use your up/down arrow keys and/or your space bar to advance the slides

Units
of
Analysis
Ancient Middle America

University of Minnesota Duluth
Tim Roufs © 2010-2013
http://www.d.umn.edu/cla/faculty/troufs/anth3618/
Units of Analysis

Ancient Middle America

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Tim Roufs © 2010-2013
http://www.d.umn.edu/cla/faculty/troufs/anth3618/
when you are looking at anthropological works — or social science works in general — it is important to pay attention to what “units of analysis” are being considered . . .
in the “Main Characteristics of Anthropology” review it is noted that one of the defining characteristics of Anthropology is that it tends to be comparative...
in comparative works it is especially important to check to see that the units of analysis are comparable
and if you utilize a comparative approach in your project, or in extra credit reports—or in your exam questions—you need to be especially careful to compare like units...
so let's have a look at
Units of Analysis
as mentioned in the “Orientation”

units of analysis may include:

- one person
- the family
- the community
- a region
- a “culture area”
- a culture / “subculture”
- a nation
- an item or action itself
- a “cultural metaphor”
as mentioned in the “Orientation”

units of analysis may include:

—one person
  - the family
  - the community
  - a region
  - a “culture area”
  - a culture / “subculture”
  - a nation
  - an item or action itself
  - a “cultural metaphor”
“units of analysis” may include:

- one person

for e.g. . . .
Woman of Chamula

14 min., 1989, VC 128

Mayan woman at Market
Chichicastenango, Guatemala

Abstract

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"Shows the life of a Mexican Indian family in Chiapas where the Indians live in much the same way as did their Mayan ancestors a
Motecuhzoma Xocoyotzin
(Motecuhzoma II)
(c. 1466 – June 1520)

Through Spanish eyes: a portrait of Montezuma (Moctezuma) by Antonio Rodriguez, 1680-97, from the Museo degli Argenti, Florence © SU CONCESSIONE DEL MINISTERO PER I BENI E LET ATTIVITA CULTURALI
Uaxaclajuun Ub'aah K'awiil

From Wikipedia, the free encyclopedia
(Redirected from 18 Rabbit)

This article does not cite any references or sources.
Please help improve this article by adding citations to reliable sources. Unsourced material may be challenged or removed. (November 2008)

Uaxaclajuun Ub'aah K'awiil (also known by the appellation "18-Rabbit" or "Eighteen Rabbit"), was a ruler of the powerful Maya civilization polity associated with the site of Copán (Classic Maya name: Xukpi). He ruled from January 2nd, 695, to May 3rd, 738. Little is known of Uaxaclajuun Ub'aah K'awiil himself but on May 3rd, 738, Xukpi, a regional power at the time, suffered a catastrophic defeat at the hands of the polity located at Quiriguá, when Uaxaclajuun was beheaded at the behest of Quiriguá's ruler, K'ak' Tiliw Chan Yopaat (Cauac Sky). Following this defeat Uaxaclajuun Ub'aah K'awiil was replaced by his son, K'ak' Jopaj Chan K'awiil ("Smoke Monkey").

18-Rabbit
Copán, Honduras

http://en.wikipedia.org/wiki/18_Rabbit
Lord “Shield” Pacal

Palenque, Chiapas, Mexico
Case Study

A Middle American Personality

the unit of analysis for your case study is one person
keywords and topics:

- Pacal (Palenque, Maya)
- 8-Deer (Mixtec, Mitla, Mesoamerican codices)
- 18-Rabbit (Maya, Copán)
- Mochtezuma II (Aztec, Tenochtitlán)
- Cuauhtémoc (Aztec, Tenochtitlán)
- Cuitláhuac (Aztec poetry; Tepanac, Texcoco, Tenochtitlán)
- Nezahualcoyotl (Aztec poetry; Tepanac, Texcoco, Tenochtitlán)
- Tlacaelel (Woman Snake, Aztec; Tenochtitlán)
- Quetzalcoatl [the human] (Kulkulkán, 9-Wind, Tula, Toltecs)

other examples from Middle America
focusing on the individual as a unit of analysis was advocated in anthropology by early pioneers such as . . .

