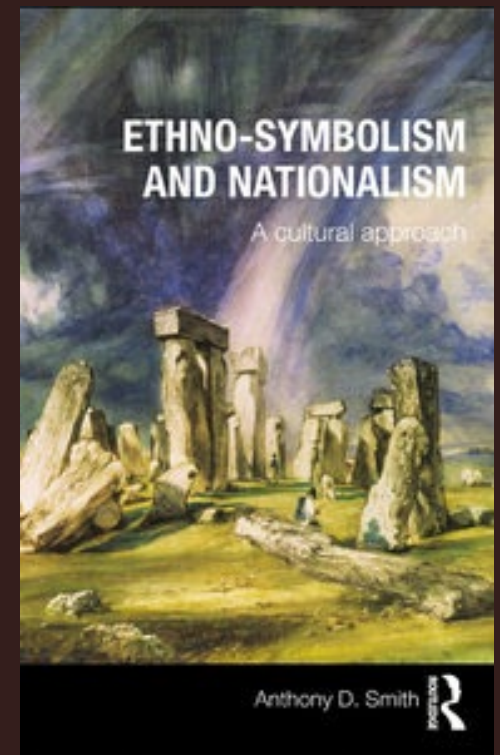
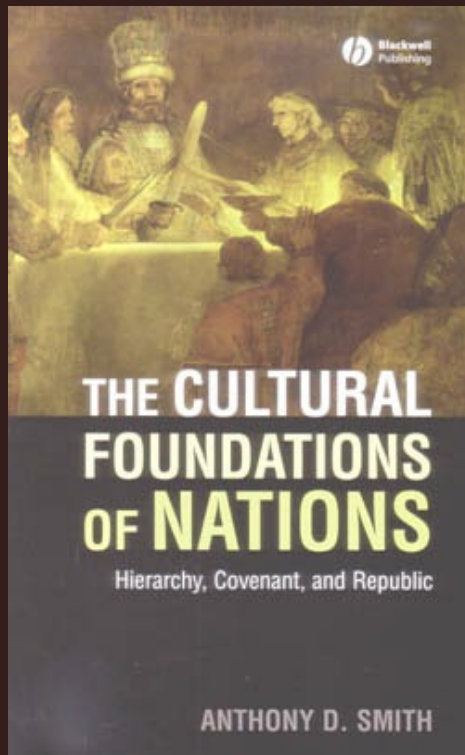


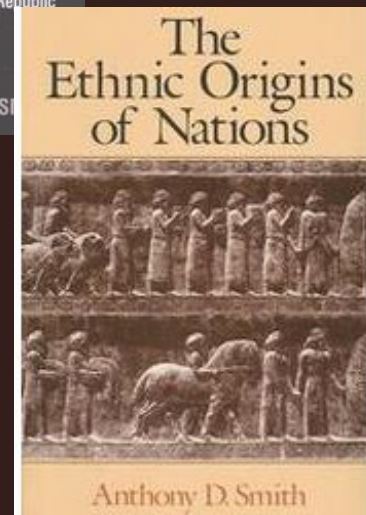
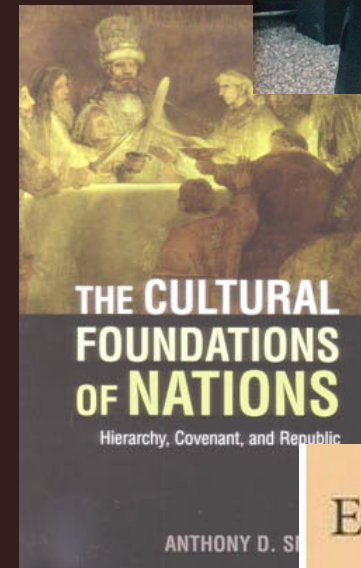
Anthony D. Smith

Nationalism, Ethnicity, and Global Culture



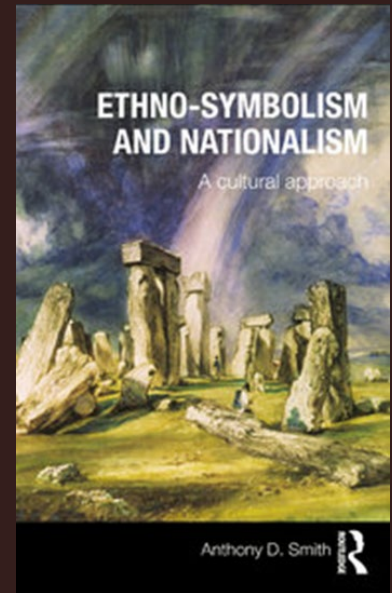
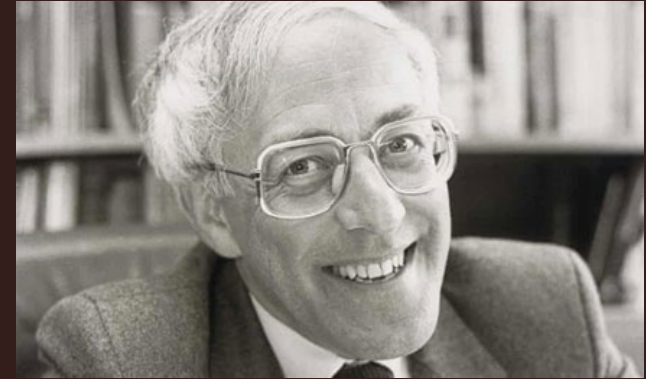
Anthony D. Smith

