Deeply Rooted in the present

Name

Institution

Deeply Rooted in the present

 The title of the book ‘Deeply Rooted in the present: making Heritage in Brazilian quilombos’ authored by Marry Lorena Kenny, is of great importance concerning the heritage of Brazilian quilombos. More often than not, heritage is considered as an overt residue of static traditions. The perceptions of people about themselves and their relationship with past get altered due to the modifications in the contemporary political and social landscape. Another important thing in this regard is; carrying out an analysis of heritage as the process in contemporary times provides a more dynamic understanding of cultural production (Brown et al., 2017). The title of this book reconfigures heritage as a key observation and considers heritage pivotal for the interpretation of ethno-racial classification. Besides, the title of the book signifies the exploration of quilombo movement. It is this movement that transformed cultural and political landscape extensively through Brazil. Moreover, the title of the book provides the readers with an insight into the impacts of globalization. Not only globalization but the economic challenges and sustainability issues concerning quilombos are also reflected in the title of this book. The marginalization and exploitation of quilombos following the abolishment of slavery can still be witnessed in contemporary times. The relativism defined by the ethnic supremacy of some over the others is also exemplified by the title of the book (Kenny, 2008). The impact of slavery on the lives of the people of Quilombo community is also demonstrated by the title ‘Deeply rooted in present’. Moreover, the title sheds some light upon the challenges faced by particular groups of inscribed black people. The investigation about the Quilombo’s culture is also signified by the title of this book. Roots of slavery that has been discussed in the very start of the book and its impacts in contemporary times are the essence of the title ‘Deeply rooted in the present'.

 The book written by Marry Lorena Kenny grapples with the basic question concerning anthropology and illuminates the impacts of racism, heritage and making and remaking of identity and culture. People are shaped by the societies they are raised in. This is a very difficult concept for many to understand as society quite literally makes people believe that their conceptualizations and interpretations of their surrounding world are correct. People cannot see their own ‘society' and its impact. The book helps people to evaluate themselves and see their society, and what impacts they have experienced over time due to globalization and economic challenges (Brown et al., 2017). This book essentially refers to how a larger system runs, focusing on the human components. Society and culture are very similar words and tend to be confused. Culture can help to shape the interactions and quirks of society but does not quite reach the same scale.

The book is incredibly significant because it illuminates that quilombo communities differ from the rest of the world and the book aims to study these differences. Knowledge and understanding of these societal differences can help create a more tolerant society.

 The book discusses that the authenticity of ‘blackness’ has long been an apple of discord within the study of Afro-Americans. The book illuminated the issue once again and analyze the identity of Quilombolas in Brazil in connection with the processes and policies that claim Quilombo right to land. The book is an anthropological construction of the identity of Quilombo concerning political and ethnoracial category. The book discusses how history impacted the anthropological construction of legitimate black identity. The most interesting thing regarding the book is that it comprehends culture as an array of things that are designed and shaped by fastidiousness of historical settings. The book talks of how economic disparity, conflict, and mistrust was resonated by historical circumstances.

**References**

Brown, N., González, L. T. de, McIlwraith, T., BC Open Textbook Project, & BCcampus. (2017). *Perspectives: An open invitation to cultural anthropology*.

Kenny, M. L. (2008). Deeply rooted in the present: Making heritage in Brazilian quilombos. In *Intangible Heritage* (pp. 165–182). Routledge.