Oscar Lewis

Bronislow Malinowski

Edward Sapir
(of “Sapir-Whorf” hypothesis fame)

Margaret Mead
as mentioned in the “Orientation”

units of analysis may include:

- one person

- the family
  - the community
  - a region
  - a “culture area”
  - a culture / “subculture”
  - a nation
  - an item or action itself
  - a “cultural metaphor”
Aztec Genealogy
Family of Moteuczoma

//www.unexplainable.net/artman/publish/article_2274.shtml
Oscar Lewis is one of the best known anthropologists pioneering studies of the family.
As mentioned in the “Orientation”

units of analysis may include:

- one person
- the family
- the community
- a region
- a “culture area”
- a culture / “subculture”
- a nation
- an item or action itself
- a “cultural metaphor”
As mentioned in the “Orientation”
units of analysis may include:

- one person
- the family
- the community

in archaeology
the comparable unit
to the “community”
is the
“site”
this film introduces eight sites
this film introduces eight sites:

- Tikál
- Teotihuacán
- Tulum
- Monte Albán
- Chichén Itzá
- Mitla
- Palenque
- Uxmal
in some regions there are a lot of sites
in some regions there are a lot of sites

there are more than 12,000 archaeological sites in modern-day Mexico alone for e.g.
in Ancient Middle America we will focus on these sites

http://www.d.umn.edu/cla/faculty/troufs/anth3618/masummary.html#major_sites
Excavations at La Venta

29 min., 1986, VC 3284

Mesoamerican sites map

La Venta -- Wikipedia

search "La Venta" on JSTOR
Teotihuacán: The City of the Gods

27 min., 2002, DVD 121

Teotihuacán, Mesoamerican Photo Archives -- ©David R. Hinton

Teotihuacán HomePage

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Copán
Honduras
15 min., 1985, VC 814

The Ball Court
Tatiana Proskouriakoff
Copán, Honduras
Peabody Museum
Harvard College

Maya stela of
Copán, Honduras,
Frederick Catherwood, 1839
Chichén Itzá: At the Mouth of the Well

27 min., 2002, DVD 108

The Observatory
(Edward Dawson)
Great Debates and Controversies in Anthropology

- Biological Determinism vs. Cultural Constructionism
  - (“nature vs. nurture”)
  - (“learned vs. inherited”)

- Ideationism vs. Cultural Materialism

- Individual Agency vs. Structuralism
  - (“free will” vs. “power structures”)

You have seen the big three debates in “Three Major Perennial Debates”
Great Debates and Controversies in Anthropology

- Biological Determinism vs. Cultural Constructionism
  - (“nature vs. nurture”)
  - (“learned vs. inherited”)

- Ideationism vs. Cultural Materialism

A fourth debate in anthropology became one of the most famous in all of the history of the social sciences...

- Oscar Lewis -- Robert Redfield Debate: Tepotzlán, Mexico
  - Case 10: The Folk Culture of Yucatán -- University of Chicago
Great Debates and Controversies in Anthropology

- Biological Determinism vs. Cultural Constructionism
  - ("nature vs. nurture")
  - ("learned vs. inherited")

one of the greatest debates
(and most important)
in the history of the philosophy of science as well
was the Lewis-Redfield debate over their interpretations of the Mexican community of Tepotzlán
Lewis - Refield debate

• Robert Redfield
  – *Tepoztlan, a Mexican Village: A Study of Folk Life*

• Oscar Lewis
  – *Life in a Mexican Village: Tepoztlan Restudied*
Compare . . .

Robert Redfield

1930 *Tepoztlan, a Mexican Village: A Study of Folk Life*

Chicago: University of Chicago Press
as mentioned in the “Orientation”

units of analysis may include:

- one person
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- a “culture area”
- a culture / “subculture”
- a nation
- an item or action itself
- a “cultural metaphor”
as mentioned in the “Orientation”

units of analysis may include:

- one person
- the family
- the community

- a region

Valley of Mexico
Soconusco
(Xoconusco)
El Bajío
Huasteca
Yucatán . . .
as mentioned in the “Orientation”

units of analysis may include:

- one person
- the family
- the community
- a region

Valley of Mexico
Soconusco
(Xoconusco)
El Bajío
Huasteca
Yucatán . . .
the Xoconusco region played a central role in chocolate, which played a key role in prehistoric and post-contact Mesoamerica
the Tehuacán region was one of the greatest centers of plant domestication in the world
the Tehuacán region was one of the greatest centers of plant domestication in the world

