Key Terms: US vs THEM

1) ways to privilege one’s own group
   • normative: normal (us) vs abnormal (them)
     e.g. chopsticks
     based on observation; measures against oneself
     least judgemental
   • chauvinism/prejudice: prejudging others as inferior
     Greeks -- others are less intelligent
     Scots -- others are less brawny
     clearly judgemental
   • racism: inherent, necessary superiority
     e.g. view that Greeks were naturally gifted (vs Kitto’s fusion)
     historically used to justify slavery, genocide
     most (and most dangerously) judgmental

2) other ways of comparing groups
   • cultural relativism
     differences are simply arbitrary, like language
     e.g. Herodotus 3.38 “... custom is king”
   • universalism
     essential identity of all humans
     overrides cultural differences
     can be viewed as condescending:
     e.g. Western insistence on (universal) women’s rights
   • idealization
     e.g. wisdom of the East, innocence of the savage
     cf. primitivism = superiority of less advanced socities

3) common interpretation of patterns above
   • self-definition
     using images of others to establish one’s own identity
     (rather than to describe or understand the other)
     e.g. Parthenon sculptures
     Gods vs Giants, Lapiths vs Centaurs, etc
     define Athenians via divine order, human reason, etc