- ▷ London School of Economics
- ▷ Sociologist
- ▷ DIRECTOR of the British Film Institute
- ▷ Media Connections BBC & ITV
- ▷ Interdisciplinary (multi-cross-disciplinary) **RESEARCH** → Sociology, Anthropology, Psychology, Media, Economics, Political Science
- ▷ **Complex International Problems.** Global Problems/Issues are increasingly **complex** and **multidimensional**.
- ▷ Therefore, such problems require multi-disciplinary approaches for any genuine understanding or ACTUAL WORKABLE **"solutions."**



Smith's Research Areas & Focal points:

- ▶ Ethnicity
- ▶ Culture
- ▶ Nationalism
- ▶ **Myth creation** by those in power.
- ▶ Those left out of the **dominant myth narratives**.
- ▶ **IDEOLOGY** (holistic world view formation)
- ▶ **IDENTITY** formation and **POWER** (Personal → Mass/National)



Ethnicity

- An **ethnic** group (or ethnicity) is a **community** of people whose members **identify with each other**, through a **shared heritage**, often consisting of a **shared language**, a **shared culture** (often including a shared religion) and/or a **shared ideology** that stresses **common ancestry, values, and roots**

1. Cultural heritage
2. Language
3. Belief-religious/spiritual values
4. Politics
5. Ideological stance
6. Ethnosymbolism

Anthony Smith's Arguments about Ethno-symbolism and Cultural Skins

☑ Ethno-SYMBOLISM:

- The SEMIOTICS, “SYMBOLS” or cultural coding systems we ALL use to define ourselves and our identities & sense of SELF.
- Allegiance to certain symbols, brands, and representations. Cultural “branding” – Self “branding”

☑ CULTURAL SKINS = An “enculturated identity of the SELF.” It consists of a series of cultural skins that we adopt/wear which influence our very notions of...

- ✓ Time
- ✓ Space
- ✓ Prioritization
- ✓ Perceptual Filters & Ways of thinking about the world
- ✓ Technologies (adoption and use)
- ✓ Language and communication habits

Race vs Ethnicity:

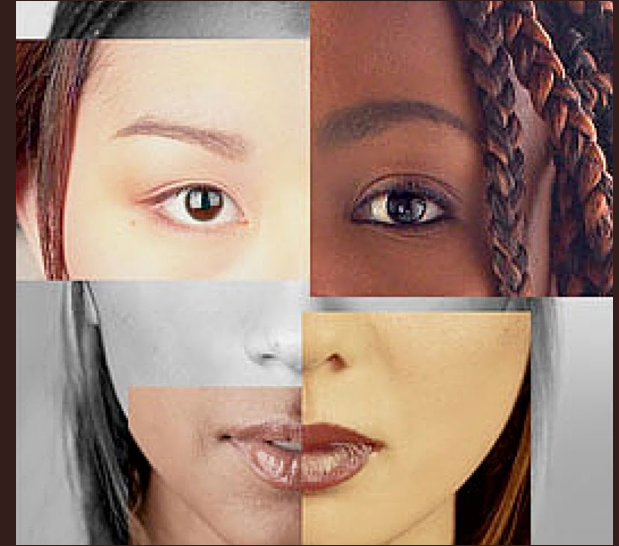
Both are Important but Different classification systems:

✓ **Race** largely defined by:

- ▷ **biology/genetics** (heredity)
- ▷ Largely Pre-determined

✓ **Ethnicity** largely defined by:

- ▷ Cultural + Social Identity (including, but not limited to race)
- ▷ Language—Type, accent, dialect etc.
- ▷ Nationalism
- ▷ Religion/Spirituality
- ▷ Dress
- ▷ Geography
- ▷ Ideology-World view
- ▷ **IDENTITY** formation and **POWER**
(Personal→Mass/National)



Smith's Arguments **AGAINST** “Small World” Theorists

1. Small World Theory is a “HALF-Truth” at best =
 - This notion that the world is “just getting smaller and smaller is reductionistic, simplistic, and myopic.
 - Neo-colonial/imperialistic → A RESTRICTIVE ideology or set of policies many industrialized nations use to “validate” their Cultural Control...OR the homogenizing forces of industrial globalization.
2. According to Smith, the world is still **wildly diverse** (ethnically, racially, linguistically, culturally, etc.) AND much MORE Diverse/Complex/Unexpected than western media suggests.
3. To see that diversity/complexity, we MUST look beyond the surface representations of mainstream media, advertising and fashion. We must overcome own **CULTURALLY LIMITED** preconceptions, assumptions and stereotypes.

Smith's Arguments about Global Culture!

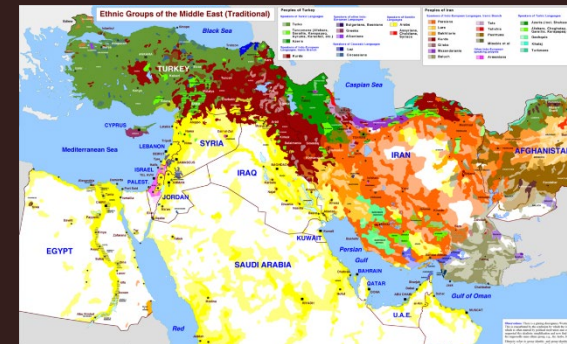
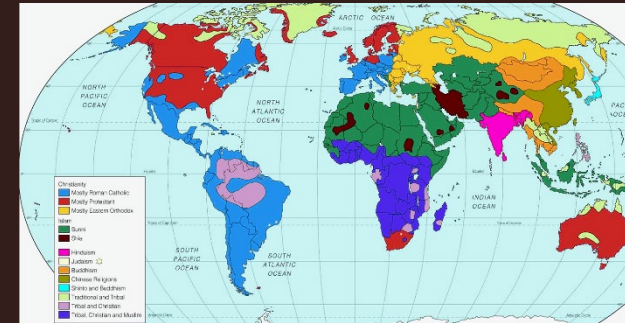
1. The notion of **ONE Global CULTURE/VILLAGE** glosses over **HUGE DIFFERENCES** created by ethnicity, nationalism, race, language, culture, religion, etc.
2. ONE-WORLD is used by marketers and media producers in order to create an **optimistic** but **deceptive** feeling of **GLOBAL HARMONIUS UNITY**.
3. Global culture is an “**artificial**” socio-cultural **construct** largely promoted by way of:

➔ **Television**—Seductive visuals, music, commentary

➔ **Marketing/ADVERTISING** efforts to sell us the lovely idea of global harmony in order to sell products or ideologies.

