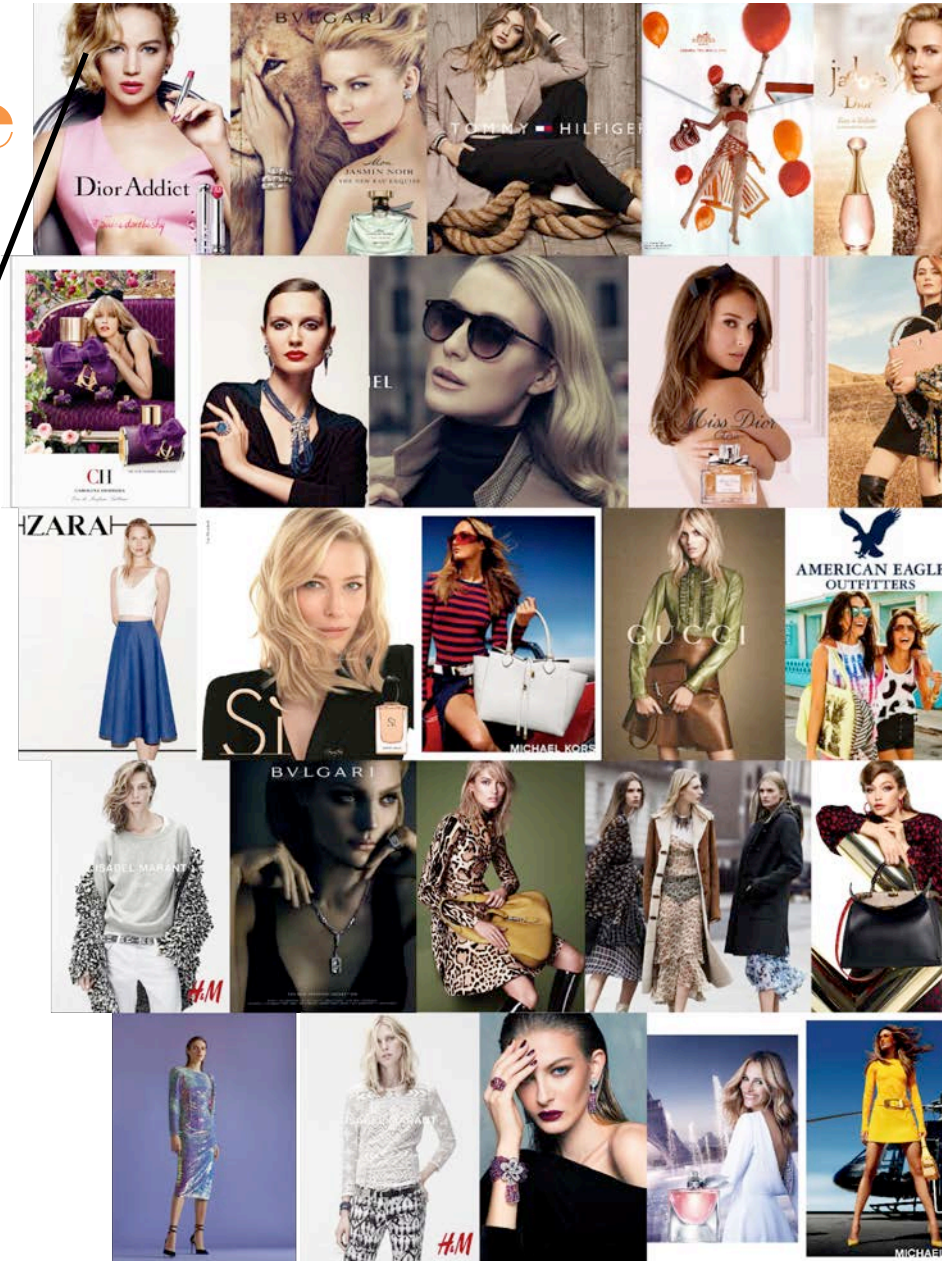


Spread of consumerism

Central role

Symptom

Advertising and everything-the-same



Marketing Warfare



Language, as always, is instructive. (Hansen, 2008, p.62)



Military metaphors



Impacting
Targets
Segments
Arsenal
Missiles
Bombs
Campaigns
Cracks
Break down defenses
Occupy the field

