



**Maynooth  
University**  
National University  
of Ireland Maynooth



# ANTHROPOLOGY

**Department of Anthropology**

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## **What is Anthropology?**

Anthropology is the comparative study of human society and culture. By closely observing and analyzing different ways of life around the world, from tribal villages to Wall Street offices, anthropologists create new knowledge about what it means to be human today. Because of its broad reach, anthropology complements any other subject in the university – from biology to philosophy to media studies, and more – and it can change the way you see human life forever.

## **What will you learn if you study Anthropology?**

You will learn about human social action and cultural diversity. Anthropology will allow you to interpret why people do the things they do. An anthropologist may study different types of families, the raising of young children or the death of the elderly; why some people fit in or why others are cast out. We study war, peace, exchange or theft; we study food practices, markets, industrial agriculture, and their effects on the planet; we study language, cultural performance, and mass media. We study the seemingly mundane, such as everyday habits of adornment (but also the symbolism of high fashion), and the manifestly sacred, such as world religions, their doctrinal precepts, and their ritual practices.

You can also study forensic anthropology, which applies skeletal analysis and archaeological techniques to solve criminal cases, working with real-world specialists and practitioners.

You will learn how to document and understand cultural difference. But, you will also learn about our evolution as a species, and the practices that all humans display in common. Our ancestors and our ape cousins can tell us a lot about ourselves, but we will also discuss the limits and dangers of comparison. Together, we will try to understand how cultures and societies interact and change in the contemporary world, which is increasingly interconnected and which moves with ever-growing speed.

## **What can you do with a degree in Anthropology?**

Anthropology compliments many career paths and anthropological skills are optimal in an interconnected transnational economy and global political situation, where understanding cultural difference is necessary for individuals, businesses, and countries to succeed and flourish.

Anthropology prepares students for careers in a wide range of professions including international development, civil service and government, business and finance, journalism, user experience and design research, heritage, ecology and conservation, public health, museum curation, marketing, and more.

## ANTHROPOLOGY MODULES

As a part of the general Arts degree, you can choose to study Anthropology as:

Single Honours (50/60 ECTS)

Double Honours (30 ECTS)

Major or Minor (40/20 ECTS)

### First Year Modules

Module Code	Module Title	Credits	Optional/ Compulsory	Semester
AN167	Introducing Anthropology	7.5	Compulsory	1
AN168	Being Human: Understanding our Material and Digital Worlds	7.5	Optional	1
AN169	Anthropology Matters	7.5	Compulsory	2
AN170	Magic and Witchcraft	7.5	Optional	2

### Second Year Modules

Module Code	Module Title	Credits	Optional/ Compulsory	Semester
AN210	Ethnographic Research	5	Compulsory	1
AN215	Anti-Racism I	5	Optional	1
AN204	Anthropology of Religion	5	Optional	1
AN243	Anthropologies of Architecture	5	Optional	1
AN218	Ethnographic Museums of the Future	5	Optional	1
AN217	Ethnographic Reading and Writing	5	Compulsory	2
AN216	Anti-Racism II	5	Optional	2
AN213	Affliction and Healing: Medical Anthropology	5	Optional	2
AN240	Self, Person, Identity: Psychological Anthroology	5	Optional	2
AN242	Anthropological Encounters with Sustainability	5	Optional	2

## Third Year Modules

Module Code	Module Title	Credits	Optional/ Compulsory	Semester
AN348	Shifting Worlds: Theories and Ethnographies of Global Change	5	Compulsory	1
AN307	Thesis Draft	5	Optional	1
AN355	Troubling Identities: Gender, Race and Sexuality	5	Optional	1
AN342	User Experience and Service Innovation	5	Optional	1
AN340	Visual Ethnography	5	Optional	1
AN359	Ethnographies of Water	5	Optional	1
AN351	Archaeology (summer field school)	5	Optional	1
AN353	Forensic Anthropology (summer field school)	5	Optional	1
AN361	Science, Technology, Society: Anthropological Perspectives	5	Compulsory	2
AN318	Thesis	10	Optional	2
AN311	Consumption Issues	5	Optional	2
AN346	Crime, Death and Forensic Anthropology	5	Optional	2
AN358	Addiction, Recovery and Culture	5	Optional	2
AN362	Heritage Tourism in Africa	5	Optional	2

## FIRST-YEAR MODULES

In the first year, there are two general courses, Introducing Anthropology in Semester 1 and Anthropology Matters in Semester 2 which will introduce you to anthropology. You can also choose two additional modules – in Semester 1, you will look at material culture and consider how people create their own worlds through online interactions and visual media.

