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Id: 19429

Title: The future is served but is yet unknown: Black Mirror as a today's prophecy for the 'ustopias' to come.

Session Type: Individual submission

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Abstract: In the last decade, the number of TV series that deal with the relation human being-technology has significantly increased. The narratives of these shows are characterized by a dystopian approach to the represented reality. In particular, the main forms of dystopias are: a) dystopias of a socio-relational nature (Westworld); b) dystopias of historical and/or political nature (The Handmaid's Tale); dystopias that refer to the concept of identity (Orphan Black) and d) dystopias that refer to the perception, more or less mediated by technology, of reality (Stranger Things).

In this landscape, a media product emerges as significant thanks to its capacity of integrating its representations of dystopias with elements that pertain to utopian scenarios - like the unrestrainable advancement of technology:

Black Mirror by Charlie Brooker (2011 – in production). Indeed, for all of its textual properties, the series functions according to the cumulative concept of 'ustopias' as addressed by Margaret Atwood (2010).

In particular, we can identify three main categories: 'ustopias' that refer to the sensory perception, 'ustopias' that refer to identity issues and 'ustopias' that refer to social and political dynamics. The present work will focus on a specific episode of the show – 'White Bear' (S02E02). In particular, the article will articulate three levels of analysis: media studies (Bronfen 2016, Campbell 2012), with a specific focus on: forms of technology representation, futuristic settings and social criticism; dynamic psychology (Lacan 1949, Winnicott 1952, Haddouk 2011), with a specific focus on: narcissism, the relation screen/mirror and the digital object relation; cyber psychology (Barak, Suler 2008, Riva, Galimberti, 2001), with a specific focus on: presence, subjectivity and digital inter-subjective relation. The final goal is to describe Black Mirror as a text that offers a set of 'ustopias of subjectivity', new significant elements of the interaction process between human beings and the technologies of communications.

Id: 19462

Title: Conquering and Entertaining: Fauda and the Complexities of Turning an Ongoing Asymmetrical Conflict into a Television Drama Series.

Session Type: Individual submission

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Abstract: Since its release in February 2015, television drama/action series Fauda has attracted enormous public attention and debate, first in Israel and then abroad, following its global release on Netflix. The story of an Israeli undercover unit chasing an infamous Palestinian terrorist, the series was praised for its 'realistic' depiction of the conflict and empathetic portrayal of the opposing sides, as well as for the frenetic rhythm and suspense of the plot. On the other hand, the series has faced criticism for downplaying and obscuring the realities of the Israeli occupation, focusing on a cat and mouse thriller rather than the hardships incurred by a civilian population under military control. Based on a qualitative analysis of media coverage in Israel and abroad, this article analyzes the complex relationship between an ongoing asymmetrical conflict and its representation in fictional television entertainment.

Id: 19577

Title: The Many Faces of The Other in Guillermo del Toro's *The Shape of Water*

Session Type: Individual submission

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Abstract: Directed by Mexican filmmaker Guillermo del Toro, *The Shape of Water* (*La Forma del Agua*) premiered within the context of a U.S. news landscape that prominently covered two topics: increased tensions regarding immigration through the US-Mexico border and the insidious presence of gender inequality in Hollywood. Presenting a fantastic tale set in the 1960s, the movie does not directly reference current events, yet it offers an incisive commentary that addresses these and other prominent issues. Upon its release, it went on to garner critical acclaim and some of the most coveted 2018 Academy Awards, including Best Director and Best Motion Picture of the Year.

On the surface, the movie is a spin on the old tale of *Beauty and the Beast*: there is a young woman, a masculine creature, and an incipient relationship between the two. Yet the story goes into other directions: The creature has been found in Latin America and is construed as a monster by the US military, which keeps it in a secret facility where the young woman works as a cleaner. She is unable to speak and uses sign language to communicate—a characteristic that positions her within the narrative in specific ways. Her two friends are an African American woman who also works as a cleaner and an older white male who is gay—so they are both marginalized because of their identities. Through these characters, the story engages in a multi-layered exploration of how otherness is constructed and upheld in society, in connection with existing power dynamics. Aspects such as boundary-crossing, voice, and agency appear prominently, and hegemonic notions of masculinity and embodiment are addressed through the actions of a man who initially seems like an authority figure, but who intimidates and abuses others throughout the story. As in other of Guillermo del Toro's films, such as *Pan's Labyrinth* (*El Laberinto del Fauno*), the concept of the monster becomes a metaphorical device for investigating larger social issues, vis-à-vis the overarching questions of what it means to be human and how human dignity can be either violated or strengthened.

Using Cultural Studies as a theoretical framework and employing qualitative text analysis as a methodology, this paper argues that *The Shape of Water* is fundamentally about otherness and agency, analyzing the way they are represented and re-framed throughout the narrative. Considering how the main characters are defined along intersections of gender, race, class, sexual orientation, and national origin, the paper discusses how the cinematic text comments on and reflects struggles for recognition and empowerment within American society.

Id: 19605

Title: Acknowledging/Denying LGBT+ Difference Disentangling the homonormativity of Flemish television fiction by interviewing TV professionals

Session Type: Individual submission

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Abstract: Since the 1990s, the field of queer television studies continues to provide a fundamental understanding of the textual tools of representational politics employed with LGBT+ characters (e.g. Peters, 2011; Westerfelhaus & Lacroix, 2006), but often focuses on cultural critique (Felski, 2015). It therefore offers little knowledge on the formation of specific representational regimes. To better understand how, not which, representational strategies take form in popular television, we conducted expert interviews with 7 professionals active in the Flemish television fiction industry, discussing attitudes and discourses guiding them in televising sexual and gender diversity. This allows us to treat homonormative representations as the result of a conscious production process rather than assuming that homonormativity is unreflexively reiterated by passive intermediators. Quantitative and qualitative textual studies on LGBT+ representations in Flemish television fiction (e.g. Author 001 et al., 2018a; 2018b; Forthcoming) show a welcoming, but decisively homonormative, domestic television industry for on-screen sexual and gender diversity (see Duggan, 2003). Gender-conforming, white, middle-class gay and lesbian characters are an overwhelming majority, often articulated to heterosexual norms and scripts – like marriage and child-rearing (see Author 001 et al., 2018b). With regards to this paradox, expert interviews offer the possibility of gauging whether homonormative representations originate in homonormative intentions. This, the study argues, is necessary for a queer television studies interested not only in giving attention to what is wrong in media (see Hesmondhalgh & Toynbee, 2008), but in actively contributing to better media portrayals.

The interviews establish that Flemish television professionals think of LGBT+ characters as a necessary presence in domestic television fiction. Their views show that they value socio-cultural verisimilitude (see Neale, 2005) as a core quality to domestic television fiction, emphasizing social realism. LGBT+ people are visible in Flemish society, and their absence from domestic fiction series is incongruous with social realism. Valuing social realism pertains to qualities of individual characters too, and television professionals wish to convey a just, realistic image of LGBT+ people. Seemingly paradoxical, considering the pervasive homonormativity in Flemish television fiction, this leads them to compare characters and narratives they create to broader LGBT+ discourses, conceived of as partial or detrimental. Television professionals, moreover, are aware of the fact that LGBT+ people have a history of being stereotyped and ridiculed in popular entertainment. This knowledge, organized around visual and narrative cues, leads them to avoid these traits. Effeminate gay men, 'butch' lesbian women and other 'stereotypical' portrayals are therefore systematically excluded, notwithstanding their existence in social reality. Respondents often allude to a sense of self-policing too, as they are aware that representations of marginalized groups are under constant scrutiny.

