
Popularizing Anthropology

Edited by Jeremy MacClancy and
Chris McDonough



London and New York

Contents

Notes on contributors	ix
Preface	xi
1 Popularizing anthropology	
<i>Jeremy MacClancy</i>	1
2 Tricky tropes: styles of the popular and the pompous	
<i>Alan Campbell</i>	58
3 Typecasting: anthropology's <i>dramatis personae</i>	
<i>Wendy James</i>	83
4 The chrysanthemum continues to flower: Ruth Benedict and some perils of popular anthropology	
<i>Joy Hendry</i>	106
5 Communicating culture: Margaret Mead and the practice of popular anthropology	
<i>William E. Mitchell</i>	122
6 Enlarging the context of anthropology: the case of <i>Anthropology Today</i>	
<i>Jonathan Benthall</i>	135
7 Claude Lévi-Strauss and Louis Dumont: media portraits	
<i>Dominique Casajus</i>	142
8 Proximity and distance: representations of Aboriginal society in the writings of Bill Harney and Bruce Chatwin	
<i>Howard Morphy</i>	157

9	Women readers: other utopias and own bodily knowledge	
	<i>Judith Okely</i>	180
10	A <i>bricoleur's</i> workshop: writing <i>Les lances du crépuscule</i>	
	<i>Philippe Descola</i>	208
11	Fieldwork styles: Bohannan, Barley, and Gardner	
	<i>Jeremy MacClancy</i>	225
	Index	245