In Semester 2 you can also choose a module on Magic and Witchcraft, looking at witchcraft, magic, and other forms of 'occult' or 'mystical' powers.



### Semester 1

#### **AN167 Introducing Anthropology (Compulsory)**

**Assessment: 100% Continuous Assessment**

This module will introduce you to anthropology as the subject that studies human behaviour and cultural diversity. You will learn about the massive cultural differences that divide the world. But you will also learn about our evolution as a species, and the behaviours that all humans display in common. We will discuss, interactively, group identity, language and power, and the societal structures that bind some and free others. The first half of the module includes close reading of the book *When I Wear My Alligator Boots*, a fascinating study of drugs, violence and family on the US-Mexico border, which we will use to explore themes raised during the first few weeks. In the latter part of this class we will continue exploring the concept of culture through which anthropologists study human societies. In the process of reading and watching captivating accounts of other people's ways of life, we will develop our anthropological imagination - the capacity to see and describe the world around us in cross-cultural terms. In addition to readings and audio-visual materials, we will engage in hands-on practical exercises to learn ethnographic skills, nurturing our powers of observing, listening and writing. This introductory course in Anthropology is compatible with every subject (excluding those in Timetable group 4) in the University and it will change the way you see human life forever.

#### **AN168 Being Human: Understanding our Material and Digital Worlds (Optional)**

**Assessment: 100% Continuous Assessment**

This module looks at anthropological approaches to material, digital and visual culture. We will first consider object worlds in some detail, and focus on cloth and clothing, fashion and faith, recycling and fashion revolution. As an object of material and visual culture, cloth is frequently co-opted as a vehicle for multiple social and cultural agendas. We will look at specific items of clothing and explore how they may act as a lightning rod for emotive stereotypes regarding race, religion, gender and geopolitical forces. We will then take these insights and consider how people create their own worlds through online interactions and visual media. Student participation in class and peer discussion will be expected in all sessions.

