

1 Module content

Course	MA in InterCultural Management (ICM) - 1 st year
University, Faculty	University of Burgundy, Languages and Communication Faculty
Module title	Anthropology / Ethnography
Lecturer	Alexander Frame, Pascal Lardellier
Objectives	This subject is designed to make students think in depth about the impact of culture(s) and social norms on our everyday behaviour. It focuses particularly on recent trends in anthropology, as applied to urban spaces in the post-industrial era, and the limits of the notion of “culture” in this respect. Through assigned reading, students will be encouraged to think about and debate critical stances to culture. Examples of ethnography will also be examined, and students will be introduced to participant observation as an interpretive research method.
Number of hours	6
Semester	Second
Number of students	Around 15

2 Evaluation

Evaluation methods	Participation mark linked to class debates and final presentation.
Weighting	100%
Examination types	Oral mark

3 Teaching methods

Pedagogy	Lectures and interactive courses
Teaching activities	Lectures, case studies, discussions, class debate...

4 Programme

1. Introduction to anthropology (Alex Frame)
2. Culture: an anthropologist's view (Alex Frame)
3. Anthropology and ethnography (Alex Frame)
4. An anthropologist at the Apple Store (Pascal Lardellier)

5 References

Anderson-Levitt, Kathryn M. 'Complicating the Concept of Culture'. *Comparative Education* 48 (4): 441-54. 2012.

Augé, Marc. *Non-Places: Introduction to an Anthropology of Supermodernity*. London ; New York: Verso, 1995.

Ellen, R. F., dir. *Ethnographic Research: A Guide to General Conduct*. New edition edition. London; Orlando: Academic Press, 1987.

Kuper, Adam. *Culture: The Anthropologists' Account*. Harvard University Press, 2009.

Miller, Daniel. 'Anthropology in Blue Jeans'. *American Ethnologist* 37 (3): 415-28. 2010.

Orr, Julian E. *Talking about Machines: An Ethnography of a Modern Job*. Collection on Technology and Work. Ithaca, NY: Cornell University Press, 1996.

Rapport, Nigel et Joanna Overing. *Social and Cultural Anthropology the Key Concepts*. London; New York: Routledge, 2000.

Sykes, Karen. *Arguing With Anthropology: An Introduction to Critical Theories of the Gift*. New Ed edition. London ; New York: Routledge, 2005.