

criticism," a paradigm which asserted that the mean-ing of texts was fully explicable in terms of their internal construction. Now, literary critics have incorporated, among other moves, social theories of literary production and reception (see Leonticchia 1980 and the excellent discussion in the late Elizabeth Bruss's *Beautiful Theories*, 1982). In law, there have arisen demystifying critiques by the Critical Legal Studies movement of the long authoritative model of legal reasoning (see, for example, Livingston 1982). In art, architecture, as well as literature, techniques that once had shock value or reorientated perception, such as surrealism, today have lost their original force, thus stimulating a debate about the nature of postmodern-erist aesthetics (see Jameson 1984). In social theory, the trend is reflected in challenges to established economic models (see Thurow 1983) as well as and economic policy (see Thurow 1984) in a critique of the idea of growth in a crisis of forecasting economics, it is expressed in a criticism of neoclassical positivism (see Giddens 1976, 1979). In neoclassical philosophy, it takes the form of a recognition of the centrality of issues of contextuality and agency (see Hirsch 1976, and Pioro and Sabel 1984). In short, a critique of the idea of growth in economics is expressed in a criticism of forecasting models (see Giddens 1976, 1979).

The present is a time of transmission of dominant ideas across the human sciences (a designation broader than and inclusive of the conventional social sciences), extending to law, art, architecture, philosophy, literature, and even the natural sciences. This reassessment is more salient in some disciplines than in others, but its presence is pervasive. It is not just the ideas themselves that are coming under attack but the paradigmatic style in which they have been presented. Particularly in the social sciences, the goal of organizing discourses by abstract generalizing frameworks that encompass and guide all efforts at empirical investigation is being fundamentally challenged.

**Key Words:** blurted genres, crisis of representation, emblematic, exploitation, grand theory, ironic mode, jeweler's-eye view of the world, the Marxist label, paradigms, Personian sociology, Romance/Tragedy/Comedy

Along with selection 33, this selection reflects on the unsentimental state of theoretical affairs in ethnography accompanying the misison of postmodernism in the 1980s. The selection is George E. Marcus and Michael J. Fischer's introduction to their controversial book *Cultural Critique: An Experimental Moment in the Human Sciences* (1986). It offers readers highlights of American social and intellectual history linked to changes in anthropological theory in the wake of Clifford Geertz's interpretation anthropology (Selection 25) according to Marcus and Fischer, the 1980s was a time of diffusion of theoretical authority, abandonment of grand theorizing, and proliferation of experimental writing in ethnography: the crux of their "critis of representation," treating ethnography as a form of representational literature, they recommended that ethnographers move forward by writing in the iconic mode. Now widely (if not universally) accepted, Marcus and Fischer's sserition that ethnographic writing embodies literary plotting and rhetorics of romance, tragedy, and comedy, among others, was then considered deeply challenging.

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indeterminancies in human life for the construction of abstract systems, based on clearly derived and universal principles of justice, morality, and discourse (see Ungar 1976, 1984; Rorty 1979). In the current lively debate about the possibility of artificial intelligence, a key issue is precisely that of an adequate language of description (see Dennett 1984: 1454). Finally, in the natural sciences (physics, especially) and mathematics, the trend is indicated by a preference among some theorists for concentrating less on elegant theoretical visions of order, and more on the micropatterns of disorder—for example, the attention that “chaos” theory has recently gotten in physics, chemistry, biology, and mathematics (for a popular account of this development, see Gleick 1984).

Present conditions of knowledge are defined not so much by what they are as by what they come after. In general discussion within the humanities and social sciences, the present indeed is often characterized as “postparadigm”—postmodernism, poststructuralism, post-Marxism, for example. It is striking that in Jean-François Lyotard’s acute exploration of *The Postmodern Condition: A Report on Knowledge* (1984 [1979]), he too should cite the contemporary “incredulity towards metanarratives” which previously legitimated the rules of science. He speaks of a “crisis of narratives” with a turn to multiple “language games” that give rise to “institutions in patches.” “Postmodern knowledge,” he says, “is not simply a tool of the authorities; it refines our sensitivity to differences and reinforces our ability to tolerate the incommensurable” (p. xxv). The key feature of this moment, then, is the loosening of the hold over fragmented scholarly communities of either specific totalizing visions or a general paradigmatic style of organizing research. The authority of “grand theory” styles seems suspended for the moment in favor of a close consideration of such issues as contextuality, the meaning of social life to those who enact it, and the explanation of exceptions and indeterminants rather than regularities in phenomena observed—all issues that make problematic what were taken for granted as facts or certainties on which the validity of paradigms had rested.