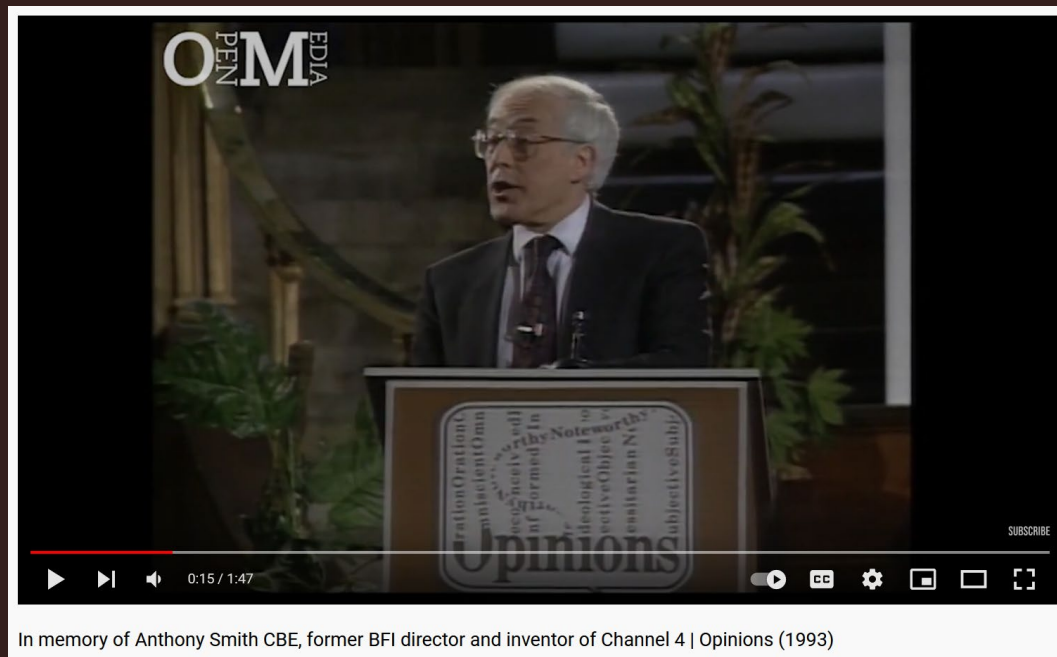
➔ **Corporations** with vested interests in Global Expansion.

➔ **WESTERN** Education/Schooling



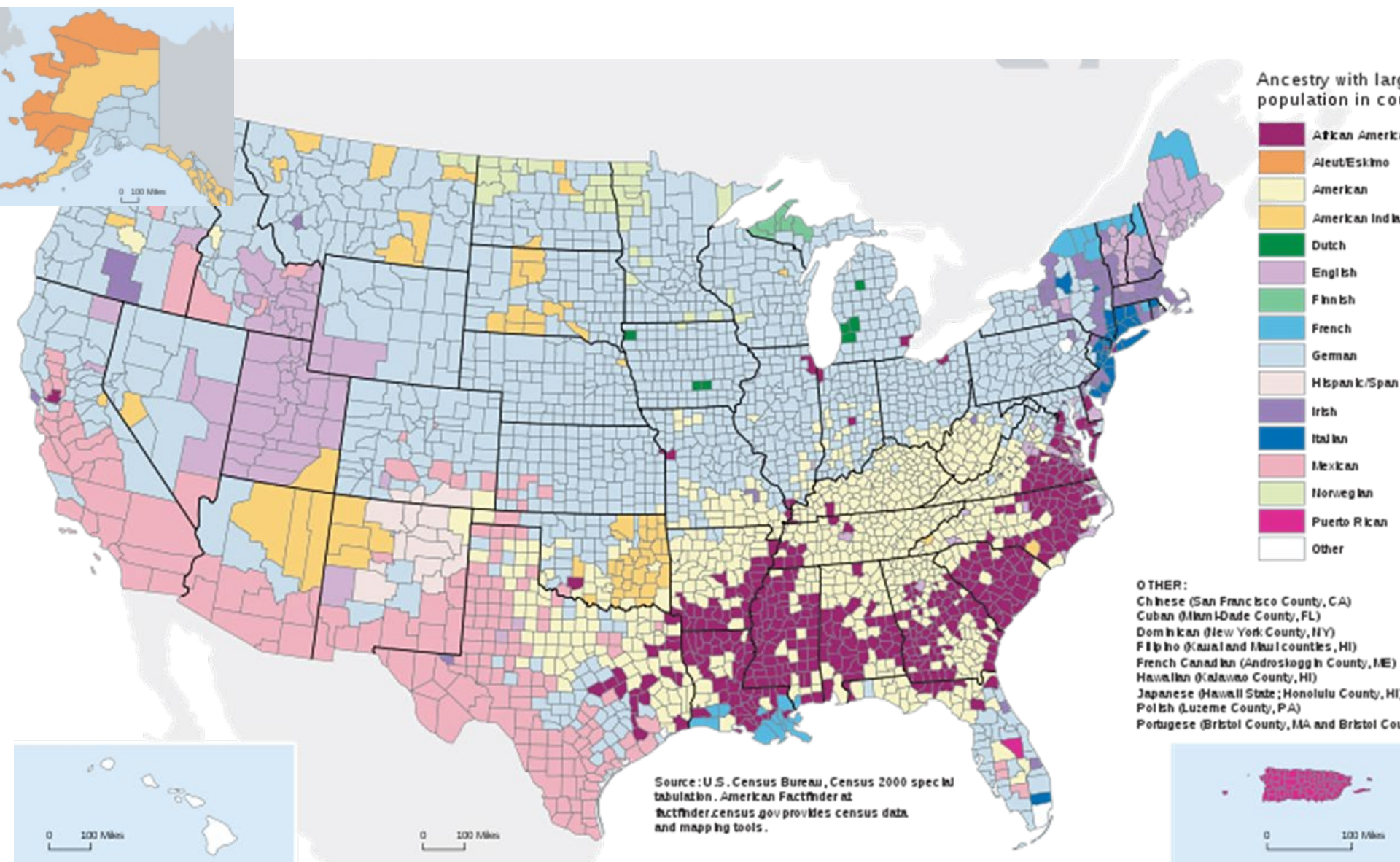
Smith's Arguments APPLIED TO 2023?

