Your’ Name

Date

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Professor

Response

“Perspectives: An Open Invitation to Cultural Anthropology,” written by Bryce Peake at the University of Maryland, edited by Nina Brown, Laura Tubelle de González, and Thomas McIlwraith, explores the history of media anthropology and highlights the main types of media studied under anthropology. In other words, the author explores the concept of media and its experiences from an anthropologist perspective. Overall, I felt that the chapter has explained the role of media and its approaches to identify the media as a topic by anthropologist but it contain some confusion. The chapter started with a deep detail about the media and its practices followed by the insights, theories, and methodologies of media. Though the chapter is correct about the history of the media and its main role started after World War I but I disagree to the point that in contemporary time, media is more significant (Brown et al.). This is because in past only authentic researches or details were shared with the people however in present time it is important to make sure that the details are authentic and based on truth rather than biased, personal point of view, or propaganda. I am confused about the lines “The focus is shifted away from the technology itself, a controversial approach that some have criticized for transforming media anthropology into an anthropology of everything” because no meaningful explanation is provided (Brown et al.). The chapter followed by media activism in anthropology in which example of Kayapo culture is used to explain the concepts. In this section, the author asked numbers of questions however, did not give their answers. I felt that incomplete information or explanation was provided throughout the chapter. In addition, it gives a glance like author wanted to tell so many things but in fewer words which made the chapter difficult to understand in one reading. However, the chapter is significant to understand the problems like the impact of media, especially social media on the culture and its interpretation by the people. It is important for media to share concepts like religion, ritual, tradition without any biased (Brown et al.). This is the reason I believe that the author concluded the chapter with the statement that anthropologist will stay connected to the holistic consideration and people to understand the culture and religion. Overall, I think the chapter is significant to gain knowledge about the role of the media in different forms and in different period of time.

Word count: 433

Work Cited:

Brown, Nina, et al. *Perspectives: An Open Invitation to Cultural Anthropology*. 2017.