ABSTRACT

This thesis is an argument for the adoption of an evolutionary perspective to the study of culture. The theory of evolution has redefined many pre-conceived notions of man and his place in nature, and for this it is often the target of unwarranted criticism due to its widespread misunderstanding and the negative connotations that it carries with it due to this ignorance of it and its implications in a historical context.

This thesis strives to explain what evolutionary theory is and how it applies to culture by mentioning its history and repercussions and then by explaining the theory itself in order to dispel any misunderstandings.

It builds up an argument as to why this theory of the life sciences relates to the study of culture by showing its ability to explain how the emergence of culture first took place and how evolutionary accounts of culture are already used to explain the diversity of culture

This argument builds up to the introduction of the relatively new field of *Memetics* which proposes a theoretical framework with which to study culture as being a product of an evolutionary process and argues that Communication scholars should not only use it but participate in its development and refinement.