- HOW has the world changed since the 1990s which accentuates, alters, and/or delimits Smith's Arguments about ethnicity? Global Culture?
- <https://www.youtube.com/watch?v=oighdLCU2-U>
-



In memory of Anthony Smith CBE, former BFI director and inventor of Channel 4 | Opinions (1993)

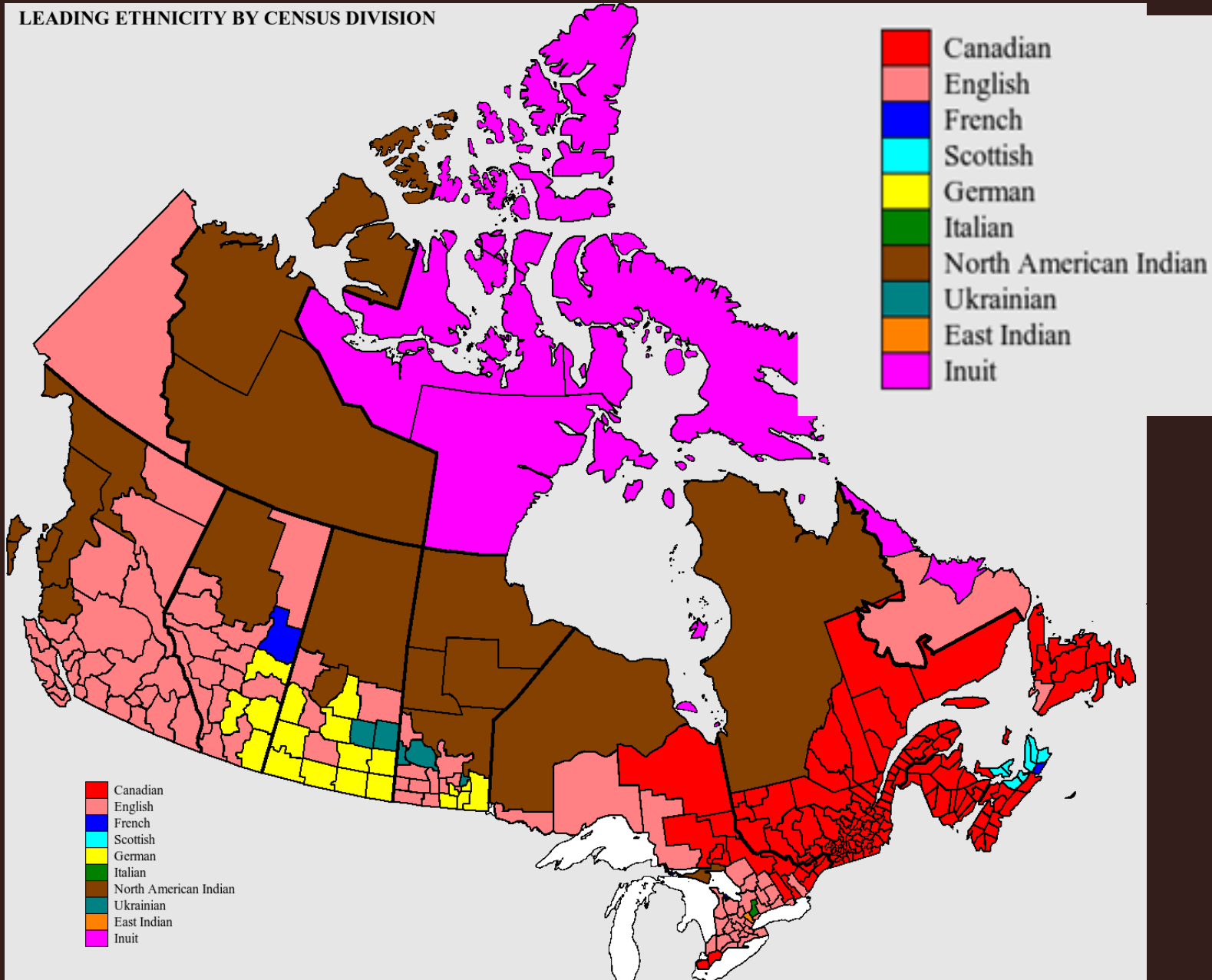
U.S. Ethnicity (by “cultural heritage”)



Oh, Canada.

