



CAREERS IN ANTHROPOLOGY

Exciting Careers in APPLIED
Cultural Anthropology!!

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ANTHROPOLOGY IN MEDIA CAREERS

Miles Schneider



OPPORTUNITIES

- Media Production-
coordinate between production and reception in order to maximize consumption
- Analyst Commentary-
the “specialist” seen on CNN or the History Channel

REQUIREMENTS

- Networking Skills and Connections
- Anthropology and Communications
- Minor in Globalization/Film Theory
- Moderate Views (extremism is not tolerated in mainstream media)

ADVANTAGES

- There will always be a demand for media/news
- Industries have and will change rapidly, but as long as there are HUMANS, anthropology will still be relevant and newsworthy

DISADVANTAGES

- Possible Moral Questioning- Appealing to the largest possible audience is likely appealing to the lowest common denominator

Example: CNN full of Miley

- Networking is often essential to secure a job in this field (Those who are not as extroverted will find it difficult. Media is dominated by huge personalities, who may not be the most informative)

ANTHROPOLOGY IN TRAVEL AND TOURISM

Noelle Chan



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OPPORTUNITIES

- Travel agent/ guide/ consultant
 - “understand the tourist experience and tourism industry from the perspective of both tourists themselves and those whose worlds are being displayed” (Indiana University)
- There are many sub-disciplines within anthropology & tourism

REQUIREMENTS

- BA in Anthropology
- MA programs available, but not necessary



DISADVANTAGES

- Comparatively unexplored sub-discipline of anthropology
- Uncertain market/ job security

WRITING IN BUSINESS WITH ANTHROPOLOGY

Lara LaBar



OPPORTUNITIES

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- **Technical Writing**
 - Presenting information that helps the user solve a particular problem. (User manuals, guides, proposals, lab reports, etc.)
- **Copywriting/Advertising**
 - Producing copy (text) that persuades someone to buy a product, or at the very least, influences their beliefs.

REQUIREMENTS

- **Technical Writing**

- -College degree- not necessarily in English, but English coursework will be expected (The U of U offers a Minor in Writing and Rhetoric Studies!)
- -Impeccable grasp of grammar and punctuation; detail-oriented
- -Some associations offer certification for technical writing (the Society for Technical Communication and the American Medical Writers Association are just two) that can help bolster your qualifications
- -Internships in technical research fields can create inroads for future positions
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- **Copywriting**

- -Flair for style, mimicking voice and tone in persuasive writing
- -Ability to collaborate creatively
- -Internships can be especially useful for developing a portfolio of work that demonstrates your abilities and versatility
- -For copywriting in the Internet age, SEO (Search Engine Optimization) training is highly valuable. (The U of U offers an SEO Seminar through its Continuing Education series)

ADVANTAGES

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- **Technical Writing**
 - -Gain in-depth knowledge about new fields
 - -Potential for advancement/freelance work
 - -The May 2013 Bureau of Labor Statistics reports a mean annual wage of \$65,500 for Technical Writers
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- **Copywriting**
 - -Creative application of anthropological training
 - -Flexibility- freelance work is widely available
 - -The BLS reports a median annual wage of \$57,750 for Writers in Advertising and PR

DISADVANTAGES

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- **Technical Writing**
 - -Can be dull if you're writing in a field you aren't passionate about
 - -Steep learning curve for some sub-fields
- **Copywriting**
 - -Hard to break into without professional writing experience
 - -Creative burnout

OPPORTUNITIES

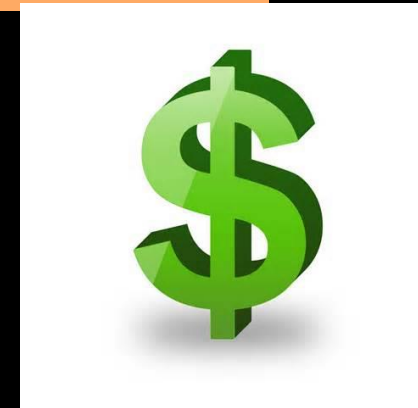
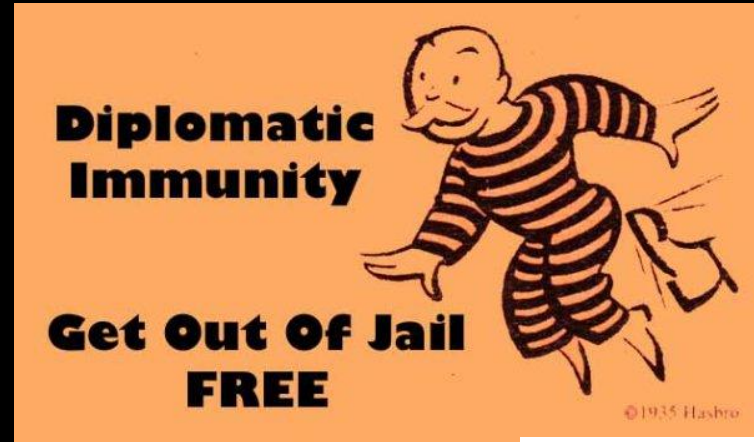
- US government (MANY different departments)
- Ambassadors, officers, specialists, analysts, diplomats, translators, archaeologists
- Career tracks: Consular, Economic, Management, Political and Public Diplomacy
- <http://careers.state.gov/work/worldwide>
- <http://www.usa.gov/>

REQUIREMENTS

- International Relations, Anthropology, History, Political Science, Foreign Language (BA)
- **13 dimensions:**
- composure, cultural adaptability, experience and motivation, analysis, initiative, judgment, objectivity, oral communication, planning, resourcefulness, teamwork, written communication
- Preferably foreign language of the country you work in

ADVANTAGES

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- Good pay (~ \$70,000 – \$170,000)
- Travel opportunities
- Diplomatic immunity



DISADVANTAGES

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- Travel
- 2 year maximum stay in one country
- Long hiring process
- Very selective

ANTHROPOLOGY AND THE LAW

Amanda Roosendaal



OPPORTUNITIES

- Attorneys specialize in a number of areas including:

- Bankruptcy

- Probation

- International

- Elder

- Corporate

- Patent

- Environmental

- Criminal

Attorneys act as both advocates and advisors in our society.

