ANTHROPOLOGY

Anthropology is the discipline that deals with the totality of human existence. The word *anthropos* is from the Greek for 'human being.' Thus anthropology is the study of the human entity.

The goal of anthropology is to provide a holistic account of humans and human nature. This means that, though anthropologists generally specialise in only one sub-field, they always keep in mind the biological, linguistic, historic and cultural aspects of any problem.

Since anthropology arose as a science in Western societies that were complex and industrial, a major trend within anthropology has been a methodological drive to study peoples in societies with more simple social organization, sometimes called 'primitive' in anthropological literature. Today, anthropologists use terms such as "less complex" societies, or refer to specific modes of subsistence or production, such as "pastoralist", or "forager" or "horticulturalist", to discuss humans living in non-industrial, non-Western cultures, such people or folk (ethnos) remaining of great interest within anthropology.

The quest for holism leads most anthropologist to study a people in detail, using biogenetic, archaeological and

linguistic data alongside direct observation of contemporary customs. In the 1990s and 2000s, calls for the clarification of what constitutes a culture of how an observer knows where his or her own culture ends and another begins, and other crucial topics in writing anthropology were heard. It is possible to view all human cultures as part of one large, evolving global culture. These dynamic relationships, between what can be observed on the ground, as opposed to what can be observed by compiling many local observations remain fundamental in any kind of anthropology, whether cultural, biological, linguistic or archaeological.