The paper concludes by pointing to the double bind that television professionals in Flanders experience when LGBT+ representations are concerned. They feel expected to acknowledge the difference personified by LGBT+'s, but also feel they have to downplay these differences, ultimately leading to the erasure of LGBT+ (sub-) cultural traits. This, the paper argues, clarifies a challenge for scholars engaged in studying the relation between marginalized identities and popular entertainment. Besides textually critiquing problematic representations, scholars should engage the industry, to cooperate with television professionals to offer a diverse image of a diverse community.

Id: 19733

Title: Reterritorializing the home: (im)material discourses of belonging in Utopia

Session Type: Individual submission

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Abstract: Cultural globalization is a quintessential part of contemporary, everyday life. In general, Morley (2001) argues, accounts on globalization are celebratory. Globalization, in terms of transnational mobility, traveling to other countries, is only attainable for a small elite. The majority encounters globalization through their TV screens. The home increasingly becomes a phantasmagorical place: “to the extent that electronic media of various kinds allow the intrusion of distant events into the space of domesticity.” (Morley, 2001; p. 428). This intrusion of the private sphere, of the home, raises anxieties and result in attempts as reterritorialisation, attempts to redefine the home, one’s place in society, in an increasingly deterritorialized world (Appadurai, 1996).

Indeed, the desire to reterritorialize seems to increase in contemporary, Western societies. Conservative, right winged, populist parties have gained position. Simultaneously, tv-shows increasingly carry nationalist signs such as “I love ...[my country]”, The great [country-name] bake-off”. This study investigates how TV-programmes with a ‘nationalist odour’ create space for their audiences to meet their desires to reterritorialize. The primary research question then is: How do reterritorialisation strategies manifest in the Dutch TV-programme Utopia?

Utopia is a reality TV-show, designed by John de Mol. January 2013, 15 candidates entered Utopia’s terrain. Next to a large, rather shabby shed, there were no facilities (such as sewers, fresh water, electricity) available. The candidates’ aim was, as the title suggests, to create a new society. Currently, Utopia’s second seasons is broadcasted on Dutch TV. An average, the show draws about 550,000 per day (11% market share). Though the aim is to build a new society, the show centralizes on Dutch society: candidates represent a variety of societal groups in terms of age, ethnicity, gender and region (audible in spoken dialects and verbal expressions of regionality). The show therefore makes for an excellent case to investigate reterritorialisation.

A total of 21 episodes (1 till 31 May 2015) was subjected to a Foucauldian discourse analysis (Foucault, 1976). During this period a so-called lock down takes place: candidates decide to go back to basic and leave all luxury goods (including their beds) behind to re-assess their purpose and aims. All episodes were viewed three times and relevant scenes were transcribed. Relevant scenes encompassed material and immaterial articulations of the ideal society, community and feelings of belonging. Strategies used to formulate discourses on reterritorialization are unravelled. Which boundaries were policed, which ideas were heard and which were ignored? Finally, the subject positions, which candidates were taken seriously, had a voice in the discourses were analysed? (Foucault, 1976; Tonkiss, 1998).

Results show 3 strategies. The first one is embedded in the programme, the second concerns the material organization of life in Utopia, while the third strategy encompasses the immaterial organization. The three strategies show how the candidates fail to redesign life/society.

Simultaneously, the concepts of home, belonging and identity are continuously rearticulated in the programme. It is this failure, and the recognition thereof that proffer the audience space for reterritorialization.

Id: 19824

Title: Popular culture and human dignity: Scopophilia and sexualized objectification of women in South African hip-hop culture

Session Type: Individual submission

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Abstract: The discourse of human dignity draws attention to the representation of various groups in the media. This paper examines the representation of women in popular culture through a study of hip-hop culture in South Africa. In many hip-hop music videos women's value is reduced to sensuous display of sexuality. As a result visual pleasure is created through the (re)presentation of women as eager and willing sexualized objects. This study assesses the techniques and ways women are sexualized in South African hip-hop videos, and how their presentation endeavors to create visual pleasure for those that consume these videos. Four critical elements were adopted from Laura Mulvey's seminal theoretical discourse about the positioning of women in narrative cinema to study the gender representation and sexual presentation of women in two popular South African hip-hop music videos. These four elements are (a) scopophilia (the gaze), (b) objects and objectification process of women, which includes the use of objects to enhance the objectification of women and how the feminine body is juxtaposed with objects in a direct objectification of the body. (c) gender division of labour; the positioning of the male characters are studied in relation to the female characters in order to situate the location and dominance of power in music video, and lastly (d) language of the patriarchal order, but this study focuses on the technical language, the camera language used in the presentation of women in these videos. These elements coupled with critical textual analysis reveal that appealing to the male gaze, objectification processes, gender power asymmetry and camera techniques are ways of presenting a sexualized spectacle of women. The goal is to re-write the cultural script that demean the human dignity of women, confront patriarchal cultural order, provide education that highlights the equality of gender, recognize the agency of women that perform, and examine why they perform, in this representation, and acknowledge how women have also challenged this stereotypical narrative in cultural expressions. These have been the objects of critical feminist analysis of popular culture.

Id: 19887

Title: A Exploration into the Revival Path of Peking Opera in the Perspective of "Cooperative Communication" "Discussion on the dispute between Leehom Wang and Peiyu Wang in a Chinese Talk Show

Session Type: Individual submission

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Abstract: November 4th, 2018, in the first episode of the third season of the Tucao Conference, a most popular talk show in China, pop singer Leehom Wang and Peking Opera actor Peiyu Wang debated whether pop songs should be incorporated with elements of Peking Opera. Peiyu Wang believes that young people should give themselves the opportunity to listen to Peking Opera. Pop songs should not encroach on Peking Opera. She thinks it is a kind of awkwardness to Peking Opera. Leehom Wang thinks that "if you don't sing, I don't sing, the Beijing Opera stage will be empty." "Beijing Opera" is China's "national drama", which is a flexible "brand" symbol on the international stage to convey the Chinese image. According to the research related to national brands, whether a "brand" symbol can successfully represent the "national image" must be judged from three dimensions, named "uniqueness, creativity and contribution" This paper uses the framework to explain that the main problem in the current communication process of Peking Opera is that it pays too much attention to the display of history and shows a strong "uniqueness". However, it is still far from enough in the "creativity" of attracting the current audience and the cultural needs of the youth group, as well as lack of the "contribution" to the absorption and transformation of qualitative cultural factors; the development direction of Peking Opera should reflect the historical logic of its road to a "national opera", and draw on its experience of absorbing and integrating from "Hui and Han Convergence; focusing on the changes in the social "political and economical" background, and using the "cooperative communication" model to create "new Pecking Opera" from the four aspects, which are "content", "subject", "objective" and "channel", so that Beijing Opera can keep youth, popular and go to the world.