The part of these conditions in which we are most interested is what we call a crisis of representation. This is the intellectual stimulus for the contemporary

vitality of experimental writing in anthropology. The crisis arises from uncertainty about adequate means of describing social reality. In the United States, it is an expression of the failure of post-World War II paradigms, or the unifying ideas of a remarkable number of fields, to account for conditions within American society, if not within Western societies globally, which seem to be in a state of profound transition.

This trend may have much to do with the unfavorable shift in the relative position of American power and influence in the world, and with the widespread perception of the dissolution of the ruling postwar model of the liberal welfare state at home. Both the taste for totalizing frameworks and the predominance in many academic disciplines of general models of stability in the social and natural order seemed to have coincided with the previously more confident and secure national mood. The current exhaustion of this style of theorizing merely points up the politicized context in which post-World War II intellectual trends have been shaped all along.

The questioning of *specific* postwar paradigms, such as the social theory of Talcott Parsons, gained its force during the 1960s when there was a widespread politicization of academic thought in the United States. Yet, those times were sufficiently dominated by hopes for (or reactions to) images of massive, revolutionary transformations of society that grand, abstract theoretical visions themselves remained in vogue. While retaining its politicized dimension as a legacy of the 1960s, social thought in the years since has grown more suspicious of the ability of encompassing paradigms to ask the right questions, let alone provide answers, about the variety of local responses to the operation of global systems, which are not understood as certainly as they were once thought to be under the regime of “grand theory” styles. Consequently, the most interesting theoretical debates in a number of fields have shifted to the level of method, to problems of epistemology, interpretation, and discursive forms of representation themselves, employed by social thinkers. Elevated to a central concern of theoretical reflection, problems of description become problems of representation. These are issues that have been most trenchantly explored by philosophical and literary theories of interpretation—thus their prominence

not merely for sociology, but for anthropology, psychology, political science, and models of economic development as well. Based on his synthesis of the major systems of nineteenth-century social theory (including Weber and Durkheim, but excluding Marx), Parsons provided a comprehensive, abstract vision of the social system, and its relationship to the separate systems of culture and personality. His theoretical project promised to coordinate and unify conceptually the empirical work of all the social sciences. It was an intellectual effort of such vast scope and ambition that it occupied minds and disciplines for some time.

During the 1960s, Parsonsian sociology rapidly lost its hold, to disappear quite as dramatically from open terms of reference by the time Parsons died as had, for example, Spencerian sociology before it. The apolitical and ahistoric character of Parsonsian theory could not be sustained through the upheavals of the 1960s. In purely analytic terms, reducing the richnesses of social life, especially conflict, to the Parsonsian social theory has not vanished; too many notions of function and system equilibrium on which the Parsonsian vision depended, proved unsatisfactory. The Parsonsian vision of function and system equilibrium on which generations of students, now prominent scholars, were trained in terms of it for that to happen. But the theoretical edifice of Parsons has been thoroughly delegitimated, though many ideas within it remain enunciated works, writers devoted themselves to encyclopedic critiques. Instead of grand theories and energetic socialization, instead of grasping holistically social trends to grasp it holistically. The essay, especially of major trends of change and the ability of existing atmospheres was one of uncertainty about the nature close quarters, and to fragmentarily illuminate the essay, to documenting diverse social experiences at the generation of Walter Benjamin, Robert Musil, Ludwig Wittgenstein, the surrealists, and the American bourgeoisie, documentarians/propaganda, and commodity production. In the aftermath, America emerged as the dominant economic force, and it created a new form of capitalist communication. In the social transformations in industrial capitalism effects of the prewar speculations about the fascism and World War II brought to fruition documentation realists of the 1920s and 1930s.

