

ECONOMIC ANTHROPOLOGY

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Course Material Developed by Department of Economics,
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Syllabus

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Aim of the course

This course belongs to the part of the BA programme that complements basic economics curriculum with social scientific and historical studies. By completing this course students will get acquainted with basic concepts in classical and modern anthropology describing the material and cultural reproduction of society. Economic anthropology is one of the disciplines that look beyond short-term utility maximizing decisions of self-interested individuals when searching for the motivation, objectives and laws governing economic activity. Originally, this field of anthropology studied how economic activities based on competition and acquisitiveness coexist and are often intertwined with those based on solidarity, social recognition or other principles in non-Western societies. Other schools of economic anthropology are interested in how economic relations, practices of power and mainstream (or marginal) ideologies are linked in both Western societies and the peripheries.

The course will enable students to recognize that even the most modern economies are surrounded and interpreted by cultural worlds that invest economic transactions, social relations and institutions with different meanings and significance. The different topics discussed will uncover that various moral, religious and cultural values are also

circulated together with material values in economic processes. These values can often be found in the basic structure of institutions, but are often dispersed in micro-practices or found on the peripheries of institutions. Having an anthropological insight will help students understand those phenomenon that economics often considers externalities, and what economic history and economic sociology describes as social embeddedness.

Content of the course

The history of anthropological thinking is not a very long one. Theories explaining economic activities have developed in interaction with general social theory. Furthermore, certain scholars in the fields of history of ideas, sociology and economic history have build extensively on the anthropological tradition being developed from the 19th century. The history of economic anthropology could be discussed along the lines of these scientific encounters not yet canonized. Even though we do not cover basic concepts and approaches in a chronological order, one might recognize a historical trend that links the classics in the 1920s (Malinowski, Mauss), to the “founding father” Polányi and his substantivist followers (Dalton, Bohannan), to French Marxists (Meillassoux, Godelier) and representatives of symbolic anthropology (Sahlins, Mary Douglas), to contemporary scholars that study the internal structure of capitalism (Wolf, Bourdieu, Comaroffs, Taussig), its global connections (Hannerz, Appadurai) and those that study material culture and patterns of consumption (Daniel Miller).

The second half of the course is devoted to works of modern and contemporary anthropologists. We will gain an insight into the operation of economic and social formations in postcolonial settings and in the globalizing economic order. Within this topic we will pay specific attention to the junctures and conflicts of the culture and the market, and the coexistence of traditional or preindustrial forms with post-industrial ones in contemporary social practice. Through discussing innovative theoretical works based

on “thick description” we will analyze the cultural systems underlying households, market networks, modern trade, labour, money and consumption.

Weekly schedule:

1st week: *Forms and rituals of exchange: material and symbolic values*

We review the most important types of exchange, the forms and symbolic reinforcements of exchange governed by individual and collective values.

Required readings:

Strathern, Andrew and Pamela J. Stewart: “Ceremonial exchange.” In **HEA** 230–245.

Heady, Patrick: “Barter.” In **HEA** 262–274.

Sahlins, Mashall (1976) “La Pensee Bourgeoise Western Society as Culture” In *Culture and Practical Reason*. Chicago: University of Chicago Press.

Further readings:

Bohannan, Paul and Laura Bohannan (1968). *Tiv Economy*. Evanston: Northwestern University Press.

Graeber, David: “Value: anthropological theories of value.” In **HEA** 439–455.

Graeber, David (2001): *Toward an Anthropological Theory of Value*. New York: Palgrave.

Humphrey, Caroline and S. Hugh-Jones, eds (1992): *Barter, Exchange and Value: An Anthropological Approach*. Cambridge: Cambridge University Press.

Malinowski, Bronislaw (1984[1922]): *Argonauts of the Western Pacific*. Prospect Heights: Waveland Press.

Marx, Karl: *Capital. Volume I: Book One: The Process of Production of Capital. Part I: Commodities and Money. Chapter 1: Commodities*. Subchapter 1, 2 and 4.