Id: 19891

Title: Positive energy vs. keeping it real: Political imperative and authenticity in the mainstreaming of a Chinese subculture

Session Type: Individual submission

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Abstract: Through our analysis of the performances and corpus of lyrics shown on The Rap of China, we investigate how discrete Chinese inflections refract globally resonant hip-hop themes such as representations of masculinity and loyalty manifest in the struggle of “brothers” (兄弟 xiongdi). Exploring how Chinese rappers navigate the twin demands of authenticity (“keeping it real”) and politically correct positivity (“peace and love”) is a vehicle to investigate the processes of localization in a context where culture, globalization and politics are closely intertwined.

As an underground subculture, Chinese hip-hop confronted issues of authenticity and artistic integrity, but was largely insulated by its niche status from the expectation of producing art with “social value.” The Rap of China changed that, by bringing it into mainstream popular culture, and finding it lacking, the state immediately took punitive action. The showcase for China’s rappers proved the genre’s popularity and commercial potential, only to bring it into the state’s crosshairs, demonstrating that the state’s restrictive definition of political correctness trumps all other variables by which cultural products might be judged. Notwithstanding the consonance of many tracks with state discourses on self-improvement, perseverance and striving upwards, the conspicuous avoidance of political issues and the striving to develop a distinctly Chinese form of music, the prospects for rap entering the mainstream entertainment scene while retaining a semblance of authenticity are limited.

As we have discussed, there are several aspects to authenticity. First level authenticity refers to music that represents the artist being true to themselves and embraces the values of self-creation and individuality (Armstrong, 2004: 336; Krims, 2000: 178). There is evidence in rappers’ tales of sacrifice, struggle and pursuit of independence, and their articulation of local concerns and loyalties, to suggest that, even in the circumscribed milieu of The Rap of China, that they possess these values. A second dimension concerns corruption by commerce, trends, and derivativeness, where the term itself is deployed to protect the culture from the threat of assimilation (McLeod, 1999: 146). A third dimension concerns the authenticity of hip-hop in contexts where the agential, environmental and historical conditions of the African-American pioneers of the genre do not pertain. All in all, the exploitation of rap’s popularity with young people as a mode of government political communication for propaganda purposes, while constricting the space for rap as a whole does not augur well for Chinese hip-hop’s creativity or its capacity to provide a platform for expressing and sharing what it means to be a young person in China.

Id: 19897

Title: 'Ottoman Detectives at Work': Different Roles of the Past in Turkish Historical Dramas

Session Type: Individual submission

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Abstract: Beginning from the early years of TV broadcasting, historical dramas preserved their popularity among Turkish TV series. When devoted filmmakers of Turkish cinema were invited to play pioneering roles in producing local TV series in the 1970s they found their inspiration in classical novels written in the late Ottoman period, making screen adaptations and creating historical dramas. From the 1980s onwards, historical dramas focused on political struggles in the Ottoman Empire and/or the national victories during the War of Independence. As they aimed to make the audiences appreciate significant moments in the nation's history by recreating the past on TV they frequently found themselves in the middle of heated debates regarding their ideological positioning and/or accuracy of depicting historical events.

Parallel to the political and social changes in the 2000s, Turkey did not only find itself being exposed to a new phase of nation building process but also the transformation of Turkish economy changed many things in the production and distribution of Turkish TV series. On the one hand, local formations of globally circulating genres such as soap operas, police procedurals and sitcoms started to be practiced more vigorously. On the other hand, popularity of Turkish TV series gradually increased worldwide, especially in the Middle Eastern and South American regions. Historical dramas got influenced by these changing dynamics in different ways. Together with the rising political polarization in the country diffusion of soap opera and/or action adventure conventions into historical dramas exhilarated debates surrounding their accuracy of depicting historical events in the local context. In the global context, the same diffusion helped spreading the popularity of Turkish historical dramas which tell intriguing stories in the mise-en-scene of the Ottoman era.

Many studies have conducted on popular historical dramas such as *Muhteşem Yüzyıl* (Magnificent Century, 2012-2014) and *Diriliş: Ertuğrul* (Resurrection: Ertuğrul, 2014-) by approaching the production and reception of these series from a political communication perspective (Carney 2013; Carney 2014; Carney 2018; Arsan 2014) and/or questioning their worldwide popularity (Tüzün and Sen 2014; Yesil 2015). This paper intends to build upon these studies by relating the current political discussion about historical dramas in Turkey with the wider debates surrounding global TV flows (Bielby and Harrington 2008; Straubhaar 2007; Mikos and Perrotta 2012; Weissmann 2014). With a particular focus on *Filinta* (Flintlock, 2014-2016), a hybrid of historical drama and police procedural similar to *Ripper Street* (2012-) and *Copper* (2012), the paper places the series in the intersection of various local and global discourses (Mittel 2001) and is mainly interested in the simultaneous usage of 'Ottoman past' as a convention, marketing tool and commentary on current political events at different levels. In this way, the paper intends to question the meanings behind the multiple forms of the past (De Groot 2016) circulating in popular imaginaries in the local and global context.

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Id: 19937

Title: Visual Intimacy Online: A Case Study of Intimacy, Social Media and Youth in Belgium

Session Type: Individual submission

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Abstract: Visual content is a crucial aspect of everyday social media, in particular on platforms explicitly framed around the visual such as Instagram and Snapchat (Highfield & Leaver, 2016). These social media are not only facilitating the sharing of visual content online, but are also making digital communication an important aspect of the identity construction of youth. Moreover, they establish a space where young people can develop and reflect upon their sexuality, intimacy and gendered self-identity (Bond, 2010). Young people make important negotiations on which information they want to share online with others and which not. This is resulting in a self-presentation that is performative, but also visual (Hand, 2012). Due to this visual sharing culture, personal images are becoming part of a multidimensional 'gaze' (Ibrahim, 2012) by parents, peers and society in general. It is thus interesting to explore the link between sexuality and technology as it is crucial in the understanding of visual intimacy online. Although the debate surrounding youth, sexuality and social media is dominated by the deviancy discourse where young people are constructed as victims without agency (Döring, 2014; Thiel-Stern, 2009), it is important that young people need to be understood as experts in understanding their everyday lives online.

Therefore, we studied the specific understandings young people themselves have on visual intimacy online. While there has been a considerable amount of research, policy and public debate on how we can control or limit young people's online participations for intimacy and sexuality (Hasinoff, 2015), there still is need for a better understanding on how young people can have a good intimate and sexual live with all these digital media. We did an in-depth qualitative research of moral understandings in everyday life contexts and conducted semi-structured individual interviews (N=25) with young people between the 14 and 18 years old in Flanders. We used narrative interviewing techniques and creativity activities to provide the participants a safe environment where they can openly talk about digital intimacy in relation to gendered, sexual, ethnic or religious

identities. Finally, this paper analyzed the interviews using a grounded theory approach (Charmaz, 2006).