Battlefield



Il faut écrire dans la langue de l'ennemi.
Jean Genet ¹





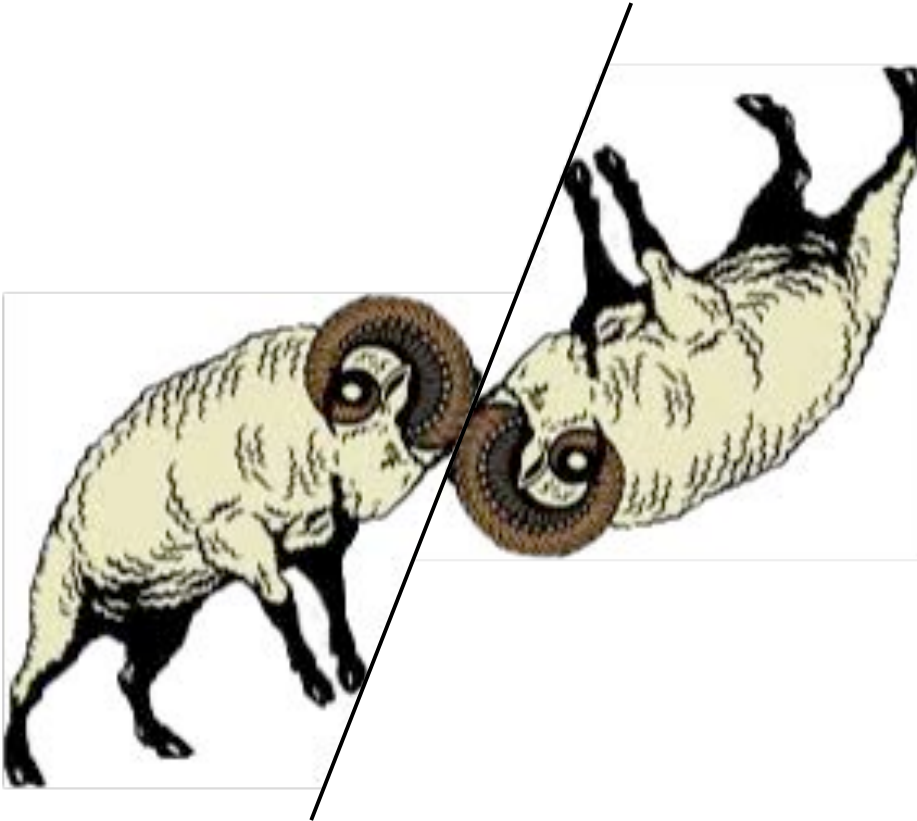
Advertising and Anthropology



Arsenal of human sciences

Ethnography as business tool

Fields are closely allied



Diversity sold as
uniformity

Antagonistic goals?



Ethical consumption

Power of consumers

Vote with your money

Is it too close to this whole system to become anything *but*?





STARS SAVE PLANET

AT THE RECENT global series of Live Earth Concerts, the stars of pop raised awareness of the risks facing the planet as a result of climate change. Thanks to the example set by the performers, it is estimated that everyone in the world immediately changed their attitude to the earth's resources, thus pulling the planet back from the brink of Armageddon. But what do the stars do privately to combat global warming? We went backstage at the Earth and asked them how they, personally, made a difference.



Jay Kay

...I'm very concerned about the way that mankind is using up the earth's resources. So when my new Bugatti Veyron was delivered to my estate in Tuscany, the first thing I did was drive to my local Civic Amenity Site in Buckinghamshire where I recycled the protective plastic off the leather seat upholstery.



Tommy Lee

...We all have to do our bit for the environment. Me and my fellow Motley Crue band members have made a pledge that when we are on tour, we're not going to leave our TVs on 'standby' when we throw them out of the hotel window, and we are only going to drive hybrid cars into the swimming pool.



Sting

...I have tried to do my bit for the earth by turning the heating off to my servants' dormitories. I also feed them using sustainably grown food, such as potato peelings and the clippings from my croquet lawn. I also drink English wine on my private jet, because the cost to the earth of transporting champagne to my private airfield in Hampshire would be too great.