Parsonian sociology became a hegemonic framework, creed of can-do modernization. In the social sciences, the dominant economic force, and it created a new scheme for research, each capturing its own fragment among scholars within and across disciplines. So, too, in the contemporary period a similar division of legitimation and authority attends Marxism. It Talcott Parsons were writing today, his synthesis would merely take its place in among several other grand, and not so grand, programs and suggestions for research, each capturing its own fragment among scholars within and across disciplines. The worse fears of the prewar speculations about the fascism and World War II brought to fruition under the leadership of the surrealists, and the American bourgeoisie, documentarians/propaganda, and the American cultural problems of the 1920s and 1930s. The generation of Walter Benjamin, Robert Musil, Ludwig Wittgenstein, the surrealists, and the American bourgeoisie, documentarians/propaganda, and commodity production. In the social transformations in industrial capitalism effects of the prewar speculations about the fascism and World War II brought to fruition documentation realists of the 1920s and 1930s.

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Marxism is a nineteenth-century paradigm which presented itself as a natural science of society that not only had an intellectual identity but also a political one. It was a grand theory to be enacted and measured against history. In the period of Parsonian hegemony in the United States, Marxism maintained itself as an alternative, suppressed and awaiting its release. Today, there are still those who desire to preserve the framework, dogma, and canonic terminology of Marxism—formalists like Maurice Godelier and Louis Althusser. But there are also more interpretive Marxists, accepting the framework loosely as a realm of shared discourse, but probing within it to find out in cultural and experiential terms what concepts such as mode of production, commodity fetishism, or relations and forces of production might mean under diverse and changing world conditions. The label Marxist itself has become increasingly ambiguous; the use of Marxist ideas in social thought has become diffuse and pervasive; and there no longer seem to be any clear paradigmatic boundaries to Marxism. There is indeed a new empirical, and essentially ethnographic/documentary mood in Marxist writing (see Anderson 1984). It is just this sort of diffusion of ideas across boundaries that is to be expected in a period such as this when paradigmatic styles of social thought are suspended. Old labels are thus a poor guide to the current fluidity and crosscurrents in intellectual trends. While Marxism as a system of thought remains strong as an image, in practice, it is difficult to identify Marxists anymore, or to locate a contemporary central tradition for it.

Parsonian social theory and Marxism (as well as French structuralism, more recently) have all served prominently during the postwar period as paradigms or disciplined frameworks for research in the human sciences. All remain today as sources of concepts, methodological questions, and procedures, but none authoritatively guides research programs on a large scale. They have become merely alternatives among many others that are used or discarded at will by researchers operating much more independently. The current period, like the 1920s and 1930s before it, is thus one of acute awareness of the limits of our conceptual systems as systems.

So far we have viewed the present crisis of representation as one distinctive, alternate swing of a

pendulum between periods in which paradigms, or totalizing theories, are relatively secure, and periods in which paradigms lose their legitimacy and authority—when theoretical concerns shift to problems of the interpretation of the details of a reality that eludes the ability of dominant paradigms to describe it, let alone explain it. It is worth playing back this broadly conceived vision of intellectual history, which sets the context of the present experimentation with anthropological writing in terms that specifically capture the literary and rhetorical qualities of such shifts. To do so, we consult the pioneering study by Hayden White, *Metahistory* (1973), which traces the major changes in nineteenth-century European history and social theory, registered at the level of techniques for writing about society. In briefly considering White's framework, we see twentieth-century anthropology, as well as any other discipline which has depended on discursive, essentially literary accounts of its subjects, as comparable to the efforts of nineteenth-century historiography to establish a science of society through presenting realistic and accurate portraits of conditions and events.

Any historical (or anthropological) work exhibits emplotment, argument, and ideological implication, according to White. These three elements may be at odds with one another as well as being in an unstable relation to the facts they attempt to encompass and order. From these instabilities come shifting modes of writing which also show connections with broader social currents. The struggle to reconcile conflicts among these elements in the writing of texts, especially of important, influential works, poses problems of method for other practicing historians that define a theoretical discourse about the interpretation of reality. White's scheme is of interest to us here precisely because it translates the problem of historical (and anthropological) explanation, most often conceived as a clash of theoretical paradigms, into the writer's problem of representation.

Nineteenth-century historical writing, according to White, began and ended in an ironic mode. Irony is unsettling: it is a self-conscious mode that senses the failure of all sophisticated conceptualizations; stylistically, it employs rhetorical devices that signal real or feigned disbelief on the part of the author



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to critical review, they must finally be left as multiple and open-ended alternatives. The only way to an accurate view and confident knowledge of the world is through a sophisticated epistemology that takes full account of intractable contradiction, paradox, irony, and uncertainty in the explanation of human activities. This seems to be the spirit of the developing responses across disciplines to what we described as a contemporary crisis of representation.

