

**Anthropological Museology: ANT 3181 (section 23FC) / ANG 6186 (section 1046)**

**Dr. William Marquardt**

**John S. and James L. Knight Curator of South Florida Archaeology and Ethnography  
Florida Museum of Natural History**

**Class meetings: Tuesdays, periods 7-8-9 (1:55-4:55)  
McCarty B, room 3124 (MCCB, building 0496)**

Official Course Description: “The history and purpose of anthropological museums in the formation of the discipline and the modern role of the museum in both anthropological education and research.”

Instructor’s Course Description: The course will focus on the history, purpose, and current topics of museums that feature human subjects and cultural materials. The term “cultural materials” is interpreted broadly to include the visual arts as well as history and anthropology. Topics covered will include the care of cultural collections and their documentation, the research and education functions of anthropological collections, the conceptualization, design, funding, fabrication, and evaluation of exhibits based on anthropological collections, the ethics of collecting and exhibiting cultural materials, and the application of anthropological knowledge to effective museum presentations. We will have some guest speakers and will visit, as a class, some of the many exhibits and collections facilities on the UF campus. We will explore what makes museum facilities and exhibits compelling, and how anthropological museums are changing (or not) with the times. Several short writing assignments are intended to sharpen the student's critical acumen. The two textbooks are quite general, but supplementary readings and experiences will emphasize content directly relevant to anthropology, broadly conceived. Discourse on issues relevant to museums that collect and exhibit cultural materials will be an expected part of the class. Students are expected to read assigned background information prior to class and be prepared to offer opinions and justifications for their positions during class discussions.

Note: Several class meetings will take place at campus locations other than the assigned classroom. Students are expected to arrive at the alternate location in time for class to begin in a timely manner. If special accommodations are needed for transportation, arrangements must be made with the instructor well in advance of the class. To locate any campus building, use the interactive campus map, located at <http://campusmap.ufl.edu/> and search by name, abbreviation, or campus building number.

Class Meeting Locations:

McCarty Hall / 1676 McCarty Drive / MCCB / building 0496  
Dickinson Hall / 1659 Museum Rd / MUS / building 0181  
Grinter Hall / 1523 Union Rd / GRI / building 0002  
Smathers Library / 1508 Union Rd / SMA / building 0005  
Fine Arts B / 400 SW 13<sup>th</sup> St / FAB / building 0598  
Harn Museum of Art / 3259 Hull Rd / HARN / building 0309  
Powell Hall / 3215 Hull Rd / POW / building 0308

**Textbooks (required):**

Ambrose, Timothy and Crispin Paine

2012 *Museum Basics*. Third edition. Routledge, London.

Burcaw, G. Ellis

1997 *Introduction to Museum Work*. Third edition. Altamira Press, Walnut Creek, California.

Other readings are available as PDF files on UF e-learning site.

**Achievement opportunities:**

|  |           |
|--|-----------|
| Mid-term exam (take home):             | 20%       |
| Final exam (take home):                | 20%       |
| Museum critique, written:              | 20%       |
| Museum critique, oral presentation:    | 10%       |
| 3 short written assignments (5% each): | 15%       |
| 1 short oral presentation              | 5%        |
| 1 in-class exercise:                   | 5%        |
| Attendance/class participation:        | <u>5%</u> |
|  | 100%      |

Optional extra-credit assignment: 5%

**Grading scale:** A: 92-100; A-: 90-91; B+: 88-89; B: 82-88; B-: 80-81; C+: 78-79; C: 72-78; C-: 70-72; D+: 68-69; D: 62-68; D-: 60-62; E: 0-59.

- C- grade or lower will not count for major, minor, or general education credit.
- Late assignments and make-up exams will not be accepted without a written medical excuse or proof of official university business arranged in advance.
- All written assignments must be **printed** and brought to class on the date they are due. They will be collected at the beginning of class. Please **do not e-mail** assignments. Exceptions will be made only under extenuating circumstances.

**Classes, Readings, & Attendance:**

Please complete assigned readings prior to class, because they will enhance your understanding of the subject matter and prepare you for classroom discussions and participation.

Unexcused absences will result in the deduction of points from your attendance/classroom participation grade. These are the easiest points you can earn, so please come to class on time.

