



# SOCIAL ANTHROPOLOGY WITH PROFESSOR JACOB COPEMAN

## TALKING POINTS

### KNOWLEDGE

1. How long does the body take to fully replenish blood after a donation?
2. What are some medical reasons why a person may need a blood transfusion?

### COMPREHENSION

3. How is our modern understanding of blood incompatible with the traditional view of Indian caste?
4. In your own words, why is blood donation associated with national duty in India?
5. Explain why the title of the article is 'Blood, sect and fears'.

### APPLICATION

6. Think about who influences the decisions you make. Would the tactics used in India be effective in persuading your community to try something new?

### ANALYSIS

7. Would you like to give blood when you are old enough to do so? What social factors do you think influence your opinion?
8. Why do you think commercial blood donation is less safe for patients than voluntary donation?

### EVALUATION

9. Think of a time when people had to be persuaded to change their behaviour for medical reasons. Was the campaign effective? Why, or why not?

## ACTIVITIES YOU CAN DO AT HOME OR IN THE CLASSROOM

Imagine you are in charge of a social media campaign to recruit more voluntary blood donors in your community. Create a plan that includes who your influencers will be, how you will motivate people, and what the posts will look like.

Find the word 'blood' in an English dictionary, and select 10 compound words (for example blood-brother, blood-orange). Write a poem based on these words that explores various symbolic meanings of blood from your perspective.

## MORE RESOURCES

Explore new articles, photo essays, videos, news and poetry in Sapiens, an online anthropology magazine: [www.sapiens.org](http://www.sapiens.org)