

## Ethnography –A Simple Journey Today

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### Abstract:

Ethnography is an in-depth study. In social science it has played a great role for understanding of human actions. Human reality is likely to be seen through ethnographic measurement. Human society is enlightened under the study of ethnography. It is provided that every cultural stimuli can be illustrated an ethnographical investigation. Sociology and cultural anthropology always stands on real investigation of ethnographic expedition. Ethnographic study is a part of Anthropology. Ethnography as defined by Lowie “is the science which deals with the ‘cultures’ of human group”(1937;3). A very simple meaning is that total cultural description of particular community is described as ethnography.

**Keywords:** Ethnography, Review of literature, light History

### Introduction

The present article had been made with the help of some books and study material. It has also been cleared that the article will have just for the student of Anthropology. From the very beginning of my article, I desire to convey the message to all readers who are duly attached to read this piece, think it as an expedition to the journey of Ethnography. As we know from the literature of anthropology that ethnography is the collection of all kind of human cultural description in brief account. Cultural anthropology is the study of human society and culture. To study and interpret cultural similarities, diversity, cultural anthropologists engage in two kinds of activity; ethnography end ethnology. Ethnography provides an account of a particular community, society, or culture. Traditionally ethnography studied small and non literate population. It is a research process in which the anthropologist closely studies, records and engage in the daily life of another culture. The firsthand, personal study of local settings is ethnography (kottak, 2007,p-10,319).

### A light on Ethnography

The polish brilliant scientist Bronislaw Mallinoswski was the first scholar who did play an exclusively research work in Ethnography. That is why, he is humbly regarded as the father of Ethnography .Marcell Mauss on this background the study of Anthropology into three levels of enquiry: Ethnography, which was the detailed study of customs, beliefs and social life, Ethnology which was the empirically based craft of regional comparison; and Anthropology which was the philosophically informed theoretical endeavor to generalize about humanity and society on the basis of the two former research efforts.(Erickson,p-48. Ethnography is simply the description of one culture: it is not a comparative study. Ethnology is the comparative study of culture and the investigation of theoretical problems using information about different groups. In other words, an ethnological study is based on two or more ethnographies. (Whiteford &Friedle, P-16).Ethnography as described or defined by Lowie “is the science which deals with ‘cultures’ of human groups (1973;3) . Lowie is of opinion that ethnography is the part of Anthropology. Generally ethnography is considered an interpretative form of social research. Atkinson and Hammersley give a useful historical account of Ethnographic methodology and historical development that includes two key of movements.

1) The shift by social and cultural anthropologists toward collecting data first hand (late 19<sup>th</sup> –early 20<sup>th</sup> century).

2) Recognition that the problem of understanding is not restricted to the study of societies, but applies to one's own society as well (20<sup>th</sup> century). The term 'Ethnography' is sometimes used for this aspect of ethnographical research, ethnology then being defined as the theory of science of culture (Beals & Hoijer, Indian reprint). There are abundant controversy surrounding the definition of Ethnography. According to Fatterman, Ethnography is the art of and science of describing a group of culture. Agar had been made a clear cut meaning that Ethnography is both a product of research (1980). The product is an ethnography—a written manuscript of one's observation of the culture under study.. Atkinsons & Hammersley said .that "ethnography usually refers to social research having a substantial numbers of the following features.

1) a strong emphasis on exploring the nature of particular social phenomena, rather than setting out to test hypothesis about them..

2) a tendency to work primarily with 'unstructured ' data that is data that have not been coded at the point of data collection in terms of a closed set of analytic categories .3) investigation of a small cases , perhaps just one case , in detail. Analysis of data that involves explicit interpretation of the meanings and functions of human actions , the product of which mainly takes the form of verbal description and explanations , with qualification and statistical analysis playing a subordinate role at most (Atkinson & Hammarsley, 1994.p-248).

Ethnography is a form of research focusing on the sociology of meaning through close field observation of socio-cultural phenomena. Typically the ethnographer focuses as community not necessarily geographic, considering also work, leisure, and other communities. It should be noted that ethnography may be approached from the point of view of art and cultural presentations, and as a descriptions rather than analytic on social science analytic aspects. Mead, G. H., (1934) ed. C. Morries "Mind, Self and society Chicago, University Press ; Meads symbolic interactionioism takes a functionalist perspectives, although his later work was influenced by phenomenology, Garfinkel H., (1967) "studies iEthnomethodology Egalwood cliffs N.J. prentice hall.

### **Ethnography techniques**

According to Kottak, several characteristics field techniques have used in ethnographic research. Including the following ;1) firsthand participant observation of daily behavior .2) conversation with various degrees with rapport and provides knowledge through *interviews* .3) genealogical method. 4) work with key cultural consultant. 5) Life histories 6) Longitudinal and team research. (2007, p-324, 325, ed-10<sup>th</sup>)

The following technique is eventually used by social scientist for data collection.

Observation may be defined as systematic viewing, coupled with Consideration of the seen phenomena. (P.V. Young, 2009, P-162) participant observation usually involves fieldwork, but not all fieldwork is participant observation (H. Russel Bernard, 2008). The observation method in Ethnography is very commonly used method. It becomes a scientific tool and the method of data collection for the researcher, when it serves a formulated research purpose. (C.R. Kothari 2010). The Interview method of collecting data involves of Oral-Verbal stimuli and reply in terms of Oral-Verbal responses. This method can be used through personal interviews and if possible, through telephone interviews. (Kothari, 2010). Unstructured interviews are based on a clear plan that you keep constantly in mind, but are also characterized by a minimum of control over the reply responses. In structured interviews, people are asked to respond to as nearly identical a set of stimuli as possible. (Barnard Russel, 2008).

This method of data collection is quite popular, particularly in case of big enquiries. A Questionnaire Consists of a number of questions printed or typed in a definite order on a form or set of forms. (Kothari 2010).

### **Conclusion**

In the short description and literature review have been enlightened that world is composed with cultural life by Homo sapiens sapiens... We should know our world. So we must need ethnography for better

knowledge and into details. World of human nature is open out through the ethnographic research. In this fact we can say the ethnography is only method which can be stated the study of ourselves. This is the very important issue today.

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