(Cultural Heritage)

LEADING ETHNICITY BY CENSUS DIVISION



Europe Ethnicity (by “cultural heritage”)



Germanic languages

- English
- German
- Swedish
- Danish
- Norwegian
- Dutch
- Frisian
- Icelandic
- Faroese
- Luxembourgish

Slavic languages

- Russian
- Polish
- Ukrainian
- Czech
- Belarusian
- Slovak
- Serbo-Croatian
- Slovenian
- Bulgarian
- Macedonian
- Sorbian

Romance languages

- French
- Italian
- Spanish
- Portuguese
- Catalan
- Galician
- Romansh
- Ladin
- Corsican
- Aromanian
- Romanian

Uralic languages

- Hungarian
- Finnish
- Estonian
- Sami
- Karelian
- Komi
- other Uralic languages

Celtic languages

- Welsh
- Irish
- Scottish Gaelic
- Breton
- Manx

Altaic languages

- Turkish
- Azeri
- Kalmyk
- Gagauz
- Bashkir
- other Altaic languages

Baltic languages

- Lithuanian
- Latvian

Language isolate

- Basque

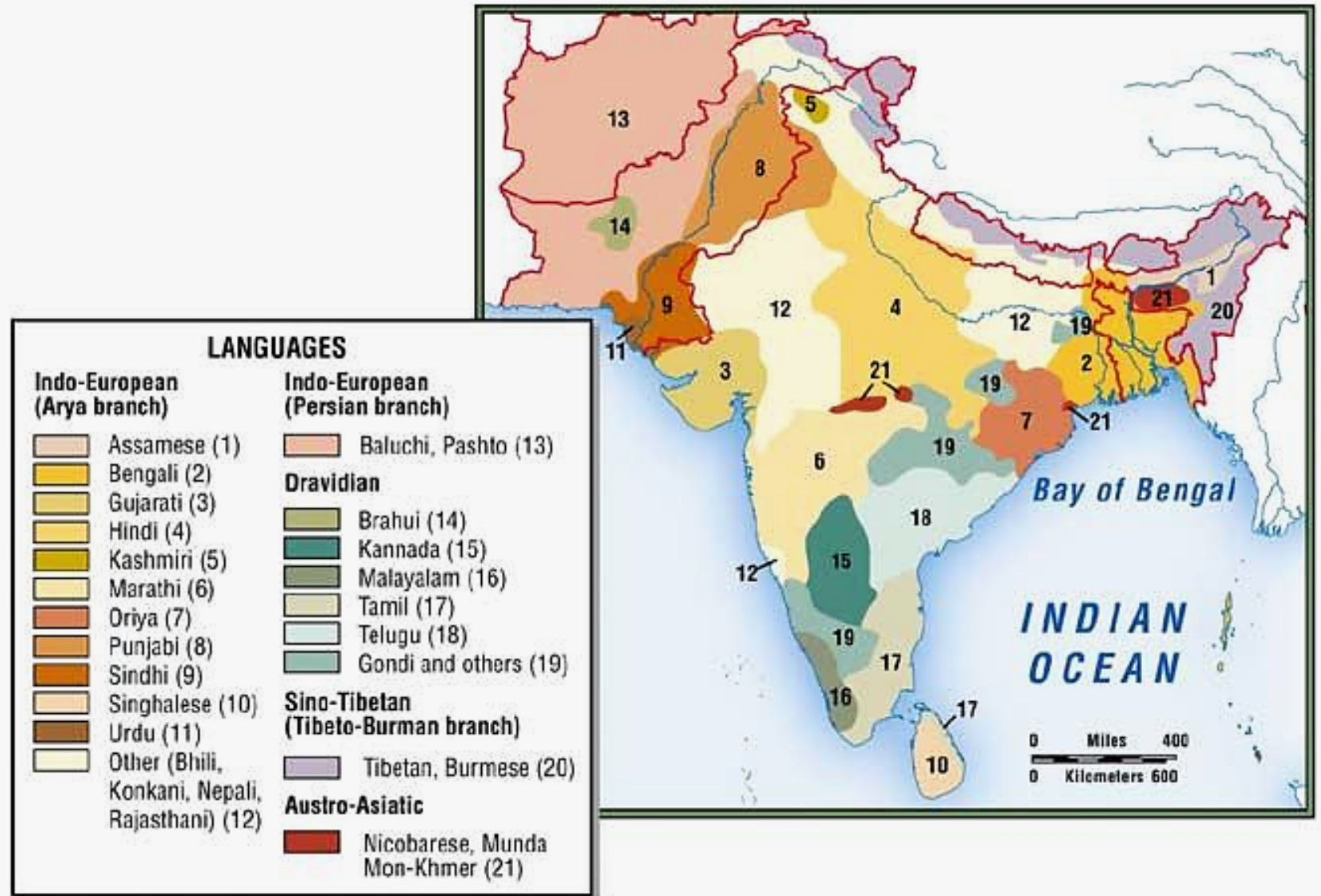
Other languages

- Maltese
- Albanian
- Greek
- Kurdish
- Georgian
- Armenian
- Ossetian
- Abkhazian
- other Caucasian languages

