

## Cómo funciona el lenguaje?

- lenguaje es central a etnología
- como publicación
- las notas del campo

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## Notas del campo

- Geertz: las notas del campo son mas que una descripción, son una interpretación
- como fijar (concretar?) eventos como cuentas
- un inscripción

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## “Descripción densa” (Geertz)

- no es empatía
- no es la cantidad de detalle
- es una descripción que incluye la interpretación de los miembros de una forma de vida
- supone que una descripción puede ser *verídica*

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## El lenguaje de Geertz

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## Qué es la retórica?

- un análisis del lenguaje como un sistema representativo y pragmático, los dos
- de la descripción:
  - imagines, conceptos, declaraciones...
- y de la influencia:
  - persuadir, convencer, inducir, mover...

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## Aspectos de la retórica

- los tropes
  - figuras del discurso
  - vueltas de la frase
- metáforas
- otros dispositivos lingüísticos

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## Writing Culture. Clifford & Marcus, 1986

- las etnografías *construyen* las culturas que describen
- los etnógrafos *hacen* orden
- *organizan* los detalles en una manera *convincentemente* al lector

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## Qué es el realismo?

- la pintura de los objetos sin adorno o interpretación,
- el efecto que lo que es descrito es actual, existe
- que no es una fantasía, imaginaria, o subjetiva

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## Las convenciones del realismo

- 1. Una estructura narrativa de 'etnografía total'
- 2. Presencia discreta del etnógrafo en su texto
- 3. Gente de denominador común
- 4. Señala la experiencia del trabajo del campo
- 5. Enfoque en situaciones cotidianas
- 6. Representación del punto de vista del nativo
- 7. Generalización estilística de datos particulares
- 8. Embellecido con jerga
- 9. Exégesis de conceptos y discurso nativo

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## Poesis

- Hayden White, *Metahistory, The Content in the Form*
- Greek: *poesis* - hacer
- Una narrativa no es una forma vacía
- prefiguración del campo y sus elementos:
  - como máquina
  - como cuerpo
  - como red
  - como patrón
- Una narrativa realista es cerrada, coherente, completa

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## Implicaciones

- Deben tener conciencia de su retórica
- Quieren ser realista, o experimental?
- "faction" (fact + fiction)
- *Creative Non-Fiction*
- "¿Quién tiene la derecha escribir [sobre] la cultura para quien?" *Women Writing Culture* (Behar & Gordon, 1995)

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## Bruno Latour, *Reassembling the Social*

- Notebooks:
  1. information, organizable chronologically and/or topically
  2. a log of "the transformation one undergoes" (p. 134)
  3. *ad libitum* writing trials
  4. "the effect of the written accounts on the actors" (p. 135)

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## Realist literary conventions

- 1. A narrative structure of 'total ethnography'
- 2. Unobtrusive presence of the ethnographer in the text
- 3. Common denominator people
- 4. The marking of fieldwork experience
- 5. A focus on everyday life situations
- 6. Representation of the native point of view
- 7. Stylistic extrapolation of particular data
- 8. Embellished with jargon
- 9. Exegesis of native concepts and discourse

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### I. A narrative structure of 'total ethnography'

- A complete description of a culture
- Moves sequentially through the units that the whole is conceived to be divided into
- E.g., geography, kinship, economics, politics, religion

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### 2. Unobtrusive presence of the ethnographer in the text

- "The X do this," not "I saw an X do this"
- Absence of the narrator as a first-person presence (in contrast to travel narratives)
- Scientific - invisible or omniscient - narrator
- 3rd person, dispassionate, collective and authoritative
- Paradoxical result: the sense of being there is severed

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### 3. Common denominator people

- The individual is suppressed
- Instead, the normative model, the national character
- It leads to a dry, unreadable tone
- Characterization sneaks back in through the case study

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## 4. The marking of fieldwork experience

- "Having really been there"
- Direct indications of fieldwork conditions and experiences
- To establish the overall authority and legitimacy
- But only as a marginal and unintegrated aspect
- Admit fallibility to establish credibility
- Use of footnotes, drawings, photos, etc.

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## 5. A focus on everyday life situations

- Spatially and temporally bounded situations or events
- Validates the sense of the ethnographer's intimacy
- Concepts of analysis overlap, and are often identical with, the basic terms in which a situation can be described

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## 6. Representing the native point of view

- "The realist ethnographic account has long been almost dogmatically dedicated to presenting material as if it were, or faithfully represented, the point of view of its cultural subjects rather than its own culture of reference." 34
- Not just the reality of a world, but the others' world as they see it
- Malinowski's doctrine: present the native perspective
- The issue is still unresolved, and has been very productive once it was opened to examination

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## 7. Stylistic extrapolation of particular data

- Generalize from particular to whole
- Make statements of typicality
- Achieved through a style of writing that separated what was conveyed to the reader from the fieldwork information

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## 8. Embellished with jargon

- Jargon words: for academic audience
- Symbolic statement of author's competence
- Reinforcement of the generalizing style
- Balanced with native concepts

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## 9. Contextual exegesis of native concepts and discourse

- The key representation to achieve in a realist text is evidence of linguistic competence. Yet it is the most sensitive.
- The contextual exegesis of native concepts is key to interpretive ethnography
- It is a criterion used to judge ethnography
- Yet it must be 'read in'
- Most fieldworkers never achieve perfect mastery

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