

Miyazaki International College
Course Syllabus
Spring 2018

Course Title (Credits)	ANT309 World Ethnography (3 credits)
Course Designation for TC	N/A
Content Teacher	
Instructor	Debra J Occhi, PhD
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Office hours	MW 12:30 – 2:00
Language Teacher	
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Course Description:

Examines the concept of culture and anthropological approaches to understanding other cultures. Compares different ethnographies in diverse cultures.

Course Goals/Objectives:

Ethnography is a valuable method of social science research that yields insights into various cultures and into the concept of culture itself. We will investigate ethnography and its relevance to society, especially as it is used in business and public policy contexts, in contrast to classic ethnographies. A mix of projects, discussion, journal writing, and quizzes will require active participation.

Tentative Course Schedule

Day	Topic	Content/Activities
1	Introduction	Discussion of the Syllabus Discussion of key concepts including ethics Survey of Student Backgrounds
2	Case studies: academic ethnography	MIT video/reading Discussion, in-class writing
3	Further Introduction	Introduction to Bloom's writing objectives, Describe-Interpret-Evaluate, Results of Survey
4	Case studies: business ethnography	Google ethnography reading Questions & discussion
5	Observation: nonverbal behavior	Video: Nonverbal Language and Power Discussion, Observation of public behavior
6	Case studies: KSU	Viewing of video & discussion

7		Discussion of survey results & reading
8	Study day	
9	Quiz	
10	Language and Behavior	Hymes' SPEAKING model defined & discussed
11	"	Brief presentations on observation task: Analysis of Nonverbal/SPEAKING case studies
12	Focus Groups	Focus Groups exercise
13	Case studies: business ethnography	Global branding: analysis of visual examples & discussion
14		Reading & discussion on advertising analysis
15	Midterm written exam	
16	Neoliberalism	Video, questions & discussion
17	Case studies: sports fitness ethnography	Reading & discussion: A Cultural Anthropologist Walks into a Gym
18	"	Preparation for group presentations
19	"	Preparation for group presentations
20	"	Brief presentations of student data
21	"	Brief presentations of student data
22	"	Summary writing on projects
23	Case studies: ethnography of sleep	Reading & discussion: Inemuri
24	Dramaturgy	Reading & discussion: Goffman
25	Classical Ethnography	Preparation for group presentations
26	"	Brief presentations of student data
27	Problem-solving for the future	Reading & discussion: Italian Co-ops as social enterprise
28	"	YES magazine: student-selected readings, notes
29	"	Discussion of student reflections
30	Study day	
	Finals	

Required Materials:

Paper and pencil or pen are required for note taking along with a binder or file to store these and other papers. Readings are stored on the course Moodle, Journal writing is done in Mahara; students will need internet access and a tablet or PC (CCR will be used as available).

Course Policies (Attendance, etc.)

Expectations: Students must actively participate in class in order to contribute effectively to group

work and to benefit from this course. Students with more than 3 unexcused absences may be required to withdraw from the course. Missing class (lateness or absence) will result in deductions in the participation grade. Excessive lateness or absence that affects your ability to meet your class responsibilities may cause you to be required to withdraw from the course. Lack of participation will negatively affect grades.

Participation: Participation means coming to class prepared and on time, taking part in all class activities and assignments, listening to others and taking part in discussions. This class will be built around participation individually and as a member of pairs or groups.

Plagiarism and Intellectual Honesty: Plagiarism is representing some else's work (words, ideas, or images) as your own. It is a very serious error, and plagiarized work is not accepted in this course.

Class Preparation and Review

Students are expected to spend at least one hour preparing for every hour of lesson, and one hour reviewing and doing Homework. Lack of preparation and homework may affect participation.

Grades and Grading

- In-class participation 25%
- Homework 25%
- In-class quizzes and other writing 25%
- Comprehensive final examination 25%

Notes: Socrative quiz code is 2F8BB3F5

The instructor reserves the right to make changes to this syllabus as needed. In principle, graded work will be returned within two weeks of submission with feedback. Work completed in this course helps students achieve the following Diploma Policy objectives:

Diploma Policy Objectives (School of International Liberal Arts)

1. Advanced thinking skills (comparison, analysis, synthesis, and evaluation) based on critical thinking (critical and analytic thought)
 2. The ability to understand and accept different cultures developed through acquisition of a broad knowledge and comparison of the cultures of Japan and other nations
 3. The ability to identify and solve problems
 4. Advanced communicative proficiency in both Japanese and English
 5. Proficiency in the use of information technology

Overall Course Grading Rubric (MIC General Rubric applies as well.)

Grade	F	D	C	B	A
Criteria	Failure to meet the course standards	Below average performance	Average performance; met all course standards	Better than average performance; met all course standards	Excellent performance; surpassed course standards