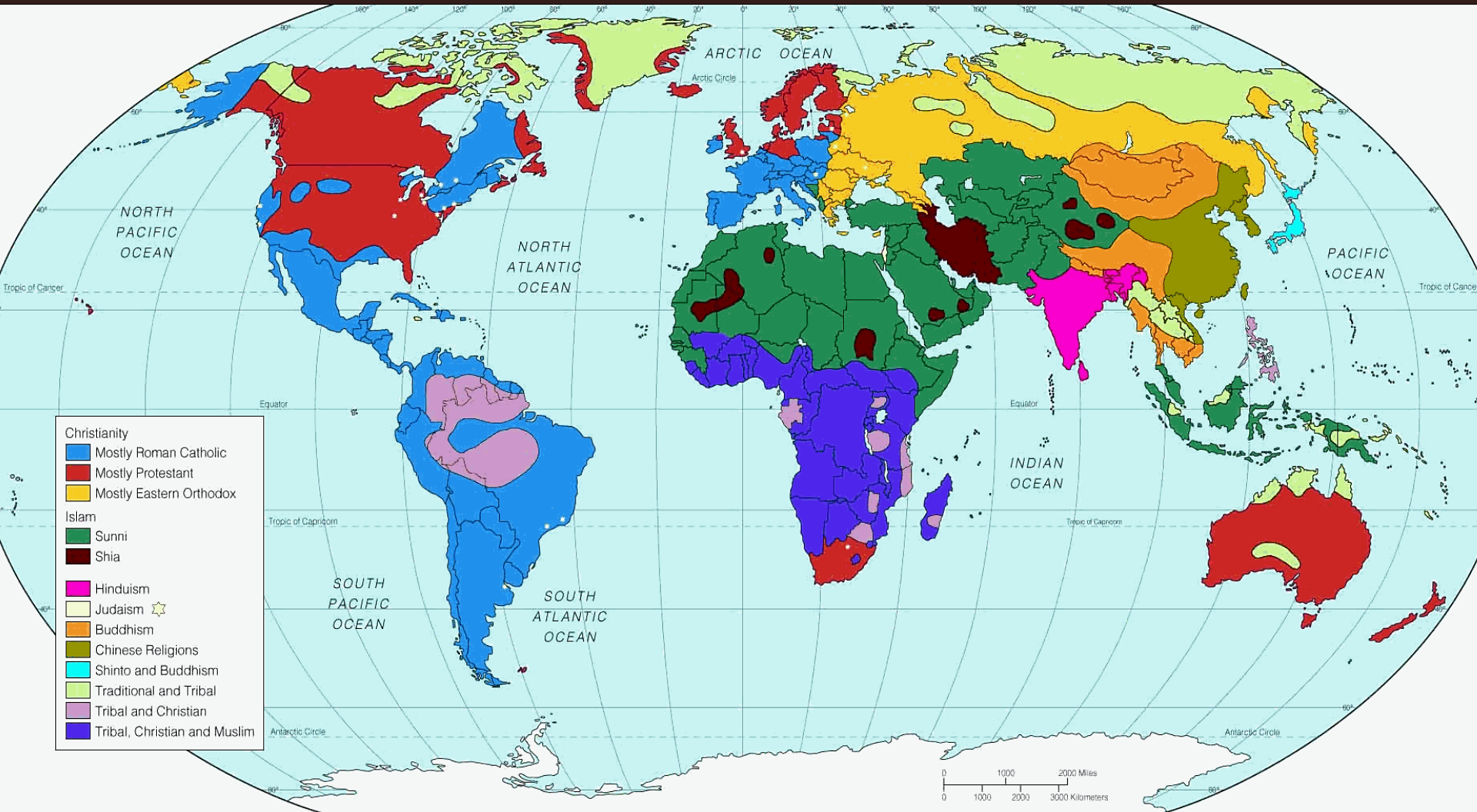
Scale 1 / 6.000.000



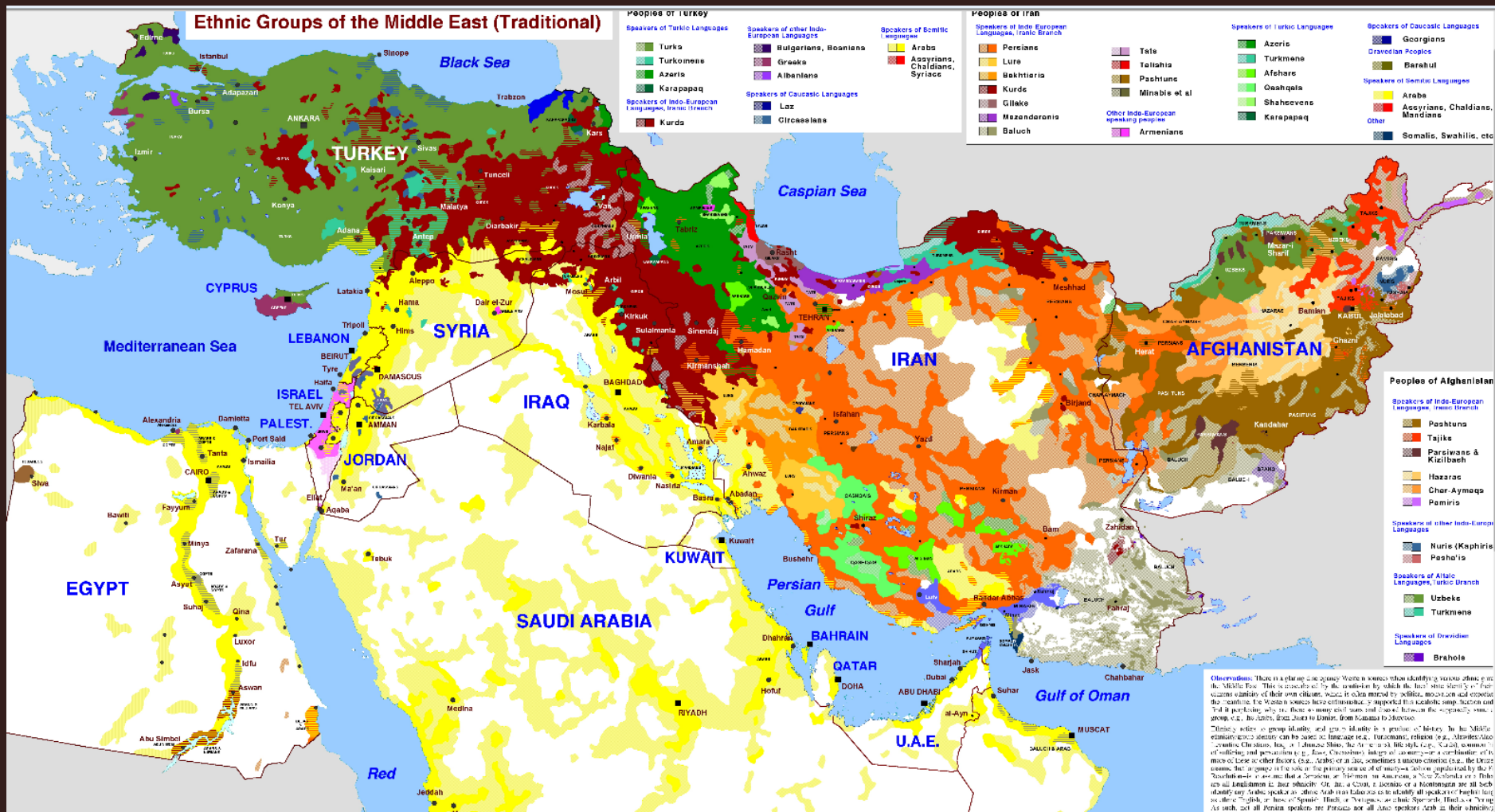
South Asia (Linguistic/language)