NOTE: Tehuacán is different from Teotihuacán
and Tehuacán is one of the best places in the world to look at to understand the “agricultural revolution”
and it’s likely where your bottled water came from if you purchased bottled water in Mexico
as mentioned, Tehuacán is it one of the best places in the world to look at to understand the “agricultural revolution”
maize was domesticated here by at least 4,200 ybp
in Ancient Middle America we will focus on these regions

Mesoamerican Regions

- Western Mexico
- Central Highlands
- Oaxaca
- North and Central Gulf
- Southern Gulf Coast
- Yucatán and Southern Periphery (Home of Ancient Maya Civilization)
as mentioned in the “Orientation”

units of analysis may include:

- one person
- the family
- the community
- a region

- a “culture area”
- a culture / “subculture”
- a nation
- an item or action itself
- a “cultural metaphor”
some areas are “officially” anthropological “cultural areas” . . .
those “culture areas” were initially established by George P. Murdock and associates and are commonly associated with HRAF (the Human Relations Area Files) and its

World Ethnographic Atlas
Ethnographic Atlas by George P. Murdock

The Ethnographic Atlas is a database on 1167 societies coded by George P. Murdock and published in 29 successive installments in the journal ETHNOLOGY, 1962-1980. It gives ethnographic codes and geographical coordinates but no actual maps (maps were later added by the World Cultures electronic journal's MAPTAB program, by Douglas R. White, along with an electronic version of the codes and the codebooks). A summary volume of the Atlas was published by the University of Pittsburgh Press in 1967. It contained the data on 862 of the better-described societies in each of 412 cultural clusters of the world. Murdock published a new edition with Pittsburgh Press in 1980 titled ATLAS OF WORLD CULTURES, and included 563 of the better-described societies in the atlas, classified in 150 more linguistically-based clusters.

<table>
<thead>
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<th>Southwest</th>
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<th>Chiapa</th>
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<td>Chile</td>
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Fig. 1—AREAL CONCEPTS
Key: 1. Territory of "Cultural" Mesoamerica. 2. Geological Middle America.
other North American “culture areas”

http://en.wikipedia.org/wiki/Culture_areas_of_North_America
some “areas” are not “officially” anthropological “cultural areas” . . .
culture “areas” that are not “culture areas”

http://en.wikipedia.org/wiki/Culture_areas_of_North_America
it can get confusing because, among other things, some regions we consider cultural areas in daily life are also officially designated as “cultural areas” in modern Anthropology
Europe, for e.g., is now officially an anthropological "culture area"
as mentioned in the “Orientation”

units of analysis may include:

- one person
- the family
- the community
- a region
- a “culture area”
- a culture / “subculture”
- a nation
- an item or action itself
- a “cultural metaphor”
as mentioned in the “Orientation”

units of analysis may include:

- one person
- the family
- the community
- a region
- a “culture area”

-a culture / “subculture”

cultures are major groups of individuals with common customs, traditions, history, and origin, sharing a common language
for e.g.,
Aztec
Maya
Inca

Sophie D. Coe
America's First Cuisines

www.d.umn.edu/cla/faculty/troufs/anthfood/aftexts.html#title
as mentioned in the “Orientation”
units of analysis may include:

- one person
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- the community
- a region
- a “culture area”
- a culture / “subculture”
- a nation
- an item or action itself
- a “cultural metaphor”

cultures are major groups of individuals with common customs, traditions, history, and origin, sharing a common language

there are dozens in Mesoamerica

for e.g.
as mentioned in the “Orientation”

units of analysis may include:

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- a “culture area”
- a culture / “subculture”
- a nation
- an item or action itself
- a “cultural metaphor”

there are dozens in Mesoamerica

for e.g.

- Maya
  - Chamula
  - Lancandon
  - Tzotzil
  - Tzeltal
  - Zoque
- Yaqui
- Otomi
- Tarascan
- Mixtec
- Zapotec
- Olmec
- Toltec
- Aztec
- Teotihuacan
- Teotihuacanos
- Tarahumara . . .
just in Mexico, for e.g., there are 63 languages spoken—9 “major” languages, and 54 languages of “microcultures”.

