

SAN JOAQUIN DE FLORES INSTITUTE

COURSE	Introduction to Cultural Analysis
CREDITS	3
CLASS HOURS	3 (2:30) (48 total -16 weeks-)
CLASS SCHEDULE	
PERIOD	
COURSE START AND END DATE	
PROFESSOR (include email address)	
OFFICE HOURS	

CONTENTS:

Contents

1. Historical background of the use of the word "culture".

- a. The first meaning of "cultivation of the land", metaphorically extended to "cultivation of the human species".
- b. The differences between civilization (economic and technologic development) and culture ("cultivation" of intellectual faculties) in romanticism (18th century).
- c. The new theoretical schools of thought of contemporary sociology and anthropology contradicting the romantic conceptualization.
- d. Interpretive Anthropology.
- e. The concept of culture according to Clifford Geertz.
- f. Questionings and derivations.

2. Representation, meaning and language.

- a. Theories of representation:
 - a.1 The reflective approach.
 - a.2 The intentional approach.
 - a.3 The constructionist approach.
- b. Language and representation.
 - b.1. The use of language to represent the world.
 - c. The "true" meaning of a word or image.

3. Symbols as social relations and facts.

- a. Interventions and effectiveness of symbols.
- b. Symbolism in rituals.
- c. Taxonomies and rituals.

4. Myth and ideology.

- a. Towards a definition of myths.
- b. Meaning of a myth.
- c. Chains of signifiers composing the myth.
- d. Functional analysis of the myth in modern societies.
- e. The myth as configuration of a population's cosmogony.
- f. Ideology as a system of social points of view and ideas.
- g. Ideology and hierarchy.

5. Discourse, power and subject.

- a. History of discourse: discursive practices
- b. From discourse to power/knowledge.
- c. Interventions and effectiveness of symbols.
- d. Symbolism in rituals.

6. Space, time and symbolic coding.

- a. Time and space as natural units.
- b. Connections between social relations and spatial structures.
- c. Ideologies and symbolisms of the landscape.
- d. The nature of landscape myths.
- e. Landscape as heritage.
- f. The language of maps as a symbolic representation of topography.

7. The museum institution.

- a. Museum and society along time and space.
- b. Nation as a novelty.
- c. Museum and patrimony.
- d. Foundation and development of public museums.
- e. Museums as education and culture instruments.

8. Memory and history.

- a. Oblivion and memory.
- b. Rescuing the past.
- c. National symbols.
- d. New national rites and calendars.

e. Tangible and intangible cultural heritage.

Evaluation:

Essays	50%
Written essay about a contemporary issue	15%
Oral presentation about a contemporary issue	15%
Essays about films	20%
Attendance and participation	10%

METHODOLOGY:

Lectures imparted by the professor will be complemented with discussions about the materials used in class. Students are expected to come prepared after reading the different assigned materials. These texts are considered a requisite and are part of the evaluation. Attendance is also mandatory.

CHRONOGRAM:

Sessions I-II:

Understanding the program and course introduction
Development of unit one

Sessions III-IV:

Development of unit three

Sessions V-VI-VII:

Understanding myth and ideology
Some examples related to Latin American cultures
The myth of Quetzalcoatl
The myth of Viracocha
The myth of El Dorado

Sessions VIII-IX-X:

The miscegenation, transculturation and acculturation of Latin American societies

Sessions XI-XII:

The symbolic perceptions of landscape in the construction of a national identity, using Costa Rica as an example

Sessions XIII-XIV:

The museum institution as a way to guarantee our tangible and intangible heritage

Sessions XV-XVI

Final project and oral presentations

BIBLIOGRAPHY

Berman, Marshall. **Todo lo sólido se desvanece en el aire. La experiencia de la modernidad**, Editorial Siglo XXI, 1988.

Geertz, Clifford. **La interpretación de las culturas**. Editorial, Gedisa, México, 1992.

Fraginals Moreno, Manuel. **Africa en América Aportes culturales y deculturación**. Editorial Siglo XXI.

Franco, Jean. **La cultura moderna en América Latina**. México, Grijalbo, 1983.

García Canclini, Nestor. **Consumidores y ciudadanos**. México, Grijalbo, 1995.

González Stephan, Beatriz. Et.al.; **Esplendores y miserias del siglo XIX. Cultura y sociedad en América Latina**. Venezuela. Ediciones de la Universidad Simón Bolívar, 1995.

Lynch, John, **América Latina, entre colonia y nación**. Barcelona, Crítica, 2001.

Ortíz, Fernando. **Contrapunteo cubano del tabaco y el azúcar**. Biblioteca Ayacucho, Caracas, 1978

Rojas Mix Miguel. **La cultura hispanoamericana del siglo XIX**. Editorial Cátedra, 1992.

Taylor William: **La virgen de Guadalupe**. Revista Historias No. 43

Zea, Leopoldo (Coordinador). **América en sus ideas**. México, Siglo XXI, 1986.