Sahlins, Marshall (1972): "On the sociology of primitive exchange." In *Stone Age Economics*. New York: Aldine De Gruyter. 185–230.

Simmel, Georg (1978[1900]) *The philosophy of money*. London, Boston: Routledge & Kegan Paul.

2nd week: *The notion of the gift, gift exchange, gift versus commodity*

Through the extended understanding of exchange we arrive to the concept of the gift, and its two basic meaning (material and mental) which sheds light on the relation between gift and commodity in various relations of exchange and types of societies.

Required readings:

Yan, Yunxiang: "The gift and gift economy." In *HEA* 246–261.

Mauss, Marcel (1967 [1925]): *The gift: forms and functions of exchange in archaic societies*. New York: Norton.

Further readings:

Bourdieu, Pierre (1998 [1994]): *Practical reason: on the theory of action*. Stanford: Stanford University Press.

Carrier, G. James (1995): *Gifts and Commodities. Exchange and Western Capitalism since 1700*. London, New York: Routledge.

Godelier, Maurice (1999) *The Enigma of the Gift*. Chicago: University of Chicago Press.

Ledeneva, Alena V. (1998): *Russia's Economy of Favors. Blat, Networking and Informal Exchange*. Cambridge: Cambridge University Press:175–213.

Strathern, Marilyn (1990) *The gender of the gift: problems with women and problems with society in Melanesia*. Berkeley: University of California Press.

Weiner, Anette B. (1992): *Inalienable Possessions. The Paradox of Keeping While Giving*. Berkeley, Los Angeles, Oxford: University of California Press.

3rd week: *The institution of the market: concept, space, process*

We analyze a rich set of historical and anthropological examples of markets in both market and non-market societies. We discuss the three main meanings of the word and their interrelatedness, especially the attitudes and cultural and moral rules that strengthen or destabilize the market concept.

Required readings:

Polanyi, Karl (1957) "The economy as instituted process." In *Trade and Market in the Early Empires: Economies in History and Theory*, edited by K. Polanyi, C. M. Arensberg, and H. W. Pearson. New York: The Free Press. 243–270.

Barry L. Isaac: "Karl Polanyi" In *HEA* 14–25.

Hart, Keith: "The Market from a Humanist Point of View." In *MUW* 170–223.

Further readings:

Agnew Jean-Christophe (1986): *Worlds Apart: The Market and the Theater in Anglo-American Thought, 1550–1750*. Cambridge: Cambridge University Press.

Bohannan, P. and G. Dalton eds. (1965) *Markets in Africa: eight subsistence economies in transition*. Garden City: Doubleday and American Museum of Natural History.

Carrier, G. James, ed. (1997) *Meanings of the market: the free market in Western culture*. Oxford: Berg.

Dilley, Roy, ed. (1992) *Contesting markets: analyses of ideology, discourse and practice*.

Edinburgh: Edinburgh University Press.

Dumont, Louis (1977) *From Mandeville to Marx: The Genesis and Triumph of Economic Ideology*. Chicago: University of Chicago Press.

Geertz, Clifford (1963) *Peddlers and princes: social change and economic modernization in two*

Indonesian towns. Chicago: University of Chicago Press.

Polanyi, Karl (1944) *The great transformation: the political and economic origins of our time*. New York: Holt, Rinehart & Winston.

4th week: *Forms and meanings of money*

We give an overview of the evolution of money, the intertwining and often conflicting aspects of its economic and symbolic role. We use examples to demonstrate the cultural patterns of interpreting accumulated money and wealth.

Required readings:

Hart, Keith: "Money: one anthropologist's view." In **HEA** 160–175.

Hart, Keith: "The Changing Character of Money." In **MUW** 224–272.

Further readings:

Guyer, Jane, ed. (1995): *Money Matters*. London: Heinemann.

Godelier, Maurice (1999): *The Enigma of the Gift*. Chicago: University of Chicago Press.

Hart, Keith (2001): *Money in an Unequal World*. New York: Texere.