## Semester 2

### AN169 Anthropology Matters (Compulsory)

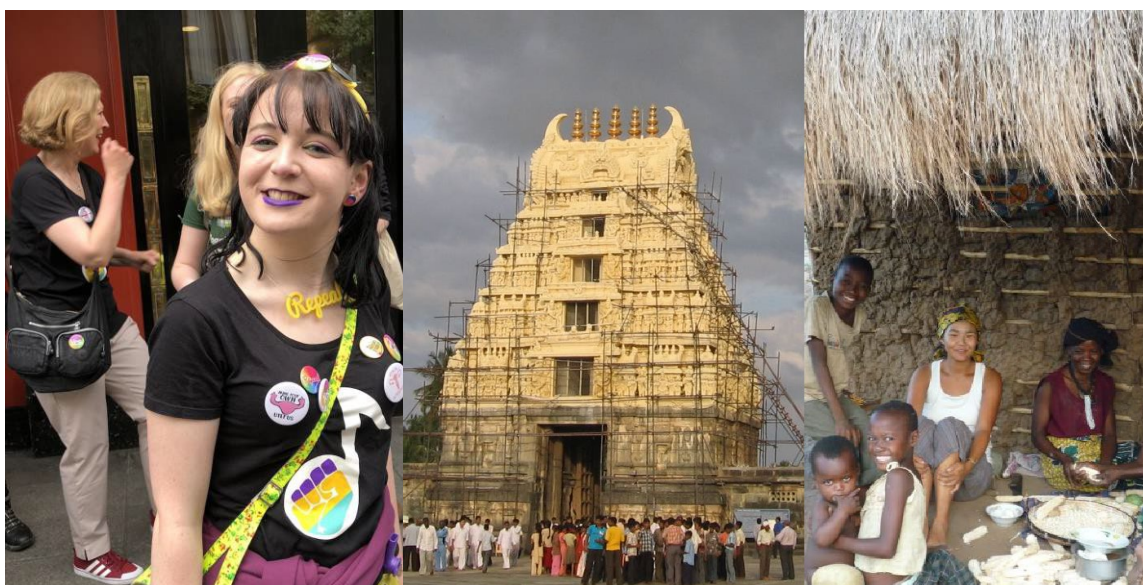
Assessment: 100% Continuous Assessment

In the spring, we will build upon what we learnt about anthropology in the first semester and focus on how it can help us explore some of the key issues that matter to people in the world today. The module is organized around five themes (Bureaucracy, Migration, Policing, Ideology and Environment) - and we will dedicate two lectures to each of them. Together, we will explore how anthropologists contribute to our understanding of these important phenomena of contemporary world having developed exciting concepts grounded in ethnographic research. Tutorials will complement and deepen your knowledge from lectures and help you prepare for the completion of assignments which focus on the development of your academic knowledge and skills.

### AN170 Magic and Witchcraft (Optional)

Assessment: 100% Continuous Assessment

Witchcraft, magic, and other forms of occult or mystical powers have always been fascinating. Sometimes, these practices seem to represent exotic beliefs and challenge preconceptions about rationality and human nature. However, anthropological studies of witchcraft have also shown that modern ideas about risk and responsibility follow similar social scripts to those of seemingly irrational beliefs in witchcraft. The anthropological lesson is that the dangers and mysteries societies imagine for themselves, along with their conventional habits of blaming others for misfortunes, function to reproduce core cultural values. If this is true, how can we understand the increasing interest in occultism today, from Wicca to #WitchTok? This module explores anthropological analyses of black magic, juju, sorcery, flying witches, spiritual warfare, shamanism, magical healers, and more, demonstrating how these fantastical figures do not belong to a past superseded by a scientific and secular modernity, but have even found a home in the internet, a world that we find hard to understand.



## Progressing into 2nd Year

You must have successfully passed 15 credits of Anthropology in your 1<sup>st</sup> year in order to proceed into 2<sup>nd</sup> year.

If you transfer into Anthropology in the 2nd semester, please note you will have to take both Semester 2 modules (AN169 & AN170) if you would like to continue with Anthropology in 2nd year.

## SECOND-YEAR MODULES

In the second year, the two compulsory modules focus 1) on ethnographic writing – here you will be able to learn what anthropologists do through a close reading of anthropological works that will take you to different places of the globe, and 2) you will also learn about methods of anthropological research in settings ranging from remote villages to urban or digital environments, from organic communities of people to complex formal organizations, distributed across many sites and cultures. You will interact with professional ethnographic practitioners working in government, NGO and business environments. Other modules that you can choose from focus on language, culture and mediation, affliction and healing, anthropology of crime, self, person and identity, poverty and development, material culture, law and also a topical module on diversity in education.

### Semester 1

#### **AN210 Ethnographic Research Methods (Compulsory)**

##### **Assessment: 100% Continuous Assessment**

This course of lectures and tutorials explores how anthropological field research is designed and carried out in settings ranging from remote villages to urban or digital environments, from organic communities of people to complex formal organizations or processes, distributed across many sites and cultures. The course addresses how such research gets written up as ethnographies and the class will have the opportunity to interact with professional ethnographic practitioners working in government, NGO and business environments. Students will learn practical ethnographic field techniques by carrying out a field exercise in participant-observation, and will explore how to design an anthropological research project, including planning, literature and ethics review, fieldwork, analysis and write-up phases. Moreover, students will learn the epistemological foundations of anthropological research, how to prepare an annotated bibliography, and develop an ethnographic research proposal.

#### **AN215 Anti-Racism I (Optional)**

##### **Assessment: 100% Continuous Assessment**

This module will be dedicated to critical examination of race, racism and anti-racist responses in historical and contemporary contexts. We will learn how race as an inaccurate representation of human biological variation, has been employed as a basis of racist classification systems that have structured people's experience in the world. We will learn about the role of racism in justifying the atrocities of colonialism and slavery, the European Holocaust and anti-Black, Anti-Irish, Anti-Roma, and Anti-Traveller prejudice and discrimination. We will study the legacy of slavery, police violence and incarceration in the United States and consider the role of collective memory in inspiring the ongoing critique of institutional and everyday racisms. Throughout the module, we will focus on the resistance against racism in different sites and historical moments, including anti-colonial and civil-rights movements. A special attention will be paid to the complexity of the Irish colonial and post-colonial experience. 100% CA assessment will be based on individual reflections and group projects, focused on developing students' competencies to think through and engage in discussions on issues tied to racism and other forms of systemic discrimination. The goal is to provide students with knowledge-based

capacities to confront racism in their everyday lives - personal, professional and civic - and across transnational fields of belonging in the interconnected world.

