

Faculti Summary

<https://faculti.net/the-copy-generic/>

This video is a transcript of a discussion on a book that originates from the speaker's research, which began as a dissertation focused on religious competition among various Christian denominations on the island of Mindoro in the Philippines. The research investigates how people navigate the presence of diverse Christian groups and missionaries, including assessing their shared backgrounds and religious narratives.

The author explores the concept of the "generic," which emerged during research involving a Bible translation workshop with various Christian translators and indigenous tribes. This video concept reflects how people often rely on generic frameworks to engage with faith and conversion, simplifying complex religious identities.

The speaker elaborates on how their fieldwork expanded beyond the Philippines to include research in Los Angeles, focusing on prop designers who create generic brands for films, highlighting the significance of the "generic" in everyday life and its cultural implications.

The book is structured in two parts: the first explains the concept of the generic, while the second provides an ethnographic examination of its application within Christian communities. The author aims to push back against dominant narratives in anthropology that focus on sensational or attention-grabbing subjects, advocating for the importance of understanding mundane, everyday practices and cultural frameworks.

Ultimately, the book seeks to broaden the understanding of the "generic" as a valuable aspect of people's lives, encouraging readers to reflect on the importance of what typically gets classified as ordinary or unremarkable, and to recognize its relevance in the social and cultural contexts in which they exist.