Parry, Jonathan and Maurice Bloch, eds. (1989): *Money and the Morality of Exchange*. Cambridge: Cambridge University Press.

Shell, Marc (1982) *Money, Language, and Thought*. Berkeley: University of California Press.

Simmel, Georg (1978[1900]) *The philosophy of money*. London, Boston: Routledge & Kegan Paul.

Zelizer, Viviana (1994) *The social meaning of money*. New York: Basic Books.

5th week: *The system of material culture and property relations*

After the topic of money, we turn our attention to commodities, the objects that compose material culture, especially the cultural determinants of attributing value to objects. Besides objects we also analyse the social aspects of various forms of property.

Required readings:

Appadurai, Arjun (1986) "Commodities and the politics of value." In *The Social Life of Things. Commodities in Cultural Perspectives*, edited by Arjun Appadurai. Cambridge: Cambridge University Press. 3–63.

Hann, Chris: "Property." In *HEA* 110–124.

Further readings:

Appadurai, Arjun, ed. (1986) *The Social Life of Things. Commodities in Cultural Perspectives*. Cambridge: Cambridge University Press.

Esperanza, Jennifer S. (2008). "Outsourcing otherness: Crafting and marketing culture in the global handicrafts market." In *Hidden Hands in the Market: Ethnographies of Fair Trade, Ethical Consumption, and Corporate Social Responsibility*, edited by Donald Wood (Research in Economic Anthropology 28). 71–95.

Hann, Chris M., ed. (1998) *Properity Relations. Renewing the Anthropological Tradition*. Cambridge: Cambridge University Press.

Pierce, Susan, ed. (1994) *Interpreting Objects and Collections*. London, New York: Routledge.

Strathern, Marilyn (1999) *Property, substance and effect: anthropological essays on persons and things*. London: Athlone.

Thomas, Nicolas (1991): *Entangled Objects: Exchange, Material Culture, and Colonialism in the Pacific*. Cambridge: Harvard University Press.

Verdery, Katherine and Caroline Humphrey, eds. (2004) *Property in Question*. Oxford: Berg.

Verdery, Katherine (1999) "Fuzzy Property: Rights, Power, and Identity in Transylvania's Decollectivization." In *Uncertain Transition*, edited by Michael Burawoy and Katherine Verdery. Boulder: Rowman and Littlefield. 53–81.

6th week: *Social categories, ties, and economic activities*

This week we will look at the division of labour based on gender, kinship, ethnicity and religion, in other words we will analyse group ties and identity categories in relations of production and property.

Required readings:

Stivens, Maila: "Gender." In **HEA** 323–338.

Coleman, Simon: "Economy and religion." In **HEA** 339–352.

Eriksen, Thomas Hylland: "Economies of ethnicity." In **HEA** 353–369.

Further readings:

Barth, Fredrik, ed. (1969) *Ethnic groups and boundaries*. Oslo: Universitetsforlaget.

Bourdieu, Pierre (2001[1998]) *Masculine domination*. Stanford: Stanford University Press.

Caglar, A. (1995) "McDöner: Döner Kebap and the social positioning struggle of German Turks." In *Marketing in a Multicultural World*, edited by Janeen Arnold Costa and Gary J. Bamossy. Thousand Oaks, London: Sage. 209–230.

Finch, Janet and Jennifer Mason (2000) *Passing On: Kinship and Inheritance in England*. London: Routledge.

Goody, Jack (1976) *Production and reproduction: a comparative study of the domestic domain*. Cambridge: Cambridge University Press.

Halter, Marilyn (2000) *Shopping for Identity. The Marketing of Ethnicity*. New York: Schocken.

Josephides, L. (1985) *The production of inequality: gender and exchange among the Kewa*.

London: Tavistock.

Meillassoux, Claude (1981): *Maidens, Meal and Money. Capitalism and the Domestic Economy*. Cambridge: Cambridge University Press.