### **AN204 Anthropology of Religion**

Assessment: 100% Continuous Assessment

This second year anthropology module introduces anthropological approaches to studying religion. We will explore diverse religious beliefs, meanings, experiences, expressions, and practices across various sociocultural contexts. Lectures will cover classical theorists and early anthropologists of religion, and in the second half of the semester, we will focus on more recent and contemporary scholarship and emergent religious practices.

By engaging with anthropological works on topics like ritual, sacrifice, prayer, fasting, meditation, mysticism, sabbaticals, healing, pilgrimage, religious nationalism, secularism, and identity, students will gain insights into how religion is understood, experienced, and expressed across different sociocultural environments, both historically and in contemporary times. By the end of the module, students will be able to use anthropological theory to analyse and explain religious phenomena in diverse contexts.

### **AN243 Anthropologies of Architecture (Optional)**

Assessment: 100% Continuous Assessment

This module explores the built environment from a material culture perspective. We will focus on examples that range from south-east Asian long-houses and theme parks to toilets and kitchens in student accommodation. Through diverse examples that focus on both the practices and the objects found in homes, we will explore how public buildings and private housing play an active role in mediating, constituting and intervening in human relationships. Student participation, group-work and peer discussion will be expected in all sessions.

### **AN218 Ethnographic Museums of the Future (Optional)**

Assessment: 100% Continuous Assessment

The module will introduce students to ethnographic museums as a problematic spaces of cultural knowledge production. From the outset, the establishment of ethnographic museums in colonial construction and European imagination was heavily influenced by the need to represent cultures of the colonised 'other' as timeless, frozen, and static. Henceforth, together with students we will critique the anthropological category of 'objects' that projected the makers, users, and owners as anonymous thus silencing and obscuring biographies and meanings embedded in these 'objects'. At the same time, museum curatorship will be critically discussed in view of extending the principle of care beyond ethos of 'object' conservation for posterity towards addressing what it also means to care for originating communities whose living cultures are contained in ethnographic museums. In the discussions we will present an outlook for the ethnographic museum of future that is informed by a commitment to inclusivity and collaborations with originating communities in curatorial practices. Collaborations, open engagements, co-curatorship, co-production, multi-vocal conversations and shared authority with originating communities in Africa, Asia, Oceania and the Americas from where the objects were collected from during the colonial period will be explored as methodologies that can be embraced by ethnographic museums of the future. Together with students we will have a chance to visit the National Museum of Ireland to analyse its representation of ethnographic objects in exhibitions.

## Semester 2

### **AN217 Ethnographic Reading and Writing**

Assessment: 100% Continuous Assessment

As the hallmark feature of social anthropology, ethnography is at the core of methodological, ethical, and theoretical debates in the discipline. This module invites students to deepen their understanding and knowledge of ethnography as a method, and of ethnographies as the written end result of anthropological research. Firstly, we will study (excerpts from) various classic ethnographies examine the methodological issues, ethical discussions, and theoretical commitments of each kind. Later in the module, we will develop ethnographic writing skills by critically examining issues of style.

### **AN240 Self, Person, Identity; Psychological Anthropology (Optional)**

Assessment: 100% Continuous Assessment

This course is designed to introduce the student to how the relationships between personal minds and socio-cultural phenomena have been approached by anthropologists over the past one hundred years or so. The lectures focus on how specific thinkers have understood the problem of the individual mind within various social-cultural contexts in pursuit of models of social analysis and understandings of individuals that might have some actual relationship to how humans variably fashion their lives in different times and places.