Languages

Nahuatl, Yucatec, Tzotzil, Mixtec, Zapotec, Otomi, Huichol, Totonac and other living 54 languages along the Mexican territory, as well as Spanish.

In Ancient Middle America we will focus on these cultures, plus the Conquistadores.
Mexico (6th ed.)

Michael D. Coe and Rex Koontz

(NY: Thames and Hudson, 2008)

- "A pioneering synthesis." -- *Antiquity*

- "Fascinating reading . . . an accessible, informed and extremely well illustrated introductory book." -- *Popular Archaeology*

"Michael D. Coe's Mexico has long been recognized as the
but Mexico, for e.g., is not a "culture" it is a "nation"
as mentioned in the “Orientation”

units of analysis may include:

- one person
- the family
- the community
- a region
- a “culture area”
- a culture / “subculture”
- a nation
- an item or action itself
- a “cultural metaphor”
within “culture areas” there are most often “subcultures”
within “culture areas” there are most often “subcultures”

these are also known as “microcultures”
within “culture areas” there are most often “subcultures”

these are also known as “microcultures”

and occasionally as “local cultures”
within “culture areas” there are most often “subcultures”

these are also known as “microcultures”

and occasionally as “local cultures”
within “culture areas” there are most often “subcultures”

these are also known as “microcultures” and occasionally as “local cultures”

and in Middle America there are lots of them

“subcultures”

“microcultures”

and in Middle America there are lots of them
as mentioned in the “Orientation”

units of analysis may include:

- one person
- the family

there are several “subcultures” in the Maya area alone

- a culture / “subculture”

Maya
Chamula
Lancandon
Tzotzil
Tzeltal
Zoque
Yaqui
Otomí
Tarascan
Mixtec
Zapotec
Olmec
Toltec
Aztec
Teotihuacanos
Tarahumara . . .
Search for the Lost Cave People

ca. 60 min., 1998, VC 3339

Abstract  Terms / Concepts  Notes

Cultures  Sites  Individuals  Bibliography  Resources

NOVA information from PBS

Maya  Chamula  Lancandon  Tzotzil  Tzeltal  Zoque

Detail of Bonampak Mural

Partially-excavated remains of a child

www.d.umn.edu/cla/faculty/troufs/anth3618/video/Maya_Lords.html#title
Maya Lords of the Jungle

60 min., 1981, VC 212

"Depicts ... archaeological work on the Maya civilization in the Yucatán Peninsula and in Central America. Discusses how it developed, why it declined, and what significance ... finds and interpretations have."

Terms / Concepts:

- raised field agriculture
  - "intensive agriculture"

Maya stelae of Copan, Honduras, Frederick Catherwood, 1839
units of analysis may include:

- one person
- the family
- the community
- a region
- a “culture area”
- a culture / “subculture”
- a nation
- the world
- an item or action itself
- a “cultural metaphor”
units of analysis may include:

- one person
- the family
- the community
- a region
- a “culture area”
- a culture / “subculture”
- a nation
- the world
- an item or action itself
- a “cultural metaphor”
units of analysis may include:

- one person
- the family
- the community
- a region
- a “culture area”
- a culture / “subculture”
- a nation
- the world
- an item or action itself

Sometimes the “tribe” is also a “nation”
Sometimes the “tribe” is also a “nation”
Sometimes the “tribe” is also a “nation”
as mentioned in the “Orientation”

units of analysis may include:

- one person
- the family
- the community
- a region
- a “culture area”
- a culture / “subculture”

- a nation
- an item or action itself
- a “cultural metaphor”
<table>
<thead>
<tr>
<th>Izapa</th>
<th>Kabah</th>
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<td>Labna</td>
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<td>Puuc</td>
<td>Sayil</td>
<td>Tikál</td>
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<tr>
<td>Tulum</td>
<td>Uaxactún</td>
<td>Uxmal</td>
<td>Yaxchilan</td>
</tr>
</tbody>
</table>

**Mesoamerican Countries:**

- **Belize**
- **Costa Rica**
- **El Salvador**
- **Guatemala**
- **Honduras**
- **Mexico**
- **Nicaragua**