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Id: 19963

Title: Dystopian Borderlands and Rooted Futurities in the Nepantlerx sci-fi film 'Sleep Dealer'

Session Type: Individual submission

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Abstract: In seeking to address this year's IAMCR's conference theme “Communication, Technology, and Human Dignity: Disputed Rights, Contested Truths,” this essay examines the dystopian borderlands sci-fi film *Sleep Dealer* developed by Peruvian-American film-maker and artist Alex Rivera. High-tech surveillance, virtual reality sweatshops, and body modifications are connected to issues like access to natural resources, labor practices, workers bodies, and resistance through the film's main character. Rural to urban migration flows are also depicted in the movie by connecting a small Mexican town located in Oaxaca, México with the cities of Tijuana and San Diego on the northern US/México border. Produced in 2008, the futuristic scenarios of the film ominously speak to the situation currently unfolding in the US/Mexico border regions. The current US president's vision of a new border wall, thousands of migrants fleeing Central America trying to reach the United States, and a rise in white nationalism, along with technological developments increasingly used for warfare, corporate control, and surveillance are some of the real and current events that profoundly resonate with the film.

Drawing from Mesoamerican indigenous knowledge perspectives and Indigenous scholarship, along with Walter D. Mignolo's “Border Gnosis” and Chicana scholar Gloria Anzaldúa's “Nepantlerxs,” a decolonial reading is applied to understand the film's engagement with themes of struggles over natural resources, media appropriation/hacking, surveillance, reflections of love/sexuality/intimacy in a networked, virtual, and high-tech world, and the seeking of dignity in a global neo-colonial economic and social system. In this vein, I argue that *Sleep Dealer* is a strong 'Nepantlero' Chicana sci-fi film, pointing to the limits of a global economy of dispossession, while summoning ancestral knowledges that help root and steer to a present/future where harmonious relationships to natural resources and our bodies can be imagined.

Id: 20131

Title: Humor in Collective Action: The 2017 Romanian Anti-Corruption Protests

Session Type: Individual submission

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Abstract: On the night of January 31, 2017, as news of the Romanian government's plans to decriminalize corruption transpired, citizens across the country spontaneously took to the streets. Throughout February, protesters kept gathering in front of government buildings and in public squares, marking the beginning of an anti-corruption social movement. The scale of mobilization – and its international coverage – took the government by surprise, eventually halting their plans. This paper focuses on one of the striking features of these early protests: the widespread use of humor in the posters that citizens brought with them to the squares. It asks: what does humor do in the context of these protesters? Informed by discourse analysis principles, a sample of approx. 100 posters is analyzed in terms of content (signification, source of humor) and performativity (what the posters 'do'). Preliminary findings suggest humor became a 'weapon of resistance' against a government perceived as not only corrupt, but also intent on undermining democracy from within. Posters poking fun at the arrogance of the political party in power brought together a medley of referents, from Marvel superheroes and Game of Thrones to regional stereotypes and international political events such as U.S. president Donald Trump and the terrorist attack on Charlie Hebdo. Yet, the humorous appropriation of such referents was also a 'strategy of distinction': it drew firm boundaries between protesters and an (allegedly) immoral and arrogant political party in power, but it also positioned the former as middle-class subjects speaking to an international audience. While these humorous posters are an expression of individual creativity, their co-presence in the public squares transforms them into a strategic and coherent discourse challenging the powerful Romanian political elite and their supporters.

Id: 20181

Title: The actor prepared: Training and the logic of celebrity.

Session Type: Individual submission

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Abstract: In this presentation, I will examine the semiotic impact of the relationship between celebrity as a market attuned expression of popularity and the theories of the good performance found in the literature of actor and performer training. I will argue that the mass diffusion of celebrities as role models and exemplars of success has transformed the formation of popular identities or personae as a side effect of the new emphasis given to the body as a medium for the expression of character.

Comparing different systems of training as the production of exemplary docile bodies, I contend that the celebrity once a romantic figure outside of society is being reformulated as one who succeeds within it through a process of interpersonal competition. This context, the primary goal of self-presentation is not solely, as in Goffman's influential theory of self-presentation, to create a favourable impression in others but rather to ensure that one is a winner in Darwinian struggle to survive in precarious labour markets.

The impact of the market for acting labour, marked by steep inequalities of reward, employment opportunities, created a situation in which whatever the apparent doctrinal differences underlying actor training, the use of actors in cinema, theatre and television has succumbed to a logic of equifinality based on presence: if it sells, it works. This standard of appreciation has led to the development of an operational aesthetics as the dominant form of appreciation of acting and performance; an aesthetic mode that is a tribute to the power of Hollywood as a global production centre.

These circumstances mean that actors rather than being regarded as skilled professional performers are required if they are to practice their craft to become celebrities that replay the themes of popular television genres such as talk shows, reality television and soap operas and in general, a broader culture of performance associated with striving for material and social success. Since the basis of distinction rests on the psycho-physical properties of the person/performer what has emerged is a form of celebrity based on a physiocracy, the rule of nature as exemplified and codified in the cultivated body. Just as owners of land use their legal title to engage in capitalist exchange relations so actors and other performers sell their psycho-physical assets through a process of self-harvesting. The different modes and trajectories of accumulation and how these structure actor training will be analyzed.

Id: 20206

Title: "Everybody needs to post a selfie every once in a while': Exploring Young Women's Self-Representation Practices on Instagram

Session Type: Individual submission

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Abstract: Over the past years, Instagram has grown widely in popularity worldwide, having reached in 2018 over one billion monthly active users (Constine 2018). Instagram has become an essential part of many young people's daily lives and central to contemporary visual cultures. The creation and sharing of self-representations is a central and unavoidable part of these social media practices (Enli & Thumim 2012, 88). Young women are amongst the predominant active users of Instagram (WeAreSocial, 2018), and the demographic stereotypically associated with online self-representation and selfie-taking (Burns 2015). Relying on user-generated content of a diverse user base, these self-representations allow for a large degree of individual variation – both in terms of who represents themselves and in the strategies of representation used. Self-representation on Instagram thus carries the potential to contribute to a broadening of the scope of public visibility to a wider variety of women and femininities, often underrepresented in popular media (Tiidenberg 2018).

Yet, popular discussions about Instagram self-representation often fall into overly-simplified discourses, optimistically praising self-representation on Instagram as empowering (e.g. Fleischaue 2014; McCarthy 2013), or dismissing it as shallow, and mundane (e.g. Bloomingdale 2015; Oyler 2017).

Following a feminist media studies perspective, this paper focus on the lived experiences of young women using Instagram, recognising the complexities of their self-representation practices. This paper aims to question how young women understand and construct their own self-representation practices on Instagram, exploring the tensions present in their discourses. It also explores how they negotiate broader socio-cultural, photographic, and social media conventions in these practices. This research is based on an on-going series of in-depth interviews with a theoretical sample of female “ordinary” Instagram users (i.e. not celebrities or Insta-famous users), ages 18–35. These interviews are combined with a sustained observation of the participants' feeds and self-representations.

