SESSION 7
US ANTHROPOLOGY AND “CULTURE CHANGE,” PART 2
NATIVISM, REVITALIZATION, AND CARGO
Nativism
“Any conscious, organized attempt on the part of a society’s members to revive or perpetuate selected aspects of its culture” (Linton, 1943, p. 230)
“Conscious, organized efforts to perpetuate a culture can arise only when a society becomes conscious that there are cultures other than its own and that the existence of its own culture is threatened. Such consciousness, in turn, is a by-product of close and continuous contact with other societies; an acculturation phenomenon” (Linton, 1943, p. 230)
“Magical nativistic movements are often spectacular and always troublesome to administrators, facts which explain why they have received so much attention from anthropologists. Such movements are comparable in many respects to the Messianic movements which have arisen in many societies in times of stress” (Linton, 1943, p. 232)
“Europeans have occupied a singularly favored position in such contacts” (Linton, 1943, p. 236)
Revitalization Movements
“A revitalization movement is defined as a deliberate, organized, conscious effort by members of a society to construct a more satisfying culture. Revitalization is thus, from a cultural standpoint, a special kind of culture change phenomenon: the persons involved in the process of revitalization must perceive their culture, or some major areas of it, as a system (whether accurately or not); they must feel that this cultural system is unsatisfactory; and they must innovate not merely discrete items, but a new cultural system, specifying new relationships as well as, in some cases, new traits” (Wallace, 1956, p. 265)
Cargo Cults
“Melanesian coastal communities have been subject to the increasing pressures of Euro-American imperialism” (Burridge, 2001, p. 1482)
“Euro-American industrialized civilizations. Colonial forms of order...Money, taxes, plantations, and forms of indentured and contract labor....Christian missionaries....Fortune hunters, labor recruiters, traders, and prospectors....Germans, British, Australians, Japanese, and Americans have warred and brought their own goods and modes of government....Melanesians, vulnerable to unstable world markets, engaged in cash cropping” (Burridge, 2001, p. 1482)
“they are phenomena of **social change**” (Jarvie, 1966, p. 301)

“they are social change brought about by ideas: contact and conflict with European ideas and values seems to be at their very heart” (Jarvie, 1966, p. 301)

“This conflict of ideas cannot be understood without reference to the general history of contact between Melanesia and the West, and of the development of individual cult-movements themselves” (Jarvie, 1966, p. 301)
The problem with anthropological theory

Papua New Guinea, colony of Australia 1905-1975; parts colonized by Germany, UK
What is a cargo cult?
Euro-Disney, enchantment with Hollywood movie studios, Third World modernization, Bulgarian idealization of America
nationalism
pacification