For field trips outside of the classroom, let me know in advance if arriving at the field-trip location poses a problem for you so that we can make accommodations or arrangements for alternative transportation. In as much as all field trips are on-campus, arriving on time should not pose a problem with appropriate forethought on your part.

**My personal pledge to you, the student:**

- 1) Barring unusual circumstances beyond my control, I will endeavor to follow closely the topical outline below so that my expectations of you are unambiguous. If unavoidable issues or special opportunities mandate changes, I will do my very best to inform you well in advance.
- 2) I will try to make the course as interesting as I can and not bore you, but ultimately my job is not to entertain you, but to teach you what I know about a subject in which you have expressed interest. In return, I ask that you listen, take the assignments seriously, and do your best to engage with the course material and with your fellow students. If we all do these things, you and I will both learn, and we may even have fun.

**Classroom Etiquette:**

Please be attentive, open-minded, and respectful during presentations and class discussions. This includes turning cell phones off or to "silent." Please, no texting or posting in class. Laptops are fine for taking notes.

**Academic Honesty:**

Violations of the University's Honor Code will lead to the Department's and the University's procedures for dealing with academic dishonesty. All students are expected to honor their commitment to the University's Honor Code and the student conduct code.

**The UF Honor Pledge:**

We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity. For all work submitted for credit by UF students, the following pledge is either required or implied: "On my honor, I have neither given nor received unauthorized aid in doing this assignment."

Plagiarism will not be tolerated. If you plagiarize, a formal grievance will be filed with the Dean of Students Office for Judicial Affairs and it will become part of your permanent record. You will receive a zero on the assignment.

**Accommodation for Students with Disabilities:**

The Disability Resource Center coordinates the needed accommodations of students with disabilities. This includes registering disabilities, recommending academic accommodations within the classroom, accessing special adaptive computer equipment, providing interpretation services and mediating faculty-student disability related issues. Please register with the Dean of Student's office if you require assistance. They will provide you with documentation to present to your instructor. If you need any accommodations, **please register in the first two weeks of class**. For more information on the Disability Resource Center, visit the following link: [www.dso.ufl.edu/drc/](http://www.dso.ufl.edu/drc/)

**UF Counseling Services:**

Resources are available on-campus for students having personal problems that interfere with their academic performance. These resources include:

1. University Counseling and Wellness Center, 3190 Radio Road, 392-1575, personal and career counseling
2. Sexual Assault Recovery Services (SARS), Student Health Care Center, 392-1161, sexual counseling
3. Career Resource Center, Reitz Union, 392-1601, career development assistance and counseling
4. Reading & Writing Center, Broward Hall, 392-0791, writing assistance, study skills, test preparation

**Meeting 1, Tuesday, August 22:**

*Main themes:* Cultural objects; Anthropological content in museums; Applying anthropological perspectives in museums

*Topics of discussion:* What is anthropology? What is a museum? How do museums come to have their collections? Why are anthropology exhibits often located in museums of natural history, rather than museums of history or art? How do objects acquire value (spiritual, monetary)? How do objects become commodities? Reading our surroundings; Intended and unintended messages sent and received; Kinds of museums; Missions of museums; What do museums collect? Ethics of collecting; Laws regarding collecting; Authenticity: When is an object "genuine"?

- *Handout:* "Some things to notice in any museum"
- READ AFTER CLASS (OR BEFORE, IF POSSIBLE): Burcaw chs. 1-8 (pp. 13-92); Ambrose units 2-5 (pp. 6-18) and units 43-54 (pp. 173-210); Appadurai 1986; Spooner 1986; Watson 2002

- *Cultural objects on exhibit* (We will walk to one or more nearby campus exhibits and discuss.)

Event of Note: *Tree of Life* exhibit, August 22-December 22, 2017 at the **Harn Museum of Art** (curated by Doug and Pam Soltis, Florida Museum of Natural History)

Meeting 2, Tuesday, August 29:

*Main themes:* The visitor; The “general public”; Writing for the public

*Topics of discussion:* Exhibits and education; The museum experience from the visitor’s point of view; The social dynamics of the museum visit; What motivates people to go to museums? What are their expectations? What do they remember? How can museums appeal to children? What about the irrational visitor? Writing effective scripts and object labels: basic principles; How to write for the public; Evaluating museum exhibits and other cultural products – the elements of critique

- Distribution of Homework Assignment #1 (5% of grade; due September 5).
- *Experiencing a museum exhibit* (We will all walk to one or more nearby exhibits and make observations.)