Our findings illustrate how young women can reflexively present their self-representation practices in nuanced ways, as rooted on a series of complex negotiations. While self-representation can be experienced as an empowering practice, offering positive validation, it is nonetheless frequently accompanied by a general sense of devaluation (Burns 2015), leaving users to negotiate the often

gendered, negative popular culture stereotypes on selfie-taking, and developing their own porous distinctions between what they see as acceptable or unacceptable strategies of self-representation. For these participants, self-representation is thus understood as a negotiation between, on the one hand, personal preferences and discourses of authenticity (Warfield 2017), and, on the other, engagements with popular photographic conventions and Instagrammable aesthetics (Manovich 2017). Laborious strategies to create Instagrammable content and gain positive feedback, rooted on the awareness of an underlying social media logic of popularity (Van Dijck & Poell 2013), conflicts with the cultural dismissal of this desire for validation as negative “attention-seeking” behaviour. As Instagram becomes embedded in our everyday experience, it becomes important to critically explore how young women are engaging with and making sense of these multi-layered self-representation practices, which are deeply intertwined with broader questions of gender representation politics, yet are often dismissed as superficial and trivial.

Id: 20213

Title: Cosmetic Conurbations: A comparative study on aesthetic medical tourism and the popular culture between Brazil and South Korea

Session Type: Individual submission

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Abstract: Globalization has often been painted as a process of westernization or US imperialism in which drivers such as military power, technology and economics have led to one-way cultural flows. Commentators outside of the globalization studies have often oversimplified the importance of culture, history, or even ethnicity in their understanding of globalization. This study is a preliminary study of the global economic flows of “aesthetic medical tourism” (e.g. cosmetic surgery) and how such economic flows may relate to existing government policies, local popular cultural and media flows. These two cultural flows have figured prominently in media studies of globalization. Using Brazil and Korea as a comparative case study, we attempt to explore and contrast the historical development of aesthetic medicine in both countries, their popular culture development and the history of beauty standards in Brazil and Korea. By examining the differences between aesthetic and non-aesthetic medical tourism and by comparing the historical, political, cultural and economic dynamics of aesthetic medical industry in Brazil and Korea, this study finds some evidence that suggests the global popularity of cultural exports of the popular culture including Telenovelas and Korean Dramas may have contributed to the success of the export of regional beauty standards and aesthetic medical tourism in a way that is not driven by crude notions of neo-liberal economic utility. Brazil and Korea’s cultural industry, mainly represented by Telenovelas and Korean Dramas which created by Brazil government and Korean Wave contribute media influence to their imported countries. We have seen that the well explored cultural flows of Telenovela and Hallyu dramas with their regionalized, hybridized South-North, and ethnic logics can in turn influence more “concrete” economic flows and unlike non-aesthetic medical tourism, they are protected from competing directly on a flat global marketplace and are protected by different aesthetic standards relating to their different regional histories and their popular culture. This study also revealed that consumers are agents that employ beauty in order to improve their own economic situation. Consumers may not be blind followers of beauty trends and are able to adopt cultural resources that suit their, sometimes economic, purpose.

Id: 20270

Title: Cartesian Anxiety in Game Studies: Subjects, Player, and Critics

Session Type: Individual submission

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Abstract: This paper employs Jacques Lacan's theory of the subject to analyze both the discourses of gaming publics and the rhetoric of inquiry in game studies. In the scholarly discourse of game studies and the public discourse surrounding the release of *No Man's Sky* (2016) we can see the same drama playing out: the vacillation between a sense of certainty about how the subject is master of their own universe and the doubt that threatens to undo this edifice, the concern that the player is simply an aspect of a universe within which they are insignificant. I argue that in both of these discourse formations key conversations can be described in terms that map to Lacan's (1977) figure of the split subject, the incommensurability of the ego and the unconscious. In particular, I trace the presence of what Richard Bernstein (1983) calls "Cartesian Anxiety" through these discourses and identify how this anxiety contributes to toxicity and stagnation in both game cultures and game studies.

I begin with a discussion of controversy around the 2016 game *No Man's Sky*, which was both widely panned and praised by critics and players alike, and argue that the polarizing discourse is the result of Cartesian Anxiety, a discord arising from the inability to recognize and accept the hail of the split subject. To wit, the public controversy that pits the desire for open world play against the desire for greater narrative and ludic structure is only one manifestation of the same irresolvable tension, and *No Man's Sky* managed to stimulate but not satisfy both of these impulses. Turning to the rhetoric of inquiry in the field of game studies, I argue that the concept of Cartesian Anxiety helps explain the entrenchment of various positions that center either players or games. I advocate for an approach that is oriented to gameplay, the economy of relations, enticements, and incitements circulating between players and games. Such an approach, informed by Lacan's model of the split subject, would enable game studies to mitigate the problem of Cartesian Anxiety.

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Id: 20272

Title: How to inquire into identity narratives. The case of Patrick Jane in the Mentalist.

Session Type: Individual submission

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Abstract: Television crime drama, including the police procedural, are a rich hunting ground for reconstructing the many ways in which identity is constructed - especially when one is interested in gender and race and in dominant constructions of femininity and masculinity. Non-normative gay and trans identities e.g. are decidedly harder to find. This paper will focus on an enormously popular police procedural of the first decade-and-a-half of this century to contrast two different ways of inquiring into identity narratives. Using the tools of aesthetic and narrative analysis, it will offer both a 'suspicious' and an 'appreciative' strategy. Recently danah boyd (2018) suggested that media literacy training seems mostly to have resulted in suspicion. Deconstructivist approaches could be seen to contribute to an unrelenting quest to uncover conspiracies and the ways in which as viewers we are manipulated to understand the world in particular ways. Rita Felski (2015) earlier offered a similar argument for literary criticism and suggests we find ways to do forms of appreciative inquiry. This paper will take a closer look at the protagonist of *The Mentalist* (CBS 2008-2015) who is an interestingly anomalous figure in one of the most popular television genres. He could be read as a feminine man: he is afraid of guns, a coward and a bit of a flirt, and he uses 'reading people', a typically feminine strategy, to solve crimes. The combination of the three can be read as a clever ploy. Narrative development in addition suggests that when his erstwhile boss Teresa Lisbon and he come to be in a relationship in the last season, the identity narrative shifts to a conventional one, reversing Lisbon and Jane's roles and positions. Against such a suspicious reading, Jane can be read as a feminist man and a statement against one-dimensional thinking about gender. It will become clear that any reading depends on the choices made by the viewer/interpreter and that rather than outright support a particular interpretative strategy, we need to develop a vocabulary to discuss how we choose and judge the frames, ideologies and identities we discern. Making appreciative strategies available, it is argued, will greatly enhance critical practice. Even more importantly, it will help build the empowering citizenship value of media literacy training and of everyday media use.

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Id: 20279

Title: Reconsidering the inspirational supercrip: a holistic case study on the representation of 'inspirational supercrips' in the Flemish reality television program 'Over Winnaars'

Session Type: Individual submission

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Abstract: Research by disability scholars indicate that representations of disability in popular culture are dominated by so-called 'supercrip narratives', i.e. narratives of 'remarkable' people with disabilities, who, against all odds and through astounding endeavor, triumph over the 'tragedy' of their condition (Hartnett, 2000). These personal stories are often referred to as 'inspirational' in popular media texts. However, most disability scholars fiercely criticize these representations for reinforcing an ableist ideology. An ideology that constructs disability as a medical and individual 'defect', which should be cured or overcome by willpower and perseverance in order for one to be accepted by society. Consequently, the notion of 'inspiration' became negatively connoted within Disability Studies, because these stories mainly seem to inspire the individualization of disability and evoke feelings of pity, compassion and charity towards people with disabilities.

