ANTHROPOLOGY: SOCIOCULTURAL & LINGUISTIC ANTHROPOLOGY, BALAS

for the degree of Bachelor of Arts in Liberal Arts and Sciences Major in Anthropology, Sociocultural and Linguistic Anthropology Concentration

The Sociocultural and Linguistic Anthropology Concentration offers students a program of more focused coursework in these closely related fields. Sociocultural anthropologists study the daily lives of people around the world, both at home and abroad. They conduct field research to get a hands-on feel for people's lives and passions and examine everything from beauty pageants to political protest marches, from Disney films to the lab practices of nuclear scientists. Sociocultural anthropology distinguishes itself from other disciplines by its conviction that these local and personal details offer a crucial window on the largest processes and problems of our time, from globalization to race relations and violence.

Linguistic anthropology complements sociocultural anthropology with detailed attention to spoken and signed languages—their structure and use in the daily lives of people around the world, both at home and abroad. Linguistic anthropologists examine such things as the “English Only” movement in the United States, the persuasive language of advertising and politics, racism and hate speech, oral/gestural storytelling traditions around the world, communication in the classroom, on social media, or at the United Nations, as well as how the way we talk creates our sense of self and reality.