### **AN216 Anti-Racism II (Optional)**

Assessment: 100% Continuous Assessment

In Anti-Racism II, we will examine the continued salience of racism as a tool of structural discrimination today. The semester will feature lectures and conversations with academics from MU and other universities, as well as community experts who will take us to the heart of their research on and lived experiences of racism and anti-racist strategies and practices. Examples of topics include: racism and schools; racism and nationalism; colonialism, racism and indigenous people's experience; racism and Apartheid; racism and international law in Palestine; racism in intersectional perspectives including gender, class and sexuality; racism, work and politics, racism and the welfare state; racism and statistics; and anti-Asian racism; racism and international development. Our discussions will take us around the world from Ireland and Europe to Central and South America, North America, the Middle East, Asia, South Africa, and Australia. Throughout the module, we will focus on different forms of anti-racist activism and debate how democratic societies can respond to racial prejudice and nurture more inclusive and just forms of citizenship and belonging. 100% CA assessment will be based on individual reflections and group projects, focused on developing students' competencies to think through and engage in discussions on issues tied to racism and other forms of systemic discrimination. The goal is to provide students with knowledge-based capacities to confront racism in their everyday lives - personal, professional and civic - and across transnational fields of belonging in the interconnected world.

### **AN242 Anthropological Encounters with Sustainability**

Assessment: 100% Continuous Assessment

This module tries to familiarise students with critical anthropological perspectives on sustainability. This will involve understanding the environmental dimensions of the simultaneous historical emergence of mass poverty and mass prosperity in distinct world regions, and critically evaluating the sustainable development efforts used to address the former, using a core ethnography and shorter key texts. The module begins by considering the environmental antecedents and implications of the long historical process of the making of the contemporary Global South and goes on to probe the exacerbation of both global inequality and ecological crisis in the era of globalization. Excerpts from landmark texts by Mike Davis, Peter Worsley and Amita Baviskar are among the readings assigned for the first segment of this module. The second segment is based on a close textual reading of an important recent ethnography on the subject of struggles over natural resources, Nikhil Anand's 'The Hydraulic City: Water and the Infrastructures of Citizenship in Mumbai'. This module is a standalone module offered in the Anthropology Department; it is also the second half of the elective stream 'Prioritising People and Planet', which is a

teaching collaboration between the International Development and the Anthropology departments.

**AN213 Affliction and Healing: Medical Anthropology (Optional)**

Assessment: 100% Continuous Assessment

Dizzying advances in biomedical knowledge and technology can save lives and improve health. They can also create new forms of risk, social control, inequality, and ethical uncertainty. Biomedicine transforms selves and social relations along societal fault lines, giving shape to new kinds of person, population, and public. As health and well-being have become a principle aim of government(s) -- and the market -- meanings of citizenship and styles of subjectivity have mutated. This module tracks these dynamics through a focus on two overarching themes: (a) the logic of optimization and contemporary aspirations for human enhancement through technoscience and (b) knowledge of risk as a contemporary social and political problem.

**AN219 Placeholder Module**

Assessment: 100% Continuous Assessment

Information to be added here.

## THIRD-YEAR MODULES

In the third year, the two compulsory modules focus on 1) contemporary anthropological theory and 2) globalization and cultural change. You can also choose fascinating modules in user experience and innovation, ethnographic film making, psychological and environmental anthropology or a module that explores contemporary identities through the prism of gender, sexuality and race. You can also choose from a range of full-semester and short-term courses in forensic anthropology and archaeology.

### Semester 1

#### **AN348 Shifting Worlds: Theories and Ethnographies of Global Change**

**Assessment: 100% Continuous Assessment**

In this compulsory module, we will explore how anthropology and anthropologists explore contemporary processes of global change. Unlike most disciplines that focus on the macrolevel of globalization, anthropology centres on globalization's situated nature and the lived experiences of diverse peoples who find themselves at the intersections of global developments. Focusing on these articulations of the global and the local, the module will focus on six thematic areas of anthropological research, which will be explored in lectures and tutorials. Lectures in weeks 1, 3, 5, 7, 9, 11 will provide broad overviews of the thematic area. Small group tutorials in weeks 2, 4, 6, 8, 10, 12, will focus on discussions centred on required ethnographic readings which illuminate the theme of the lecture through concrete research example. The module places emphasis on students' active participation in lectures and tutorials and continuous assessment centres on developing students critical academic reading, thinking and writing skills.