**Mesoamerica includes 7 countries**

- Aztec
- Huastec
- Maya
- Mixtec
- Omol
- Tarascan
- Teotihuacan
- Toltec
- Totonac
- Zapotec

http://www.d.umn.edu/cla/faculty/troufs/anth3618/mamaya.html#countries
REM: Mexico, for e.g., is not a “culture” it is a “nation”
as mentioned in the “Orientation”

units of analysis may include:

- one person
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- a culture / “subculture”
- a nation

contemporary studies of nations in anthropology are often known as “national character studies”
as mentioned in the “Orientation”

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- a “cultural metaphor”

including “processes”
as mentioned in the “Orientation”

units of analysis may include:

- one person
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- the community
- a region
- a “culture area”
- a culture / “subculture”
- a nation

- an item or action itself

and there’s almost no end to these . . .
Who Were the First Americans?
"Looking for One Beginning
The Fallacy of Diffusionism"

From the series *Lost Worlds: The Story of Archaeology*

53 min., 2001, DVD 308

Spirits of the Jaguar:
The Fifth World of the Aztecs

ca. 60 min., 1997, VC 3403 -- episode 4
from the PBC Nature Series

Tenochtitlán
Aztec Home Page

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Mesoamerica > Aztec -- wikipedia

www.d.umn.edu/cla/faculty/troufs/anth3618/video/Fifth_World.html#title
Spirits of the Jaguar:

"Forests of the Maya"

55 min., 1997, VC 3403 -- episode 2

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from the BBC Nature Series

http://www.d.umn.edu/cla/faculty/troufs/anth3618/video/Forests.html#title
"Culture and Math: The Maya"

slides

15/31 min., 2006, CC, DVD 1119

<table>
<thead>
<tr>
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<th>Terms / Concepts</th>
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<tr>
<td>Cultures</td>
<td>Sites</td>
<td>Individuals</td>
</tr>
</tbody>
</table>

Bibliography / Resources
Cracking the Maya Code

NOVA, 8 April 2008

(54 min, 2008, DVD 1575)

Maya glyphs in stucco at the Museo de sitio in Palenque, Mexico

see also

Writing Systems

http://www.d.umn.edu/cia/faculty/troufs/anth3618/video/Cracking_Maya_Code.html#title
Sidney W. Mintz

**Sweetness and Power:**

*The Place of Sugar in Modern History*


www.d.umn.edu/cla/faculty/troufs/anthfood/aftexts.html#title
... the rise and fall of civilizations
Aztec Massacre

A grisly discovery of more than 400 mutilated bodies in Mexico is turning history on its head. Aztec Massacre paints a new picture of the violent relations between the Aztecs and the Conquistadors and rewrites much of what we thought we knew about the Aztec civilization.

A Firefly Production for Thirteen/WNET New York and ITVS International in association with Fire, Channel Four International and History Channel (UK).

www.pbs.org/wnet/secrets/aztec_massacre/aztec_massacre
as mentioned in the “Orientation”

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- a culture / “subculture”
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- an item or action itself
- a “cultural metaphor”

Cultural metaphors use an item or event representative of a culture and analyze the culture with reference to that item or event.
The Buried Mirror: The Virgin and the Bull

(58 min., 1991, WC 3939, pl. 1)

Spain  Mexico  Portugal

top of page

"... The mirror, for American Indians... symbolized power, the sun, the Earth, its four corners, and its people. Now, an extraordinary 'mirror' is being held up to the Old and New worlds to reflect the diverse cultures of Spanish-speaking countries and peoples, together with the themes, institutions, beliefs, and symbols that have endured or changed through time."

"Vibrant and illuminating, *The Buried Mirror* is an epic portrait of a remarkable history... ."

"Best-selling Mexican author Carlos Fuentes looks for his forebears in the mix of people that created... ."
Carlos Fuentes for e.g., looks at prehistoric and modern Mexico and Spain in terms of the imagery of “The Virgin” and “The Bull”
and, of course, the Units of Analysis can be combined (and quite often are)
WHY SOME LIKE IT HOT

genesis
cultural diversity
food
in summary . . .
“units of analysis” may include:

- one person
- the family
- the community
- a region
- a “culture area”
- a culture / “subculture”
- a nation
- an item or action itself
- a “cultural metaphor”
end of unit on Units of Analysis

Ancient Middle America

University of Minnesota Duluth
Tim Roufs © 2010-2013
http://www.d.umn.edu/cla/faculty/troufs/anth3618/