Rubin, Gayle (1975) "The Traffic in Women: Notes on the 'Political Economy' of Sex." In *Toward an Anthropology of Women*, edited by Rayna Reiter. New York: Monthly Review Press.

Weber, Max (1958[1905]) *The Protestant ethic and the spirit of capitalism*. New York: Scribner.

7th week: *Family economies, households, moral economies*

Relations of production and exchange only partially or temporarily integrated to the market have been a popular topic in anthropology. Studying various forms of capitalisms have brought into light new approaches that explain flourishing economic activity on the small scale that does not follow market logic even if it coexists with dominant market forms.

Required readings:

Susana Narotzky: "Provisioning." In **HEA** 78–93

Scott, James C. (1976) *The Moral Economy of the Peasant: Rebellion and Subsistence in Southeast Asia*. New Haven: Yale University Press.

Further readings:

Chayanov, A. V. (1966) *A. V. Chayanov on the Theory of Peasant Economy*. Madison: University of Wisconsin Press.

Gudeman, Stephen (1978) *The Demise of a Rural Economy. From Subsistence to Capitalism in a Latin American Village*. London: Routledge & Kegan Paul.

Harris, Mark: "Peasants" In **HEA** 423–438

Hart, Keith: "The Market from a Humanist Point of View" In **MUW** 170–223. (especially 206–223).

Narotzky, Susana (1997): "Conclusions and Economic Models." In *New Directions in Economic Anthropology*. London: Pluto Press. 190–223.

Salazar, Carles (1996): *A Sentimental Economy. Commodity and Community in Rural Ireland*. Providence, Oxford: Bergham Books.

Thompson, E. P. (1971): "The Moral Economy of the English Crowd in the 18th Century." *Past & Present*, 50: 76–136.

Yanagisako, Sylvia (2002) *Producing Culture and Capital: Family Firms in Italy*. Princeton: Princeton University Press.

8th week: *Labour, employees and employers in industrial and post-industrial settings*

We will discuss labour as a freely moving commodity, the organisation of labour in Fordist and post-Fordist settings, the different approaches that discuss the value of labour, as well as provide an anthropological reading of capitalist corporations.

Required readings:

Jonathan Parry: "Industrial work" In **HEA** 141–160

Further readings:

Burawoy, Michael (1979) *Manufacturing consent: changes in the labor process under monopoly capitalism*. Chicago: University of Chicago Press.

De Neve, Geert et al., eds. (2010) *Industrial Work and Life: An Anthropological Reader*. Oxford, New York: Berg.

Dunn, Elizabeth C. (2004): *Privatizing Poland: Baby Food, Big Business, and the Remaking of Labor*. Ithaca: Cornell University Press.

McRobbie, Angela (2002) "From Holloway to Hollywood? Happiness at Work in the New Cultural Economy." In *Cultural Economy*, edited by Paul Du Gay and Michael Pryke. London, Thousand Oaks: Sage.

Ong, Aiwa (1987) *Spirits of resistance and capitalist discipline: factory women in Malaysia*. Albany: State University of New York Press.

Senneth, Richard and Jonathan Cobb (1972) *The Hidden Injuries of Class*. New York: Kopf.

Senneth, Richard (1998) *The Corrosion of Character. The Personal Consequences of Work in the New Capitalism*. New York: Norton.

Thompson, E. P. (1967) "Time, work-discipline and industrial capitalism." In *Past & Present* 38(1): 56–97.

9th week: *The consumer society and its institutions*

We will give an overview of the cultural theories of consumer motivation and the origins of consumer society, the critical and more permissive interpretations of consumer desires, as well as the notion of consumer society as a new model of capitalism.

Required readings:

Rudi Collaredo-Mansfeld: "Consumption." In **HEA** 210–229

Miller, Daniel (1995) "Consumption as the vanguard of history: a polemic by way of an introduction." In *Acknowledging consumption*, edited by Daniel Miller. London: Routledge. 1–57.