#### **AN307 Thesis I (Optional) (Compulsory for Single Honours Anthropology)**

**Assessment: 100% Continuous Assessment**

This module is an individualized ethnographic workshop that develops student thesis projects through structured exercises that are overseen by the thesis supervisor. Students will understand how the concrete details and data gathered in ethnographic research and fieldwork are synthesized in anthropological analysis and writing by doing it themselves. This is where the 'magic' of anthropology happens. Individually guided by supervisors, students will learn how to bring together their research and their own cultural knowledge, as resources for constructing analytic or descriptive exercises that develop the ideas and arguments of the thesis. Thus, the module is 'autopoietic': it generates its own content through its practice. Writing and research exercises comprise the principal work of the course. Each writing and research milestone is assembled into a portfolio that the thesis supervisor critiques and assesses. Criteria for assessment will include the richness, creativity, seriousness, and care exhibited in the work assembled in the portfolio.

#### **AN340 Visual Ethnography**

**Assessment: 100% Continuous Assessment**

Visual Ethnography is a practice focused module that teaches students to critically evaluate the utility of visual methods in the production of anthropological knowledge. Students will become conversant in the history, major 'turns' and challenges of visual anthropology and receive a practical introduction to ethnographic filmmaking and photography for fieldwork, lighting, sound and editing

### **AN342 User Experience & Service Innovation**

#### **Assessment: 100% Continuous Assessment**

This module explores service innovation through the context of human experience. It will equip undergraduate students with the transferable skillset required to bridge academic learning with the applied contexts of UX research practitioners. Students will explore user experience in terms of both qualitative and quantitative research methods. Using methods such as design ethnography, experience-centred design and co-design, students will develop a toolkit for capturing experience across a range of societal and organisational issues. This module will illustrate how students can create innovative ways of responding to these issues, bringing about positive change through evidence-based practices. Major international organisations are seeking individuals who can bring creative but also critical responses to problem-solving. This module will expose students to the potential of innovation to initiate or manage change in the design of private and public sector products and services, while also reflecting on public good and societal responsibility.

### **AN355 Troubling Identities: Race, Gender & Sexuality**

#### **Assessment: 100% Continuous Assessment**

This module explores the concept of identity politics from different perspectives. It delves into how identities have evolved over time and how they have become a fundamental problem in society. The module takes a neutral stance and aims to observe the culture war with equanimity and good humor.

We will cover various dominant frameworks that shape modern identity politics such as multiculturalism, politics of recognition, representation, cultural appropriation, inequality, intersectionality, violence, victimhood, and the shifting line between what is viewed as innate in human nature and what can be transformed.

Through examining the norms and forms of thought that make identity intelligible as a political problem, we aim to generate fresh thinking for overcoming social injustice.

### **AN359 Ethnographies of Water**

#### **Assessment: 100% Continuous Assessment**

Anthropologists have been writing for many years about water as a resource, as a commodity, and as a source of social connection. This module will draw on selected ethnographies to, first and foremost, gain a nuanced understanding of what Alex Loftus calls “the injustice of water poverty”, of the fact that billions of people globally live without access to safe supplies of a resource that is indispensable for human survival. Also, recent water ethnographies have made noteworthy theoretical contributions, to the anthropology of infrastructures for instance. Thus, an ethnography like Nikhil Anand’s ‘Hydraulic City’ offers startling new insight by focusing on the infrastructures of water, both in the sense of built networks of pipes and valves, and of the social relationships that flow through them. Juxtaposed with this is the more familiar setting of Andrea Muehlebach’s ethnography ‘A Vital Frontier: Water Insurgencies in Europe’ and its contribution to our understanding of contemporary social movements. A close textual – and contextual – reading of these works will familiarise students with anthropology’s unique way of addressing one of the most urgent issues of our times.

## Semester 2

### **AN361 Science, Technology, Society: Anthropological Perspectives**

Assessment: 100% Continuous Assessment

How are new technologies transforming society, and what are the ethical and social implications of these transformations? This third-year anthropology module explores the relationship between society and technology. The module takes a critical perspective on how technological advances have shaped, and are continuing to shape, social structures, practices, and relationships. You will engage with a range of texts that examine the social implications of new technologies, including artificial intelligence, virtual reality, the sharing economy, and more. Through these readings, you will develop a nuanced understanding of the complex ways that technology interacts with society, including how it shapes social identities, power structures, and inequalities.

Over the course of the semester, you will be encouraged to think critically about the social implications of technological innovations, and to consider the ways in which social structures, practices, and relationships can either support or undermine these innovations. By the end of the module, you will have developed a deep understanding of the impact of new technologies on society, and will be equipped to critically evaluate and engage with technological change.