Bono

...I cringe with embarrassment when I think back to the time I chartered a Jumbo Jet to fly my hat halfway around the world. The carbon footprint of moving a hat in a 600 seat airliner doesn't bear thinking about. With this in mind, these days I usually charter a smaller Airbus 330 to transport my headwear.



Puff Daddy

...Once fired, regular bullets made of heavy metals, such as lead, cadmium and tungsten stay around poisoning the ecosystem for decades. These toxins eventually find their way into every level of the food chain. These days when I shoot my rappers, I pop only biodegradable caps in their ass.



Elton John

...I have 10 pianos in each room of my 47 houses - a grand total of 23500 pianos. That's a lot of ivory on the keyboards, so I insist that it comes only from sustainably farmed elephants... We all have to do our part or else the earth is doomed.



Pete Doherty

...I always try to buy ethically grown crack. I'd like to find a source of crack where the farmer gets a decent cut of money. Most times they work for a pittance, and if they complicit to their drugs overlords, they are forced to watch list their wives have their throats cut with a machete. Also, I intend to use public transport to all my court appearances next year. That should be about 250 tons in carbon footprints.



George Michael

...I am constantly being found, mugged out on prescription drugs, slumped over the wheel of my car with the engine running. I realise that this is bad for the environment. So each time I do it from now on, I am going to plant an acre of trees to offset the emissions from the gridlock of traffic stuck behind me, and from the police car that drives me back to the cells.



...Living outdoors as I do, I am aware of the effects of climate change. I do my bit in order to live more sustainably wherever I am. I transport all my belongings in recycled cardboard boxes. I also use to line my shirts.



...The load since the start of my career plus the pressure of the music industry, are heavily what you would call environmentally friendly. I decided to downsize my wardrobe and children's parties. In my spare time, I just stretch.

Moralization of the market
Celebrities

Socially responsible market actors

Individuals monitor themselves
through reflexive interaction between
global and local choices.



Anthropology as philosophy *today*

Speaks in the plural





**Branding is now a highly commercial practice that is expected of anyone who has something to say of public value.
(Malefyt, 2009, p.208)**



Why anthropology?