READ BEFORE CLASS: Ambrose units 7-8 (pp. 25-31) and units 13-17 (pp. 55-81); Burcaw chs. 15-17 (pp. 150-168); Achenbach 2015; [http://news.nationalgeographic.com/news/2014/06/150129-public-opinion-aas-health-education-science/?source=ngm\\_more](http://news.nationalgeographic.com/news/2014/06/150129-public-opinion-aas-health-education-science/?source=ngm_more); Falk & Dierking 2013, chs. 5-7 (pp. 103-172)

Meeting 3, Tuesday, September 5:

*Main themes:* Cultural Objects and Records; The Care of Collections

*Topics of discussion:* Object care: curation, storage (one’s own objects, borrowed objects, exhibited objects); Registration/cataloging, documentation, conservation, condition reporting

- Homework assignment #1 due at beginning of class
- Distribution of homework assignment #2 (due September 12)
- After introductory remarks, walk to Dickinson Hall (5-minute walk)
- *Anthropology Division collections tour by William Marquardt*
- *Presentation by Elise LeCompte on roles of curation, conservation, registration in museums*
- *Presentation by John Krigbaum on bioanthropology (research on human remains)*
- READ BEFORE CLASS: Ambrose units 55-73 (pp. 213-288); Burcaw chs. 9-11 (pp. 93-110); Childs 2004 (chapters by Childs and Sullivan, Barker, Sonderman, Drew, Eiteljorg, Marquardt);

Meeting 4, Tuesday, September 12:

*Main themes:* Documents and Archives as Cultural Collections

*Topics of discussion:* Documentation; Archives; On-line exhibits; Digital library records; Finding aids

- Homework assignment #2 due at beginning of class.
- After introductory remarks, walk to Smathers Library, Special Collections, second floor
- *Presentations by James Cusick, John Nemmers, Lourdes Santamaría-Wheeler, and Dan Reboussin*
- Distribution of Mid-term Exam (20% of grade, due in class October 10)
- READ BEFORE CLASS: *explore the following web sites -- <http://exhibits.uflib.ufl.edu/> and <http://www.digital.uflib.ufl.edu/>*

Meeting 5, Tuesday, September 19:

*Main themes:* Museums as research and teaching resources

*Topics of discussion:* Collections as research resources; Teaching with collections; Comparative analysis

Following introductory remark, we will have a presentation by Cindy Bear, Coordinator of programs and Services, Randell Research Center. Following Ms. Bear's presentation, we will walk to Dickinson Hall (5-minute walk).

- *Handout*: examples of condition reports
- *Presentations by Charles Cobb (historical archaeology) and Kitty Emery (environmental archaeology)*
- Distribution of Museum critique assignment (written component 20% of grade, oral presentation 10% of grade; due November 21)
- READ BEFORE CLASS: Ambrose unit 27 (pp. 114-115); Burcaw chapter 12 (pp. 121-128); "Handles Helping Visitors to Grasp Resources" (National Park Service)

Event of note: September 23, 2017 — opening of *Rare, Beautiful & Fascinating: 100 Years at the Florida Museum*, Florida Museum of Natural History, Powell Hall

#### Meeting 6, Tuesday, September 26:

*Main themes*: The Visual Arts

*Topics of discussion*: What is art? What is beauty? Are art and beauty useful? If all art objects are artifacts, are all artifacts art objects? Is tourist art "real" art? If indigenous producers of objects have no words for art, yet their works are shown in an art museum, is it still art? How do popular media such as movies, books of fiction, comic books reflect and influence current standards of aesthetics, beauty?