“ethnicity” by way of religious values



Ethnic Groups in the Middle East (Traditional)



Ethnicity in Afghanistan

Pasha'is
Pamiris (incl., Vakhis, Munjanis,
Yidghas, Ishkashims, Shugnis,
Sanglejis, Sarikulis, et al.)
Nuris/Kafirs, et al
Sayyids
Baluch

Pashtuns
Tajiks
Parsiwans (Persian urbanites and
farmers with little or no ethnic
affiliation)
Hazaras
Berberis
Deh Zinatis
Uzbeks
Aymaqs (Jamshidis, Taimuris,
Firozkohis, Taimanis)
Turkmens
Pasha'is
Pamiris (incl., Vakhis, Munjanis,
Yidghas, Ishkashims, Shugnis,
Sanglejis, Sarikulis, et al.)
Nuris/Kafirs, et al
Sayyids
Baluch
Ormura, Barakis, Parachas, et al
Arabs (Persian speaking)
Moghols/Mongols (Persian speaking)
Kizilbash (In urban areas only)
Kazakhs (Karakalpaks)
Brahui
Kirghiz (Only at Sar-i Pul)

Population density Guide:
Persons per square mile

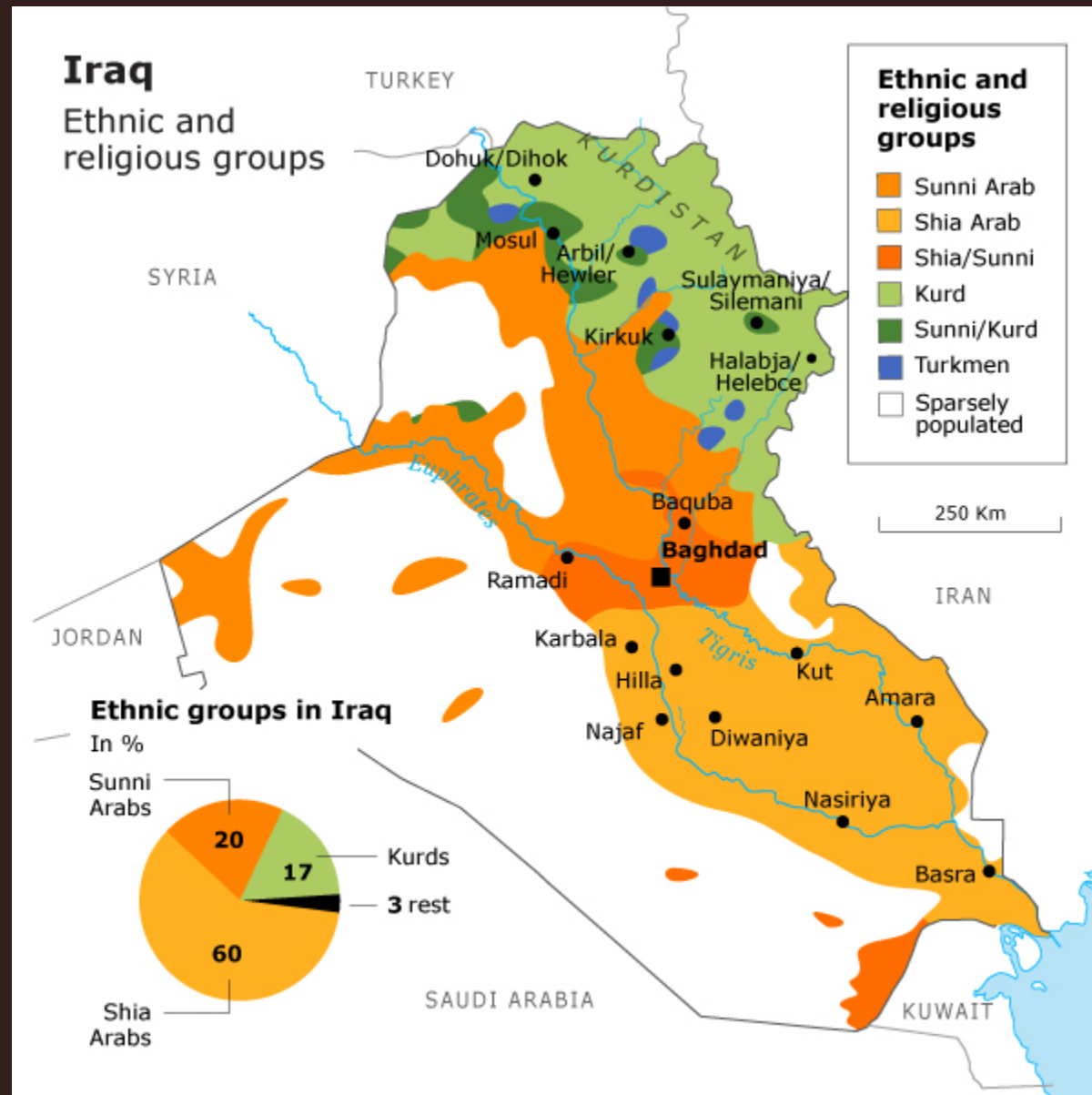
Sparse Low High
>400 50-100 <100