Further readings:

Adorno, Theodor and Max Horkheimer (1979) "The Culture Industry: Enlightenment as Mass Deception." In *Dialectic of Enlightenment*. London: Verso. 94-136.

Baudrillard, Jean (1981[1972]) *For a critique of the political economy of the sign*. St. Louis: Telos Press.

Bourdieu, Pierre (1984[1979]) *Distinction. A Social Critique of the Judgement of Taste*. Harvard University Press

Campbell, Colin (1987) *The romantic ethic and the spirit of modern consumerism*. Oxford, New York: Blackwell.

de Certeau, Michel (1984[1980]) *The practice of everyday life*. Berkeley: University of California Press.

Douglas, Mary and Baron Isherwood (1979) *The world of goods*. New York: Basic Books.

Miller, Daniel (1998) *A theory of shopping*. Ithaca: Cornell University Press.

Miller, Daniel (1987) *Material Culture and Mass Consumption*. Oxford: Blackwell.

Slater, Don (1997) *Consumer Culture and Modernity*. Cambridge: Polity Press.

10th week: *Distribution and redistribution*

We devote our attention to various ways in which political power is intertwined with economic processes, namely the institutional mechanisms of redistribution (both on the communal and state level) in industrial, colonial and post-industrial settings.

Required readings:

Hart, Keith: "Capitalism: The political economy of development" In *MUW* 121–151.

Verdery, Katherine: "Socialist Societies: Anthropological Aspects." In *International Encyclopedia of Social & Behavioral Sciences* 14496–14500.

Hann, Chris: "Postsocialist societies." In *HEA* 547–558

Further readings:

Coronil, Fernando (1997) *The magical state: nature, money, and modernity in Venezuela*. Chicago: University of Chicago Press

Hann, Chris, ed. (2002) *Postsocialism: ideals, ideologies and practices in Eurasia*. London:

Routledge

Humphrey, Caroline (1983) *Karl Marx collective: politics, society and religion on a Siberian collective farm*. Cambridge: Cambridge University Press.

Lampland, Martha (1995) *The object of labor: commodification of agrarian life in socialist Hungary*. Chicago: University of Chicago Press.

Mandel, Ruth and Caroline Humphrey (2002) *Markets and moralities: ethnographies of postsocialism*. Oxford: Berg

Patterson, Thomas C.: "Distribution and redistribution." In *HEA* 194–209.

Stark, David (1998) "Recombinant property in East European capitalism." In *The Laws of the Markets*, edited by Michel Callon. Oxford, Malden: Blackwell. 116–146.

Verdery, Katherine (1996) *What Was Socialism, and What Comes Next?* Princeton: Princeton University Press.

11th week: *Capitalism embedded in postcolonial settings*

We use anthropological examples to show what kinds of capitalisms one finds in former colonies of Western-type societies. We analyze the "cosmologies" of capitalism that incorporate the logic of market activities in elaborate local systems of belief.

Required readings:

Eades, J.S.: "Anthropology, political economy and world-system theory." In *HEA* 26–40.

Comaroff, J. and J.L. Comaroff (1999) "Occult economies and the violence of abstraction: notes from the South African postcolony." In *American Ethnologist* 26: 279–303

Further readings:

Miller, Daniel. (1998) "Coca-Cola: A Black Sweet Drink From Trinidad." In *Material cultures: why some things matter*, edited by Daniel Miller. Chicago: University of Chicago Press.

Ong, Aihwa (2003) "Zones of New Sovereignty". In *Globalization under Construction*, edited by W. Perry and B. Maurer. Minneapolis: University of Minnesota Press. 39–69.

Said, Edward W. (1978). *Orientalism*. New York: Pantheon Books.

Taussig, Michael (1983): *The Devil and Commodity Fetishism in South America*. Chappell Hill: University of North Carolina Press.

Tsing, Anna (2001) "Inside the Economy of Appearances." In *Globalization*, edited by Arjun Appadurai. Durham, London: Duke University Press. 155–188.

Wolf, Eric (1982) *Europe and the people without history*. Berkeley: University of California Press.