### **AN358 Addiction, Recovery and Culture**

Assessment: 100% Continuous Assessment

This course is designed to interrogate the concepts of “addiction” and “recovery” in ethnographic and historical contexts. We examine different models of addiction, from the biological to the social. We then look at several case studies examining the use of ostensible addictive substances or the engaging in supposedly addictive behaviour. We then go on to examine varying understandings of “Recovery”, that is leaving the compulsion to use a substance or engage in a behaviour, that is considered problematic. We conclude with the examination of broader questions of what addiction and recovery can tell us about being human.

### **AN346 Crime, Death and Forensic Anthropology**

Assessment: 100% Continuous Assessment

This module provides an introduction to the study of human skeletal identification procedures derived from archaeological excavations and forensic anthropological contexts (aimed toward students of Anthropology, Law and Criminology). In the first six weeks, students will gain an insight into the legal and procedural framework of handling deceased persons both from an archaeological and anthropological setting. Students will learn the techniques used to search, recover, identify and record skeletonised human remains. This course will also focus on the development of scientific methodologies used in analyses, and the information which may be ascertained. Methods such as biological profiling, identifying pathological lesions and trauma, investigating diet and geographical origin, DNA, peptide analyses, and facial reconstruction will be presented and illustrated through case studies. Factors which impact the successful recovery and identification of the deceased, such as taphonomy, will be also explored.

In the second half of the semester, students will learn about forensic death investigation in Ireland and Internationally, particularly related to missing persons and unidentified human remains cases. Further, students will learn about the current developments in the fields of Forensic Anthropology and Forensic Archaeology. During this course, students will have the opportunity to hear directly from osteoarchaeologists, forensic anthropologists, forensic archaeologists, and guest speakers (including international experts) drawn from key organisations such as the Red Cross and the State Pathologist’s Office.

### **AN311 Consumption Issues (Optional)**

#### **Assessment: 100% Continuous Assessment**

There is a wide academic literature that focuses on consumer culture in explaining radical changes in Euro-American societies, and such attention is usually accompanied by statements regarding the consequences of modern life. Where best to understand this modern moment than in ethnographic examples across time and space. Taking objects that we regard as trivial and holding them up to scrutiny, this course will cover a series of themes including: (1) historical trajectories and the consumer revolution, (2) branding and brandscapes (3) the gendered, political and spatial logics of shopping (4) different material forms such as the fetish, the animated artefact and the biographical object. All students are required to attend and participate in all sessions.

### **AN362 Heritage Tourism in Africa**

#### **Assessment: 100% Continuous Assessment**

In this module we will look at the production of heritage in Africa within tourism consumption routes and zones. We will examine and discuss several examples that show how both natural and cultural heritage is packaged in presenting “authentic tourist experiences” in countries like South Africa, Zimbabwe, Lesotho, Botswana, Zambia, Mozambique and Kenya. In turn, the search for authenticity will be critiqued in the class as a concept that is fluid, constantly staged and subsequently contributing towards cultural commodification. As far as the theoretical part is concerned, we are going to reflect on the role of museums and world heritage sites as resources for cultural tourism. At the same time, the authorised heritage discourse which is underpinned by a nomination of monuments and sites in Africa to the prestigious World Heritage List will be closely examined. We will look at selected examples of World Heritage Sites which are popular with international tourists such as Robben Island Museum in Cape Town, SA, Great Zimbabwe Monument and Victoria Falls in Zimbabwe and Mt Kenya National Park. Students will have a chance to critically engage with silenced intangible uses of cultural heritages sites in Africa by local communities. In fact, we will show in this class following an argument made by Laurajane Smith (2006) that all heritage is intangible. Other examples of cultural heritage tourism routes in Africa will be discussed relative to a recent proliferation of townships tours, cultural villages, festivals, and community/living museums. This class will be interactive with several visual illustrations of museums, sites, places and parks under discussion and students are encouraged to actively participate.

### **Library Resources for UG Students**

<https://maynoothuniversity.sharepoint.com/sites/AnthropologySharedDrive/Shared%20Documents/General/Advertising,%20Brochures%20&%20Handbooks/Handbooks/Library%20info%20for%20UG%20students.docx>

