

Culture Contact and Revitalization
ANTH 329

When one people become overwhelmed by the influences of another culture, as with military conquest, missionary zeal, technological and economic expansion, or imposition of modernity, what are their possible responses? Key: where does the sovereignty reside?

1. Contact and diffusion, i.e., cultural contact between two autonomous societies.

2. Evaluation. Who is making the decisions and who is “dreaming the dream” and retains sovereignty?

- a. indigenous sovereignty and alien non-directed process
- b. indigenous non-sovereignty and alien directed process

3. Integration.

Integration	Pluralism: Core Values Maintained	Assimilation: Core Values Altered
Sovereignty	1. Incorporation e.g., Navajo sheep and silver work	2. Adaptation e.g., Horse and gun
		3. Revitalization (strive to formulate new values or revive old values) e.g., Ghost Dance
Non-Sovereignty	4. Compartmentalization e.g., Hopi Catholicism and Kiva	5. Syncretism e.g., Peyote Religion
		6. Replacement e.g., Tipi for House
		7. Disintegration e.g., Cultural Genocide

4. Revitalization: an example. Seeks to maintain sovereignty and to alter core values. Defined as a “deliberate, organized attempt by some members of a society to construct a more satisfying culture by rapid acceptance of a pattern of multiple innovations” (Wallace 1970:188).

- a. Steady State: cultural vitality and stasis; aspirations rendered accessible and are generally met.
- b. Period of Increased Societal and Personal Stress: fluctuation of steady state.
- c. Period of Relative and/or Absolute Cultural Deprivation: socio-economic, political and religious institutions collapse; cultural and personal aspirations unobtainable and unfulfilled; personal and societal dysfunction; institutional deviance.
- d. Period of Revitalization: Prerequisites for success.
 1. formulate a new cultural code and utopian ideals; new dream and the means to obtain (religious via prophetic revelation or political/economic via doctrinal thesis; and return to an utopian dream or reformulate a new utopian dream)
 2. communicate new code: often characterized by evangelistic zeal, with promises of immediate or future benefits and rewards, and if refuse to accept the new code, spiritual and/or material peril (you are either with us or against us)
 3. organization: triadic and charismatic (charismatic **formulator** granted authoritarian privilege though with little organizational skills; visionary), (**disciples** who organize the revitalization movement; administer programs; protect the formulator; interpret his/her message to the people; combat heresy; pragmatic), (**converts**, the “true believers”)
 4. adaptation and societal transformation: adjust to internal order and external resistance (clarify and redefine the goals and the means), (communicate the code and dream usually evangelistic zeal; obtain and secure communication networks and power bases, i.e., economic, military, religious sanctioning; obtain converts with promises of benefits and threats of peril if refuse to accept), (institute moral sanctioning of conversion, subversion and possibly violence to obtain ultimate societal goals, i.e., mobilize people in a “holy war” or revolution)
 5. routinization: charismatic leader deified and replaced by organizational administrators and bureaucratic structures that seek status quo and resist change; from “cult to church,” from “radicals to government”
- e. New Steady State: newly formed spiritual, economic and/or political culture and stasis with aspirations rendered accessible to people; deviance and dysfunction greatly reduced

Examples: Handsome Lake Religion (Seneca), Ghost Dance Religion (Plains, failed attempt), Peyote Religion (widespread)