- READ BEFORE CLASS: Ames 1992 (pp. 49-58); Ames 1992 (pp. 70-76); Ames 1992 (pp. 77-88); View both segments by art critic Michael Kimmelman, located on Diane Ragsdale's blog at: <http://www.artsjournal.com/jumper/2015/03/approaching-beauty-in-art-beauty-class-continues/> ; read "The role of art in society," a summary of a 1991 panel discussion: <http://news.stanford.edu/pr/91/910930Arc1146.html>
- *In-class exercise (5% of grade): complete a condition report on an object to be provided in class; report due at end of class period.*

#### Meeting 7, Tuesday, October 3:

*Main themes*: The Visual Arts

- Class will meet at Harn Museum of Art; meet inside front door in lobby promptly at 1:55 pm.
- *Presentations by Jessica Uelsmann, Kerry Oliver-Smith, and Susan Cooksey.*
- READ BEFORE CLASS: In preparation for our visit, explore thoroughly the Harn Museum of Art website: <http://www.harn.ufl.edu/explore>

Event of note: Thursday, October 5, 6:00 – 8:30 pm – Harn Museum Member pARTy

A celebration of the exhibition "Becoming a Woman in the Age of Enlightenment: French Art from the Horvitz Collection." (If you are not a Harn member, you can sign up online for free.)

#### Meeting 8, Tuesday, October 10:

*Main themes*: Outdoor and Living History exhibits

*Topics of discussion*: Anthropology in the outdoors (examples: San Luis; Dade Battlefield); "living history" -- historical, re-enacted, populated exhibits (St. Augustine; Dudley Farm; Jamestown); special events

(battle re-enactments; heritage-day events, festivals, knap-ins); Exhibits and tourism; Planning and fabrication of an outdoor exhibit and a permanent exhibit

- Mid-term exam due at beginning of class.
- *Case study: presentation by William Marquardt: The Calusa Heritage Trail at the Randell Research Center, contrasted with the Hall of South Florida People and Environments.*
- *Case study: presentation by Merald Clark -- "Memories of Muir"*
  
- READ BEFORE CLASS: Tilden 2007:25-43.

#### Meeting 9, Tuesday, October 17:

*Main themes:* Design, funding, fabrication, and evaluation of exhibits

*Topics for discussion:* What are the steps to a successful exhibit? How is evaluation (front-end, formative) valuable? Why do we consult with non-museum professionals during the planning? How are large exhibits funded? What issues are considered by designers, and how do the details differ between permanent (e.g., "Discovery Zone") and temporary (e.g., "Rare, Beautiful & Fascinating") exhibits? What is involved in borrowing objects for exhibit, and how are the needs of the objects balanced against the aesthetics of effective display?

- Class will meet at Powell Hall (3215 Hull Rd; building 0308); come to McGuire seminar room (walk through main lobby of Powell Hall, turn right at Hall of North Florida, enter Wall of Wings area, walk all the way past the Wall of Wings and past the butterfly gift shop to elevator; security guard will allow you access to the elevator; go to second floor and find the McGuire seminar room).
- *Presentations by Betty Dunckel, Dale Johnson, Julie Waters, and Darcie MacMahon*
- READ BEFORE CLASS: Ambrose units 28-42 (pp. 119-170); Burcaw chs. 13-14 (pp. 129-149); Falk & Dierking chs. 9 and 10 (pp. 197-245); Bonney et al. chapters 1, 2, and 5 (download PDF at <http://informalscience.org/evaluation/evaluation-resources/pi-guide> )
- VISIT BEFORE CLASS: Visit both the *Discovery Zone* and the *Rare, Beautiful & Fascinating* exhibits at the Florida Museum of Natural History, Powell Hall, and be prepared to discuss both exhibits at Powell Hall on October 17; the exhibit facility is open 10-5 Monday-Saturday and 1-5 on Sunday.

#### Meeting 10, Tuesday, October 24:

*Main themes:* Museum administration and staffing

*Topics for discussion:* Structure, responsibility, public image; Marketing; Censorship; Performance evaluation; Health and safety; Funding of operations; Memberships; Support societies; Volunteers; The physical plant: maintenance; Historic preservation; Adaptive re-use; Nostalgia as entertainment; The "preservation trap"

- READ BEFORE CLASS: Ambrose units 9-11 (pp. 31-51), 18-26 (pp. 81-113) and 84-107 (pp. 339-440); Burcaw chs. 18 and 19 (pp. 171-192)
- Homework assignment #3 and #4 distributed (5% and 5% of grade, due November 7). The written portion of your assignment will count as Assignment #3. The in-class presentation will count as Assignment #4.