Work for the - Federal Government

-Private Practice

- Legal aid societies

-corporations and more!

REQUIREMENTS

- Formal Requirement to become a lawyer usually include:
 - A four-year college degree
 - Three years of law school
 - Passing a written bar examination
- Federal courts and agencies set their own additional requirements for those practicing before or in them
- No recommended “prelaw degree” but should have a proficiency in:
 - Speaking, reading, researching, analyzing, and thinking logically as well as perseverance, and integrity

ADVANTAGES

- Many areas to find employment
- Pay is generally high: (median salaries 9 months after graduation)

All Graduates: \$68,500

Private Practice: \$108,500

Business: \$ 69,100

(May 2007)

Government: \$ 50,000

Academic/judicial clerkship: \$48,000

DISADVANTAGES

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- Law school admissions are intense and competitive, as is law school
- Job opportunities are at times adversely affected by cyclical swings in the economy
- Poor reputations- lots of jokes Q: What do lawyers do after they die?
A: They lie still
- Law school is usually VERY costly

CORPORATE AND INDUSTRIAL ANTHROPOLOGY

Digging Without a Shovel

Amy Stanfield



OPPORTUNITIES

- Anthropology Within the Company
- Studies behavior within company culture
 - Social leaders
 - Employee relationships
 - Norms within the working space
- Identifies diversity in working groups
- Helps maximize strategy and human capital

Anthropology with Consumer products

- Studies the consumer
 - Consumer needs
 - How does product fit into consumer's life styles
 - How to make product more useful to consumer market
- Brings outsider perspective on engineering products for new technologies
- Shape pricing models and partnership strategies for various world consumer markets

REQUIREMENTS

- Academic Requirements

- Bachelors Degree
- 3-5 years of experience in research
- Helpful Academics
 - M.A. or Ph.D. degree
 - Business knowledge and education

- Skill Requirements

- Taking questions and problems to develop a hypothesis
- Thinking outside and inside the box
- Extensive knowledge of research tools and techniques
- Work well with people and within groups
- Strong communication
- Good presentation organization and delivery
- Helpful Skills
 - Speaking multiple languages

ADVANTAGES

- Digging without a shovel!
- Ability to put ethnographic skills to better the lives of employees and the modern world
- Be the advocate for the consumer by finding products people need
 - Not trying to convince them to buy something they don't need or want
- Job diversity and variability
- National and International opportunity

DISADVANTAGES

- Job require previous experience in research
 - How do you get that research experience? Funding?
- Employment with larger companies and major corporations means residency in major cities
 - Limited job opportunity in Utah
- Limited job listings within your company of choice
 - Anthropologists to engineer ratios are very small (about 1 anthropologist to 1,000 engineers in major corporations)
- Have to be careful you believe in the company and product you are working for
 - Anthropology ethics: Are you promoting businesses or products that are harmful or unnecessary to the cultural group you are evaluating?

ANTHROPOLOGY AND NON-GOVERNMENTAL ORGANIZATIONS

Louisa Bradford



OPPORTUNITIES

- NGOs are organizations that work in many different fields, but the term is generally associated with those seeking social transformation and improvements in **quality of life**.
- Some Types of NGOs include:
- Development NGOs-includes both international and local organizations, as well as those working in humanitarian emergency sector
- Environmental NGOs -sometimes overlap with development NGOs.

An example is [Greenpeace](#)

- NGOs vary in their methods. Some act primarily as lobbyists, while others primarily conduct programs and activities

REQUIREMENTS

- There is no set path or career to get hired for an NGO. However....
- There's no substitute for field experience in the international NGO world (and for eventually getting into grad school).
- If you can afford it, jump into the volunteer projects available to you now. Eventually you'll have to move up the chain to start working with more established organizations.
- International NGOs can be pedigree-focused, so unless you manage to turn your independent English teaching into its own organization, they'd probably think it's more impressive that you worked at a hospital.

Backgrounds in science and management can be looked upon favorably. Try to figure out a way to leverage and develop that, maybe by going to grad school once you get some experience.

ADVANTAGES

- Many areas to find employment, and generally, lots of jobs
- The NGO sector is quite large. For example, by the end of 1995, CONCERN worldwide, an international Northern NGO working against poverty, employed 174 expatriates and just over 5,000 national staff working in ten developing countries in Africa and Asia, and in Haiti.
- Self-Fulfillment
- Ability to serve others above your own
- Opportunity to assist people and help boost their lives
- Increasingly they are more directly involved in local *action*! (Not always behind a desk)

DISADVANTAGES

- Perception:
 - NGOs have to worry about policy trade-offs, the overall impact of their cause might bring more harm to society
- If you work in a non-government organization, it is generally expected that you will not make a large salary
- Time demanding
- Requires a lot of sacrifice

QUESTIONS?