An entry into the
contemporary

Possible ways of
becoming otherwise

Alterity and its power of
alteration

Unique position

Multiply our world

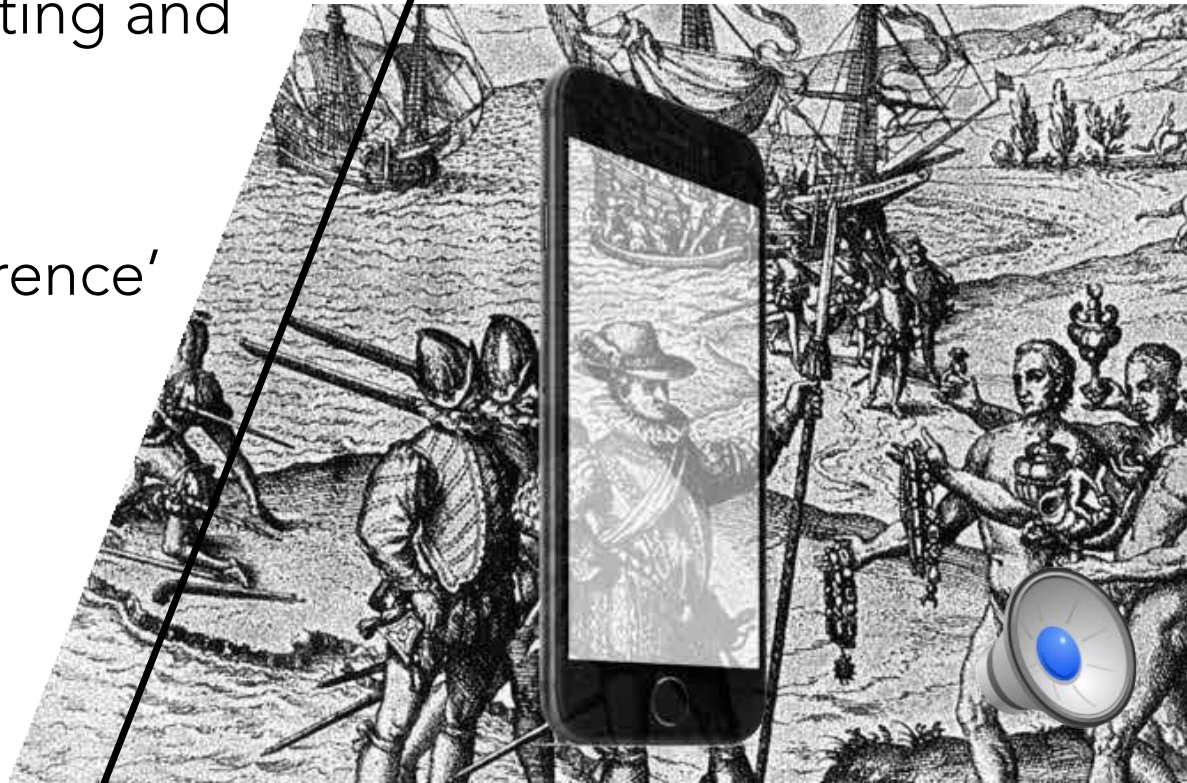


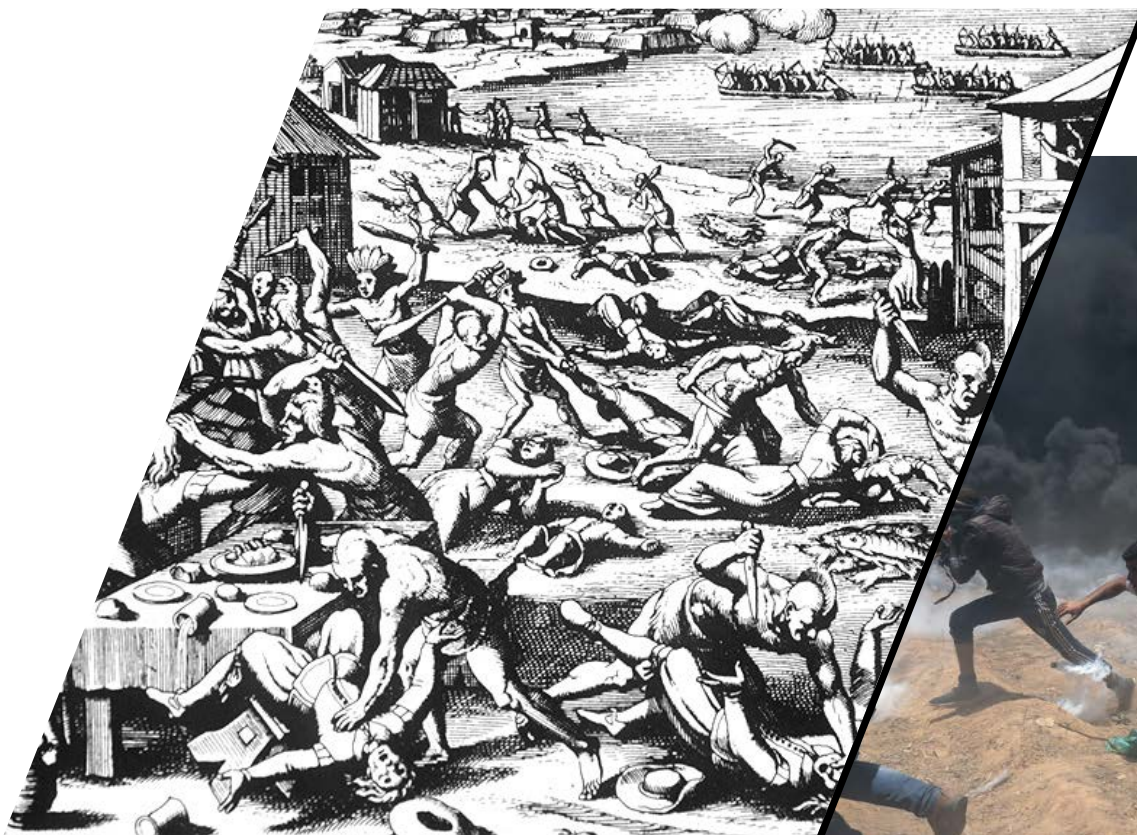
Counter-narratives

Analyze and solve contemporary problems