#### Meeting 11, Tuesday, October 31:

*Main themes:* Native American, First Nations, and other indigenous viewpoints

*Topics for discussion:* The museum in its social, political, and economic contexts; Legal mandates: ADA and others; Ancient human remains and human evolution on display; NAGPRA and repatriation; The social and spiritual lives of objects; The "ontological turn" in anthropology; Anthropology and postmodernism; The "decolonization" movement

- *Case study: "The Sinistral Whelk Shell in Native America"*

- READ BEFORE CLASS: Ambrose unit 6 (pp. 19-21) and unit 13 (pp. 51-55); Burcaw ch. 21 (pp. 203-214); Nason 2000; Penney 2000; Clements 2000; Fixico 2003-ch1; Geary 1986; Sharp 1952; Handler 1993; Ames 1992 (pp. 139-150); <http://museumtwo.blogspot.com/2014/09/but-what-about-quality.html>; Various news items on the sale of Hopi sacred objects: <https://www.nhnews.com/news/2015/may/26/paris-auction-house-set-to-sell-more-sacred-objec/>; <https://www.nhnews.com/news/2017/may/30/hopi-tribe-demands-return-sacred-objects/>; <https://www.nhnews.com/news/2013/apr/16/hopi-sacred-objects-sold-for-12-million/>

Meeting 12, Tuesday, November 7:

- *Homework assignment #3 written version due in class*
- *In-class presentations of Homework Assignment #4.*

*Event of Note: November 11-12 – Ocali Country Days, Silver River Museum, Ocala.*

Meeting 13, Tuesday, November 14:

*Main themes:* Constituency and community

*Topics of discussion:* Why do we have exhibits? What do we hope to accomplish? Who benefits? Should an exhibit be “value-free,” or try to advocate? convince? alter behavior?; Should museums give people what they want or what (we think) they need? Who should decide? A dialectical approach—critique and practice

- READ BEFORE CLASS: Marquardt 1994—Environmental Consciousness

Meeting 14, Tuesday, November 21:

- *All written museum critiques due in class*
- *In-class presentations of museum critiques (~20 minutes each)*

*Event of Note: November 25, 10 am – 4 pm – Cane Boil and Fiddlefest at Morningside Nature Center, Gainesville.*

Meeting 15, Tuesday, November 28:

*Main themes:* Anarchic exhibits

*Topics of discussion:* Pop-up exhibits; Public art (murals, sculptures, etc.); Graffiti; Love locks; Sanctioned free-form exhibits: the UF graffiti wall; Memorials (statues, plaques, and quotes in public places); Spontaneous patterned displays; Participatory events; Flash mobs; Are political demonstrations a form of exhibit? Augmented reality; Interacting bots: Are facts obsolete?

- Finish in-class presentations of museum critiques if necessary.
- Optional extra-credit assignment distributed (due December 5; up to 5% of grade)
- READ BEFORE CLASS: <http://museumtwo.blogspot.com/2015/06/what-happens-when-viral-participatory.html>; Applebaum 2017

Meeting 16, Tuesday, December 5:

*Main themes:* The Future of Museums

*Topics of discussion:* Big data and its effects on museum research and exhibits; Is a museum career right for you? How to get involved; Internships; volunteering/learning opportunities; How are museums different today than, say, 20 years ago? What can we expect museums to be 10 or 20 years from now?; Recapitulation of the course: main themes

- Guest presentation: Molly Phillips and Randal Singer of IDIGBIO
- Guest presentation: Douglas S. Jones, President of the American Alliance of Museums

- Optional extra-credit assignment due in class
- Distribution of final exam (20% of grade)
- READ BEFORE CLASS: Burcaw chs. 20 (pp. 193-202) and 22 (pp. 215-225); Falk & Dierking ch. 12 (pp. 295-317); Ames 1992 (pp. 98-110); Marty and Jones (eds.) 2008: articles by Marty, Trant, and Anderson (pages 269-299); <http://museumtwo.blogspot.com/2015/05/familiarity-breeds-loveand-desire-for.html>

**Final Exam Due by 5:00 PM, Wednesday, December 13, front desk, Dickinson Hall, 1659 Museum Road**

### **SOME NEARBY MUSEUMS**

#### **Matheson History Museum**

513 E. University Avenue  
Gainesville FL 32601

Hours: 9:30 a.m. - 3:30 p.m., Monday - Thursday

Phone: (352) 378-2280

The Matheson History Museum is free and open to the public (donations are encouraged).