12th week: *Crossborder economic practices, globalisation*

Economic transactions and actors that cross the borders of nation states are not new to anthropology, but a more theoretical reflection on the relationship between local and global has been brought about by developments in the past two decades. These new approaches interpret the impact of cultural globalization on transnational economic flows through extending social imagination.

Required readings:

Hannerz, Ulf (1992) "The global ecumene as a network of networks." In *Conceptualizing Society*, edited by Adam Kuper, London & New York: Routledge. 34–56.

Appadurai, Arjun (1996) "Disjuncture and Difference in the Global Cultural Economy." In *Modernity at Large: cultural dimensions of globalization*. Minneapolis: University of Minnesota Press. 27–47.

Further readings:

Appadurai, Arjun, ed. (2003) *Globalization*. Durham: Duke University.

Caldwell, Melissa (2004) "Domesticating the French Fry. McDonald's and Consumerism in Moscow." In *Journal of Consumer Culture* 4(1): 5-26.

Friedman, Jonathan (1995) "The Political Economy of Elegance: An African Cult of Beauty." In *Consumption and Identity*. Chur: Harwood. 167–189.

Hannerz, Ulf (1990) "Cosmopolitanism and Locals in World Culture." In *Theory, Culture and Society* 7(2–3): 237–251.

Hannerz, Ulf (1987) "The world in Creolization" In *Africa* 57: 546–559.

Ong Aihwa and Stephen J. Collier, eds. (2004) *Global Assemblages: Technology, Politics, and Ethics as Anthropological Problem*. Malden: Blackwell.

Randeria, Shalini (2007) “The State of Globalisation. Legal Plurality, Overlapping Sovereignties and Ambiguous Alliances between Civil Society and the Cunning State in India.” In *Theory, Culture & Society*, 24(1): 1–33.

Watson, James L., ed. (1998) *Golden Arches East: McDonald's in East Asia*. Stanford: Stanford University Press.

Wilk, Richard (1995) “The Local and the Global in the Political Economy of Beauty: From Miss Belize to Miss World.” In *Review of International Political Economy* 2(1): 117–134.

13th week: *Cultural and economic systems of modern capitalism*

We will review and compare the various anthropological understandings of modern capitalism in which institutions of production, exchange and consumption are intertwined with systems of ideas, imaginations and moral maxims.

Required readings:

Hart, Keith: “Capitalism: Making Money with Money” In *MUW* 73–120

Polanyi, Karl (1944) *The great transformation: the political and economic origins of our time*. New York: Holt, Rinehart & Winston.

Further readings:

Carrier, G. James and Daniel Miller, eds. (1998): *Virtualism. A New Political Economy*. Oxford, New York: Berg

Gudeman, Stephen: “Community and economy: economy’s base” In *HEA* 94–108

Gudeman, Stephen (2001) *The Anthropology of Economy*. Oxford: Blackwell.

Harvey, David (1991) *The Condition of Postmodernity: An Enquiry into the Origins of Cultural Change*. Cambridge: Wiley-Blackwell.

King, Lawrence P. and Ivan Szelenyi (2005) "Post-Communist Economic Systems". In. *The Handbook of Economic Sociology*, edited by Neil J Smelser and Richard Swedberg. Princeton: Princeton University Press. 205–229.

Sahlins, Marshall (2001) "The cosmologies of capitalism: the trans-Pacific sector of the world system." In *Culture in practice: collected essays*. New York: Zone Press. 415–469.

Weber, Max (1981[1927]) "The Origin of Modern Capitalism." In *General Economic History*. New Brunswick: Transaction Books. 275–371.

Yanagisako, Sylvia (2002) *Producing Culture and Capital: Family Firms in Italy*. Princeton: Princeton University Press.

Required readings:

Carrier, James C., ed. (2006) *A Handbook of Economic Anthropology*. Edward Elgar. **(HEA)**

Hart, Keith (2001) *Money in an Unequal World*. New York: Texere. **(MUW)**