Nevertheless, a select body of audience research (Berger, 2008; Kama, 2004) reveal more empowering readings by disabled audiences than the critical theorizations by disability scholars, which are mainly based on textual analyses. In accordance with Chrisman (2011), these empowering readings make us question if Disability Studies should reconsider 'inspiration' as a possible tool for emancipation and social change. Recently, Schalk (2016) also questioned the outright dismissal of all supercrip narratives by disability scholars as ableist and invaluable. She argues that, this way, entire genres of popular culture, which generally have large audiences, are being disregarded by the field. Therefore, Schalk (2016, p. 71) suggests to theorize the supercrip as 'a collection of narrative types created by different mechanisms which vary by medium and genre'. If we ought to apply the supercrip as a tool for critical analysis, we will 'be better able to differentiate and understand the production, consumption and appeal of supercrip narratives in popular and mainstream media'.

Drawing on the abovementioned theoretical reconsiderations of the notions of 'inspiration' by Chrisman (2011) and 'the supercrip' by Schalk (2016), this study aims to contribute to the understandings of the social and cultural constructedness of 'disability as inspiration' in supercrip narratives. In order to do so, the case of 'Over Winnaars' [About Winners], a Flemish reality television program, will be examined in a holistic manner. The format of 'Over Winnaars' can be defined as a 'supercrip narrative', since its baseline is to help five 'unfortunate' people overcome their disability and make the impossible possible. In each of the five episodes, another disabled participant is 'granted' the unique possibility to make their dream come true with the help of a nondisabled host. E.g. in episode 1 Hannelore climbs the Machu Picchu (Peru) with two leg prostheses; in episode 3 Peter, who has cystic fibrosis and diabetes, cycles to the top of the Mauna

Kea (Hawaii). By analyzing the text, interrogating the audiences (by means of focus groups with people with and without disabilities) and interviewing the producers of 'Over Winnaars', we aim to acquire more insights in how supercrip narratives are produced and what meanings audiences attribute to these 'inspiring' television texts.

Id: 20433

Title: Misrepresentation and Stereotypes: The media and the Westerner's perception of Africa.

Session Type: Individual submission

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Abstract: There is a concurrent pessimistic and dissenting portrayal of Africa which has permeated the consciousness of Westerners. These thoughts are entrenched by biased Western media propagation that has made poverty, disease, underdevelopment, and hopelessness the narrative that describes Africa. Research has shown that the media sometimes does not give a well-rounded story of the news information that they disseminate, thereby portraying one sided and incomplete stories (Ramirez, 2012). Owing to this, the African narrative has overtime been disclosed in the negative light. According to Biney (1997), misinformation about Africa have become a humanitarian growth project in the west and the continent has always been portrayed as dark and in need for civilization, and its heathen people, in need of enlightenment. This transformative study seeks to explore how the westerner's perception of Africa has been influenced by the media. Furthermore, it also seeks to educate the reader about the dangers of a single story, and the Africa that the Western media do not often portray. Through homogenous purposive sampling, 30 Westerners above the age of 18 would be interviewed to get their perception of the African continent and how the media influences such perceptions.

Id: 20507

Title: Marketable News: The Buzz Around A Garbage Fire

Session Type: Individual submission

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Abstract: When a garbage dump catches fire, the initial reporting around the issue appears to take on trans-scalar dimensions – area, population, economics, colonization, technology, and globalization are consistently inferred in analysis. The Deonar dumping ground was established by the British administration in 1927; then at the edge, now at the heart of the ever-expanding Mumbai city. In 2016, the Deonar dumping ground caught fire and smoke bellowed deep into residential and business centers of the city. News channels began reporting that the trail of smoke was photographed by NASA satellites —a national embarrassment. A 'world-class' city like Mumbai had caught the attention of the international community but through an unfortunate and untimely event. Within a few hours, people begin to complain of throat itches and various other ailments. Doctors warn that the toxic fumes could have long-lasting effects and adversely impact the mental health of those breathing the air.

Media reports seem to fault the city administration and the general lack of civic consciousness when it comes to waste disposal; there seems to be some camaraderie building between those who earn their living picking through the trash and those who generate it. Often, it is not through proactive campaigning or political mobilization or sensitization workshops that ideological and class divides can be bridged —the smog over Mumbai produces a medium through which its citizens establish intimacies. But trans-scalar associations produce genuinely inconvenient trajectories that contest hegemonic frameworks. It suggests that technology and our mediated relationship with things lacks an adequate model of imaging —not just representation, but the image as an intersection of matter and thinking— because of which we are compelled to disavow multidimensional analysis in order to accommodate revenue models, production formats, technologies, and legal frameworks. A complex web of government regulation and market collusion make seeing a critical dimension in formulations of illegality that reorder the mediated images and analysis, and constrain them to prescribed models of signification. The irresistible impulse to produce marketability around an event eventually takes hold and narrows the scope of technologies, resulting in familiar and reassuring imaginations.

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Id: 20513

Title: Narrative of sexuality in American post-pop cinema: films of Todd Haynes

Session Type: Individual submission

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Abstract: American film director Todd Haynes is one of those whose films might be described as independent cinema by their distinctive style, language, and narratives. He is part of a new generation of filmmakers whose work is praised by critics, nominated for prestige film awards as well as being a part of the global cinema market. Film theoretic Jesse Fox Mayshark (2007) calls Haynes one of the auteurs of American post-pop cinema. Others fitting the description are Richard Linklater, Paul Thomas Anderson, David O. Russell, Wes Anderson, Spike Jones, and Sofia Coppola. Mayshark describes their works as ones revolving around questions of identity, empathy, and difficulty of establishing and maintaining an emotional connection between family members, lovers, friends, and strangers and connects them with generation's efforts to make sense of itself and the world it inhabits. But in the context of given description films of Haynes stands out with their refined concentration on sexuality with a special focus on queer culture. Such films as "Safe" (1995), "Velvet Goldmine" (1998), "Far from Heaven" (2002), "Carol" (2015) and others explore identity and sexuality in the context of history and in the same time easily connects with notions and freedoms of our time.

The aim of the research is to explore the way Haynes represents sexuality in his films as well as reveal the narrative tools with whom it is achieved. But just as important theme to explore is values that are exposed in these narratives as aim to connect with film audience. For theoretic context of sexuality and its representation as well as its possible meaning in present ideas and value about the topic, Michel Foucault's "The History of Sexuality" (1990) and Alison Landsberg's concept of prosthetic memory (2004) is considered. But as Haynes explores the theme of sexuality through multilayered narratives semiotic analysis is considered as the most useful method for revealing represented sexuality. It allows not only interpreting narrative itself, but the language used in the films in its broader sense.