Source: The above distribution was prepared by the author on the basis of the data in the "Ethnicity of Afghanistan" by the same author, published in the "Journal of the American Oriental Society" (Vol. 100, No. 1, 1980).

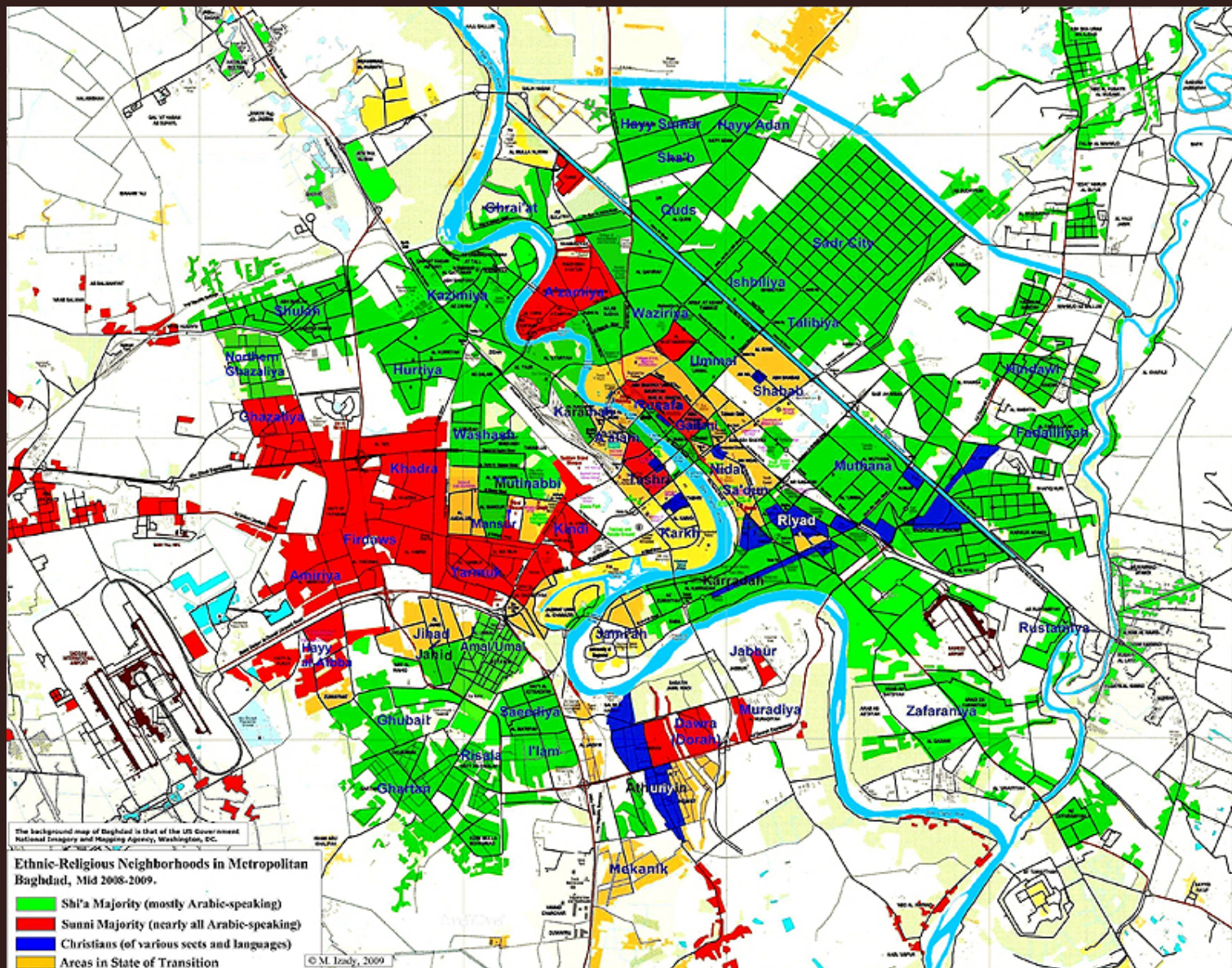
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Iraq



Baghdad Ethnic/Religious Neighborhoods



A collage of various photographs showing people in traditional Central Asian attire, including women in colorful dresses and headscarves, and children in traditional clothing. The images are arranged in a grid-like fashion, with some larger and some smaller, creating a mosaic effect. The text "天山网" (Tianshan Network) is visible in the center.

Scarring as Ethnic Representation



**Nuer boy (S.Sudan) with
traditional ethnic scarring**



**Nuer Military Man (S.Sudan)
with scarring**



Mundari woman (S. Sudan)



Shiluk Man (S. Sudan)

India and Pakistan



