Cultural Anthropology

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 Cultural anthropology is the branch of anthropology that highlights how human societies and cultures are developed throughout the course of history. The book ‘Deeply Rooted in the Present; Heritage, Memory, and Identity in Brazilian Quilombos’, written by Mary Lorena Kenny, copes with the most important anthropological questions. Albeit, the book is written for general readers, however, it becomes a significant reference book for people who work on or planning to work on identity, heritage, ethnicity, and race. The writer gives her readers a chance to explore the quilombo movement which was pivotal to the transformation of politics, culture, and land throughout Brazil. Mary Lorena Kenny not only discussed the aforementioned issues but also provided a profound analysis of globalization, sustainability, and economics in her book. This essay will discuss how Mary Lorena Kenny discussed the issues of sustainability, economics, and globalization. The essay will aim at evaluating the effects of globalization, economic issues and the problems related to the sustainability of quilombola communities.

# Discussion

## Globalization

The concept of globalization hinges upon the circulation of human beings, ideas, and goods. Traditional and indigenous communities of Brazil, that are comprised of the vestiges of escaped of slave communities, were allowed to own land in their name. The basic purpose of creating a legal status was to recognize the relationship between such communities and their lands. Traditional communities, however, are now under the immense pressure of globalization. These traditional communities were left detested following the abolition of slavery in Brazil and fought a hard battle afterward for their recognition (Kenny, 2018). These communities were to maintain their traditional lifestyle but their connection with global markets has increased than ever. They are now compelled to make improvements in their lifestyle following their augmented connection to the global market. Improving lifestyle is no less than a challenge for these traditional communities on account of having access to greater mobility and information technology.

A very interesting question comes to mind while reading Kenny's book i.e. what do these communities are confronted with? These communities are actually caught in the undertow and that is the real problem. They are in a double-blinded situation i.e. they have to deal with economic expansion and extension of current ecological ideology. The growing disjuncture between collective social movement, territory, and subjectivity are the main issues resonated by the overall impact of globalization(Brown, González, McIlwraith, 2017). In addition, the modern nation-state system that makes an assertion to define all the regions under its arrangements of affiliation and allegiance is also another problem these traditional communities are exposed to. Creation of diverse socio-spatial networks also owes globalization which played a vital role in the fragmentation of society coupled with its dispersion. Globalization imposed environmental restrictions on these communities owing to juxtaposition with conservation areas. Globalization resulted in incoherence between territory and identity of these communities.

## Economics

Economic strategies impact the form of development and the populations adapt incessantly to the market condition owing to their dependence upon extractive activities. Changing socio-economic environment compels such communities to reconfigure themselves accordingly. The most important thing in terms of economy is the diversification of revenues, especially when the empowerment of local populace is seen objectively rather than subjectively. Public authorities design and set their priorities on the basis of global requirements and orientations. Sometimes, the global requirement is to alleviate poverty and so does it become the objective of public authority. Sometimes, global watchdogs and policymaker tend to shift their focus from poverty alleviation to environmental conservation. In either case, public authority aligns its objective with global orientations and needs.

Access to land does not solve all the problems of subsistence. In the case of Brazilian traditional communities that represent the relics of slave communities, people benefitted in terms of education and cultural findings. However, the quilombola statute does not provide the means of subsistence to the populations of such communities. These communities do not enjoy stable access to commodities and services. This instability owes weak commercial partnerships and institutional alliances (Brown et al., 2017). Traditional communities of quilombola are the product of organic solidarity in lieu of mechanical solidarity i.e. they are founded on different goods, skills, and tasks. Such frameworks paved the way for consumerist economies which aided individuals to display their identity through the obvious use of various goods. Diversity of the cultural product has been decreased owing to the homogenization of culture as a consequence of economic globalization. Consumption of cultural products has been lowered owing to the rapid expansion of the leisure market as a consequence of cultural homogenization. Albeit, such communities have resorted to extractive activities, the inhabitants still need to explore unforeseen alternatives for their economic wellbeing and survival.

## Sustainability

Quilombola represents both opportunities and restrictions, however, both depend upon the sustainability of development projects. The most important issue is the generation of suspicion, uncertainty, and conflict between the leaders. Quilombola heritage program which is important for the socio-economic wellbeing of quilombola communities seems to have been hijacked by few leaders (Brown et al., 2017). Albeit, the policies designed under the quilombola heritage program are to augment the life quality of the inhabitants but the territories are not sovereign. Local issues have been downplayed and the problems in rural areas such as famine, unemployment, and less educational opportunities are critical to the sustainability of quilombola communities. In addition, in the absence of any impermeable social and spatial boundaries between rural, poor, and quilombola communities, it would be quite hard for the policymakers to implement quilombola heritage program.

Another important factor that affects the sustainability of quilombola heritage program is credulous use of the term ‘traditional community'. Diversity and concentration of contemporary and future local uses of ecological resources are downplayed owing to quilombola's labeling as a traditional community. Its interaction with regional, national and international market also gets affected when quilombola is termed as a traditional community. Environmental measures are also critical for sustainability because contemporary measure are not in harmony with the quilombola populace (Brown et al., 2017). Such environmental measures would lead to the inception of social movements. The principal economic activities also require diversity through commercialization of such activities. The management plan that allows locals only to grow staple foods in highly degraded soils also affects the sustainability of quilombola. Albeit, the management plan of the park persuades the local to take part in agroforestry but local populace has a sense of mistrust for the park. This is yet another issue which hinders the sustainable development of quilombola.

# Conclusion

Globalization is not a very simple term, neither does it only talk about transmission, transportation, and contract on the global scale. Globalization is not about how many places, communities, and cultures are connected but in what ways are they connected. It affects both the economy and sustainability. It has its pros and cons, sometimes it provides us with the stage and sometimes it gives us a background. Quilombola has also been affected by the contradictory implications of globalization. In the case of quilombola, pros of globalization were downplayed by its cons. It resonated economic disparity, instability, mistrust, and conflict as far as quilombola is concerned. It polarized the locals’ movement to towns and restrained the traditional movement of locals. Geographical factory alone does not govern the impact of globalization but also the socio-cultural networks and access to mobility are pivotal.

# References

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

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