The result of research not only allows to better understand Haynes used narratives and the way they are represented but just as well the way they embrace and reflect meanings and values relevant in our society.

Literature

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Id: 20518

Title: The narrative representation of Asperger, Depression and Anti Social Disorder on Anglo-Saxon dramedy coming-of-age TV series: Atypical, My Mad Fat Diary and The End of The F***ing World.

Session Type: Individual submission

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Abstract: This research aims to explore through a comparative analysis what is the current representation of Asperger syndrome, depression and antisocial personality disorder in British-American dramedy and coming-of-age television series: My Mad Fat Diary (Channel E4, 2013-2015), Atypical (Netflix, 2017-) and The End of the F***ing World (Channel E4 and Netflix, 2017-). These specific productions are chosen due to its influence on young impressed audiences (Becattini, E. 2018: 207) and the vision of the positive and negative aspects of the illnesses.

The theoretical framework shows that, in the past twenty years, the depiction of mental illnesses on television series has usually been through minor subplots. A wide range of academic articles from both the medical and communication fields have considered on-screen narrative portrayals to be negative, lacking diversity of gender and race, inaccurate with the clinical reality, disassociated from social reality and therefore perpetuating stereotypes about mental illnesses and health policies (Harper, S. 2009). Characters are shown as incompetent in social, work, political and economic aspects, unemployed or incapable of either getting or holding down a job, unproductive, isolated, dangerous, victimized, isolated or incapable of living meaningful lives (Pirkis et. al. 2006). Furthermore, these characters are often referred with pejorative language such as crazy, nuts, mad, psycho, etc. (Pirkis et. al. 2006) and are shown receiving unethical, unscrupulous and wicked treatments such as straitjackets, locked up in cells that resemble prisons or electroshock. All these narratives are emphasized aesthetically by the use of discordant music, scene juxtapositions, atmospheric lighting, unconventional shots, monologues, scrawls or drawings on images, etc. However, results in recent years show that there has been a conscious attempt to shift the representation of mental illness and bet for better depictions to combat old stereotypes. To do so, characters that suffer from mental illness are the main focus of the stories, three-dimensional and

presented as real, raw and complex. In some cases, they become role models in order to normalize mental health issues. Their everyday challenges are presented as difficult but with positive outcomes. In addition, new forms of therapy and treatments are explored, like group, one-on-one, family or art psychological/psychiatric therapy. Nevertheless, medication is still the go-to “most effective” treatment when showing the recovery of a patient, provoking what Harper (2009: 103) defines as the narrative pattern of “equilibrium-breakdown-recovery” and consequently provoking a “pharmacologization” phenomena.

In conclusion, the depiction of mental illnesses and characters that suffer from it is far from its firsts representation but still inaccurate from its clinical reality. The positive framing they receive often end up too sugar-coated which sadly leads to erroneous portrayals and generates an idea that having a mental illness might not be as hard as it is. Thus, there is a need for better regulation on film and television industries with the collaboration of the medical sector in order to create a faultless portrayal, especially since the coming-of-age genre is a potential tool for edutainment.

Id: 20520

Title: Unreliable creations: technologies and the imagination of apocalypse in Hollywood films

Session Type: Individual submission

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Abstract: This paper analyzes an ensemble of science fiction films that imagine “end of the world” and “post-apocalyptic” scenarios. The purpose is to examine exchanges between films in the group and their interpretations of religious and scientific themes. To understand the meanings of representations of doomsday, its imminence and aftermath, in popular culture, I submit the ensemble of films to a textual analysis (McKee, 2003). Hence, the study considers audiovisual materials as texts to explore recurrences and transformations connecting films within the selected group. Most titles in the ensemble were picked from the larger sample of a research project on time travel fictions in Hollywood cinema from 1960 to 2016 (Frid, 2018). In this work, I approach the following films: *The time machine* (1960), *2001: a space odyssey* (1968), the original series of *Planet of the apes* (1968–1973), *The terminator* and three of its sequels (1984–2009), *The matrix* (1997), and *Interstellar* (2014). The theoretical framework of the analysis involves works on speculative and time travel fictions, the concept of “nature” in Western culture, apocalypticism, and religious symbolism in media and popular culture (Jameson, 2005; Wittenberg, 2013; Haraway, 2016; Danowski and Viveiros de Castro, 2016; Szendy, 2015; Landes, 2000; Kozlovic, 2004). The investigation of the material points to three interrelated topics that structure the paper. First, the focus turns to the perspectives of films on the concept of “evolution” and the imagination of non-human futures. Then, the work explores the portrayal of interspecies relationships and the reflection of films on the definition of humanity. Finally, the paper discusses the reproduction of modern Western ideals of control over nature and technology in Hollywood cinema. In the ensemble, the “end of the world” is the collapse of humans as a result of their own doings. The paper argues that the examined films are like myths that combine religious and scientific elements to speculate about the limits of modern-contemporary societies.

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Id: 20528

Title: Humor and political satire on Brazilian Broadcast TV: "Tá no ar" comedy show and its repercussion on Twitter

Session Type: Video Submission

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Abstract: The 2018 Brazilian presidential election was a hotly disputed one. Voters polarized their choices between a customs-conservative right and a liberal left, giving victory to the right-wing candidate Jair Bolsonaro. This polarization has percolated through the mass media, spreading to social networks and continues to stir up debates between supporters on both sides.

In this video communication, the authors question how a debate could be induced by broadcast television and carried forward in social networks. The chosen focus was Rede Globo's comedy series "Tá No Ar: a TV na TV," with a satirical stance on the Bolsonaro presidency. The show, in its sixth season, uses metalinguistic humor on communication, criticism on societal mores and parodies on various broadcasters. The observation will focus on the 1/15/2019 episode that included satires about military coups, restrictions on individual freedoms and conservatism in general, a repertoire often advocated by the new government. Specifically, the analysis deals with the online repercussion on Twitter within the four days before and after the broadcast.

The contemporary context of media consumption in Brazil points to the continued relevance of television, present in 97.3% of households in a population of 208 million inhabitants, and Rede Globo reaching 98.3% of the Brazilian municipalities (Grupo de Mídia de SP, 2018). For Lopes (2003), Brazilian television presents a diverse repertoire that represents different social classes, generations, sex, race, religions, and regions using forms of communication that are available to all, thus promoting discourses and interpretations that are often not consensual but they ultimately inspire identities. The second most frequent communication device became the smartphone with Internet access, present in 78.3% of individuals over ten years of age (IBGE, 2016). The most frequent activities online are conversations and the sharing of content in social networks. These data suggest the consolidation of a relationship pattern with television media: a continuous presence of the smartphone as a dialogue channel and a second screen at hand.

Our methodological strategy consists of: a) collection of Twitter postings linked to the show; b) compilation of related news publications and comments; c) creation of data visualizations from the show's content; d) creation of data visualizations from the online collections; f) cross-visualization and elaboration of video-based explanations.

A preliminary analysis of the collections suggests that: the topics of the debate are forgotten in three days, replaced by new themes; open television continues to be capable of agenda-setting; the repercussions on praise and criticism are tied to distinct thematic networks on the right and left.