<http://www.mathesonmuseum.org/>

#### **Samuel P. Harn Museum of Art**

3259 Hull Road  
Gainesville, Florida 32611

Phone: (352) 392-9826

Free Admission

Hours: Tues. - Fri., 11 am - 5 pm

Sat., 10 am - 5 pm | Sun., 1 - 5 pm

<http://www.harn.ufl.edu/>

#### **Florida Museum of Natural History-Exhibits**

3215 Hull Road — Powell Hall  
Gainesville, FL 32611

(352) 846-2000

Monday-Saturday 10 a.m.-5 p.m.

Sunday 1-5 p.m.

Closed Thanksgiving & Christmas

<https://www.floridamuseum.ufl.edu/exhibits/>

#### **Dudley Farm State Park**

18730 W. Newberry Rd.

Newberry, FL 32699

(352) 472-1142

Open Wednesdays through Sundays, 9 am – 4 pm

Admission: \$5/vehicle; \$2/bicyclist

<https://www.floridastateparks.org/hours-and-fees/Dudley-Farm>

#### **Morningside Nature Center**

3450 E. University Avenue  
Gainesville FL 32641

(352) 334-3326

Open 9:00 am –m 4:30 pm Tuesday through Saturdays

Offers several nature trails and “living history” farm, with live interpretive experiences first Saturday of each month.

<http://www.cityofgainesville.org/GOVERNMENT/CityDepartmentsNZ/NatureOperationsDivision/Events/tabid/86/Default.aspx>

**Cane Boil and Fiddlefest** (special event) Saturday, November 25, 2017, from 10 am to 4 pm: “This event is held each year the Saturday after Thanksgiving, and combines traditions of giving thanks and fall harvest with live fiddle, banjo, and string-band music, which were major influences on American entertainment for more than 150 years. Bring your holiday guests, friends and family out to Morningside’s beautiful Living History Farm to experience the making and bottling of sugar cane syrup, biscuits hot from the wood cookstove, live roots music, horse-drawn wagon rides and living history interpreters and demonstrators bringing a country day in 1870 to life.”

#### **Silver River Museum**

1445 NE 58<sup>th</sup> Ave.

Ocala, FL 34470

(352) 236-5401

Open Saturdays and Sundays and most holidays.

Admission \$2.00, children under 6 free.

<https://www.marionschools.net/Domain/213>

**Ocali Country Days** (special event, admission: \$5.00): Saturday and Sunday, November 11-12.

“Visitors experience old time music, storytellers, and historical re-enactors portraying North Central Florida during the 1800s. Traditional crafts such as sugarcane syrup making, blacksmithing, quilting, spinning, woodworking, and more are demonstrated. Vendors also offer unique crafts and food for sale. While here, visitors may tour the Silver River Museum, ride on a jeep tram through the state park (weekend only), tour a Civil War encampment, or meet Seminole Tribal members to learn about Native American culture in Florida.”

#### **Appleton Museum of Art**

4333 E. Silver Springs Blvd.

Ocala, Florida 34470

(352) 291-4460

Tues.-Sat. 10 am – 5 pm; Sunday 12 pm – 5 pm

Admission; \$10 adults, \$8 students

<http://www.appletonmuseum.org/>

#### **Some useful on-line resources:**

Florida Museum of Natural History

<http://www.flmnh.ufl.edu/>

**Smithsonian Institution-Museum of the American Indian, Washington, DC**

<http://www.nmai.si.edu/>

**Smithsonian Institution-National Museum of Natural History, Washington, DC**

<http://naturalhistory.si.edu/rc/>

**Field Museum of Natural History, Chicago**

<https://www.fieldmuseum.org/>

**Denver Museum of Nature and Science**

<http://www.dmns.org/>

**The Metropolitan Museum of Art, New York**

<http://www.metmuseum.org/>

**American Museum of Natural History, New York**

<http://www.amnh.org/>

**Museum 2.0, a blog by Nina Simon**

<http://museumtwo.blogspot.com/>

**American Alliance of Museums (AAM)**

<http://www.aam-us.org/>

**Museum Anthropology**

<http://museumanthropology.blogspot.com/>