Periods of heightened irony in the means of representing social reality seem to go with heightened perceptions throughout society of living through historic moments of profound change. The content of social theory becomes politicized and historicized; the limiting conditions of theory become clearer. Those fields most closely tied in their concerns to describing and explaining social phenomena undergoing complex changes exhibit strong internal challenges to reigning paradigms, and to the idea of paradigms itself. Thus, during the 1970s and early 1980s, we find such generalist works on social theory as Anthony Giddens's *New Rules of Sociological Method* (1976) and *Central Problems of Social Theory: Action Structure, and Contradiction in Social Analysis* (1979), Alvin Gouldner's *The Coming Crisis in Western Sociology* (1970), R.J. Bernstein's *The Restructuring of Social and Political Theory* (1976), and Pierre Bourdieu's *Outline of a Theory of Practice* (1977). Simultaneously, the problems posed in such works of theoretical discourse are more directly and cogently being addressed in the research process itself, which for fields such as cultural anthropology and history, is significantly a matter of representing in a narrative form social and cultural realities. Empirical research monographs, through self-conscious attention to their writing strategies, equally become works of heightened theoretical significance and ambition. Intellectually, then, the problem of the moment is less one of explaining changes within broad encompassing frameworks of theory from a concern to preserve the purpose and legitimacy of such theorizing, than of exploring innovative ways of describing at a microscopic level the process of change itself.

A jeweler's-eye view of the world is thus urgently needed, and this is precisely where the strength and attractiveness of cultural anthropology reside at the

moment. As we will see in the next chapter, anthropology's distinctive method of research, ethnography, has long been focused precisely on problems of the recording, interpretation, and description of closely observed social and cultural processes. While long associated by its public with the study of so-called primitive, isolated societies, anthropology in fact has been applying its "jeweler's-eye" method for some time to complex nation-state societies, including, increasingly, our own. Moreover, the contemporary innovations in anthropological writing, occasioned by the same crisis of representation affecting other disciplines, are moving it toward an unprecedentedly acute political and historical sensibility that is transforming the way cultural diversity is portrayed. With its concerns firmly established across the traditional divide of the social sciences and humanities, anthropology (among other disciplines such as literary criticism) is thus serving as a conduit for the diffusion of ideas and methods from one to the other. The current changes in past conventions for writing about other cultures are the locus of operation for this strategic contemporary function of anthropology.

Within anthropology itself, the current absence of paradigmatic authority is registered by the fact that there are presently many anthropologies: efforts to revitalize old research programs such as ethnosemantics, British functionalism, French structuralism, cultural ecology, and psychological anthropology; efforts to synthesize Marxist approaches with structuralism, semiotics, and other forms of symbolic analysis; efforts to establish more encompassing frameworks of explanation such as sociobiology to achieve the aim of a more fully "scientific" anthropology; efforts to merge the influential study of language in anthropology with the concerns of social theory. All of these have merits and problems in different measure; yet, all are inspired by and inspire the practice of ethnography as a common denominator in a very fragmented period.

The explicit discourse that reflects on the doing and writing of ethnography itself is what we call interpretive anthropology. It grew out of the cultural anthropology of the 1960s, gradually shifting in emphasis from the attempt to construct a general theory of culture to a reflection on ethnographic fieldwork and writing. It has a major spokesman in Clifford Geertz,

### Further Readings

- c). What do Maccius and Fischer have to say about paradigms in the human sciences?

1. According to Marcus and Fischer, why is there a crisis of representation in the human sciences?
  2. What is ironic about the kind of ethnographic representation recommended by Marcus and Fischer?

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- whose work has made it the most influential style of anthropology among the wider intellectual public. It is, as well, the trend in the anthroplogy of the 1960s from which the contemporary experimental ethnography, our central concern in this essay, took off.

We now turn from the broader intellectual trend affecting anthropology to its inside story. We first discuss the central role that the ethnographic method, and especially the production of ethnographic texts, has occupied in modern cultural anthropology. Then we trace the emergence of interpretive anthropology as a discipline on this basis. Finally, we return to its revisionism in response to the crisis of representation we have discussed in this chapter.

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