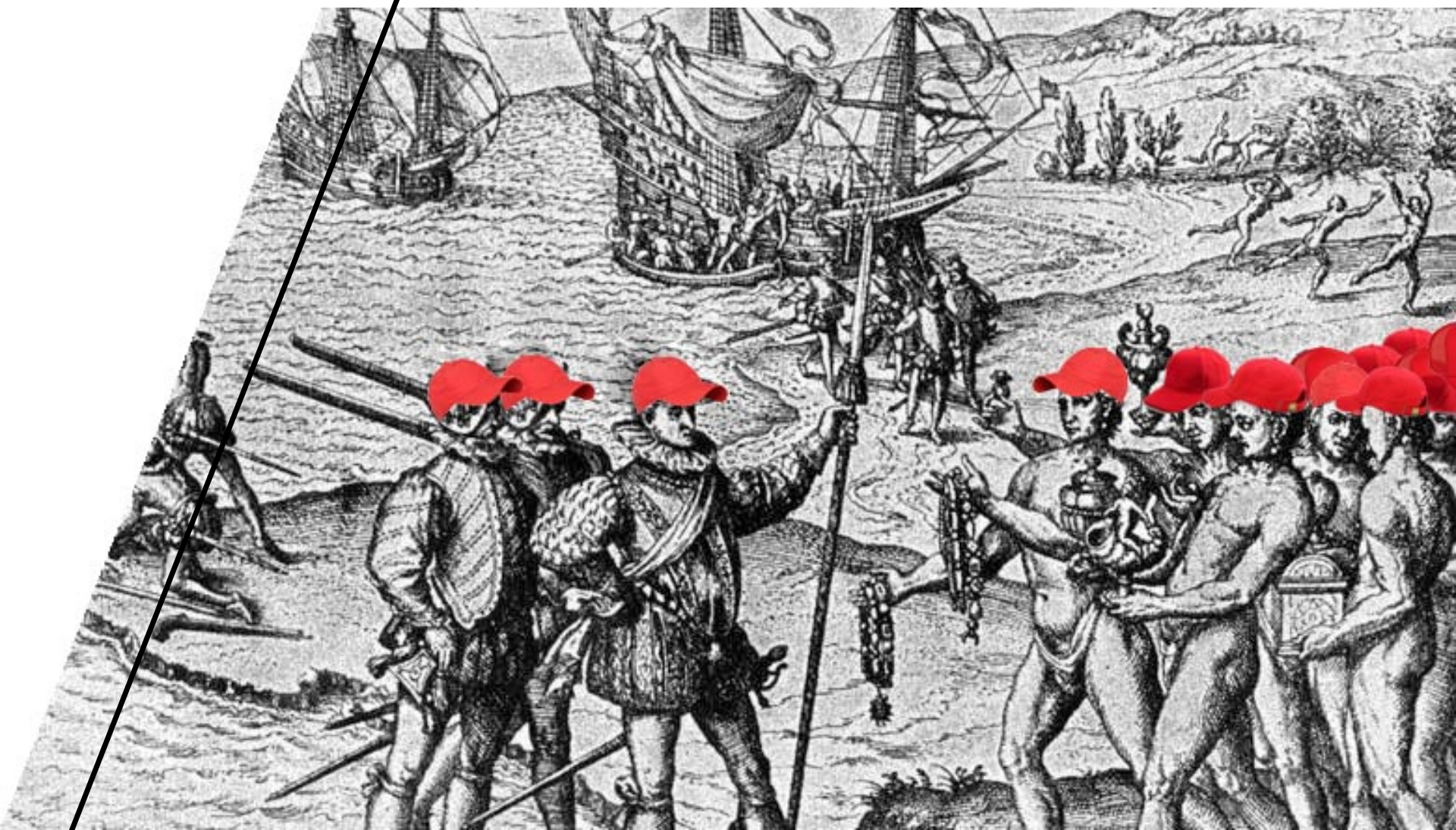
Alternative ways of acting and thinking

A world 'safe for difference'









**Form
is
Power.**

#FirstThingsFirstProject

Slowing
things
down
is the
ultimate
act of
aesthetic
terror!



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