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Id: 20560

Title: Stop and Stare! We are Dignified Freaks: A Discussion of Reality Television

Session Type: Individual submission

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Abstract: For centuries, humans have been fascinated by tales of the absurd, odd, and unusual. From Gorgons and mermaids, to bearded ladies and elephant men, society has marvelled at those who deviate from physical and mental norms. Such fascinations seemed to peak during the 19th century when showmen, like PT Barnum, bought and exhibited those deemed too different and macabre for ‘normal’ society. However, as science and medicine progressed, and the protection of human rights became more important, freak shows and travelling sideshows dwindled (Nicholas & Chambers, 2016). “People with disabilities started to be viewed as [...] having various genetic and endocrine disorders (Bogdan, 1995: 30), rather than deformities to be ogled. And those who were termed ‘exotic’ were no longer unusual as more people began to travel, and diasporic communities flourished in big cities. Yet, society’s fascination with the unusual has not gone away, and research has argued that freak discourse remains intact, embedded in more contemporary disciplines such as genetics, zoos, embryology, taxidermy, celebrity culture, and academia (Thomson, 1996).

As Thomson (1996: 1-2) points out, humans have a “seemingly insatiable desire to gawk” and a “profound disquiet [stirs] in the human soul by bodies that stray from what is typical and predictable”. While academic work on literature (including film studies) are littered with analysis of the ‘other’ and grotesque, none appear to have plotted the role that freak discourse plays in creating narrative, especially in relation to reality television. Some contemporary work in television studies has hinted at how talk shows (see Dennett, 1996) and medical documentaries (see Clark & Myser, 1996) contain aspects of freak discourse, but there is little research that has linked freak discourse to popular 21st century television. I argue in this paper that reality TV mirrors the same discourses used by freak shows in the late 19th century to attract audiences and drive their narratives, falling back on many of the techniques, described by historians and academics, used by old-fashioned sideshows and circuses. Like freak shows, reality television is “about spectacle: it is a place where human deviance is enhanced, dressed, coiffed, and propped up for the entertainment of paying audiences” (Bogdan, 1996: 325).

Therefore, this paper applies Thompson’s (1996) work on freak discourse, arguing that it is not only those programmes which deal with the so-called grotesque, but that most shows hinged on faux-reality follow this narrative formula. The paper ends with a discussion of various case studies to highlight how these narratives mirror Bogdan’s (1996, 1988, 1987) assessment of conventional freak show narratives, concluding that society is no more civilised than it has ever been, and that human dignity is often belittled for the sake of popular entertainment.

Id: 20584

Title: White genocide and the marketing of minority victims

Session Type: Individual submission

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Abstract: This paper discusses South African iterations of the myth of white genocide, a powerful instance of both ‘fake news’ and conspiracy theory that is increasingly popular within the burgeoning and transnational networks of right wing white extremists. Globally the idea of white genocide is often used to claim that migration, multiculturalism, desegregation and resistance to inequality actually equate to a targeted attack on white people and their cultures. In the context of South Africa fears about the alleged genocide are expressed within an ongoing panic about farm murders, often-brutal killings that take place in isolated rural areas and that are imagined, against all available evidence, to solely target white people and to happen in higher numbers than other murders in this violent country.

The paper focuses on two self-proclaimed ‘civil rights groups’ that propagate its narrative. The first is Red October, spearheaded in 2013 by Afrikaans pop stars Steve Hofmeyr and Sunette Bridges. The second is AfriForum, the Afrikaner pressure group that has been the highest profile campaigner about farm murders. Both groups have been prolific users of digital and social media and have courted press attention with various stunts and sensational statements. Both frame themselves as protectors of the ‘minority rights’ of white Afrikaners, who are, despite the change in regime that accompanied the end of apartheid, still disproportionality economically privileged in comparison to the country’s majority.

The paper analyses these groups’ websites and videos that leaders and supporters have posted on YouTube in order to isolate the rhetorical strategies that they employ to entrench ideas about white victimhood and minority status, with the intention of gaining global attention and support for Afrikaners who they believe are unfairly victimised in South Africa. The paper draws on historical literature to consider the longstanding bases for anxieties about white people in South Africa as a special category of victim in need of special protections. It employs a discourse analytical approach to reveal tactics of minoritisation, the elision of personhood with property, an ongoing tussle over language and symbols and the creation of convenient folk devils. Overall, it shows how groups like Red October and AfriForum use the modality and accessibility of social media to weaponise and marketise long-standing white South African fears in order to support the ideological project of white supremacy.

Id: 20589

Title: Joburg without Joburg: Sex, Race, Class, Distinction and the Black South African Romcom

Session Type: Individual submission

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Abstract: For South African cinema, 2015 and 2016 were the years of the romcom. In 2016, the highest grossing film was Jaco Smit's Afrikaans-language romantic comedy *Vir Altyd*, which made over 15 million rands at theatres. It was followed by Thabang Moleya's Johannesburg-set romcom *Happiness Is a Four-Letter Word*, which made an also impressive 13.2 million rands. Fourth place was occupied by Adze Ugah's *Mrs Right Guy*, which reached over four million rands at the box office by rehearsing one of the genre's standard plots. The year before Akin Omotoso had directed *Tell Me Sweet Something*, another romantic comedy set in Johannesburg's hipster hangout of Maboneng, which was one of the few "black" South African films since 1994 to gross almost three million rands. South African audiences, commentators concluded, had had enough of highbrow, socially engaged films and were turning to genre flicks.

In the words of South African journalist Lindiwe Sithole, "it seems that South Africans are leaning towards the lighter offerings." The producer of *Mrs Right Guy*, Dumi Gumbi adds, "South African audiences are getting tired of [...] issue driven films. I think that post-94 we have been making a lot of gangster film-type movies, as well as AIDS-driven films – Yesterday comes to mind. So, I think that as an industry, a film industry, we are maturing as well. We are getting off our soapbox and we are saying 'we should start making lighter fare: more romantic, more love stories.' And I think the audiences are responding quite well to those kinds of films."

In this presentation, I want to discuss three "black" romantic comedies set in Johannesburg (or, as locals say, Joburg): Akin Omotoso's *Tell me Sweet Something*, Adze Ugah's *Mrs Right Guy* and Thabang Moleya's *Happiness Is a Four-Letter Word*. In my discussion, I want to look at how these films represent different versions of urban black middle and upper class lifestyles and aspirations. In particular, I want to explore what the films reveal about the convergence sex, race, class and cultural capital. I argue that these romcoms' representation of Joburg challenges discourses of African backwardness. The point though, is what gets erased in the process: how the visual and filmic rendition of Johannesburg as a glamorised African global city obliterates conflicts, dislocations and contradictions rooted in the history of colonialism and apartheid and reproduced by present social and spatial inequalities.

The research and interpretive methodology of this paper is interdisciplinary. It combines film analysis with social theory and urban studies.

Id: 20615

Title: Television series: a bibliometric analysis

Session Type: Individual submission

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Abstract: Audiovisual fiction plays a central role on contemporary television (Cascajosa, 2016). Series are the main format on television programming (Barlovento Comunicación, 2017), but also are a popular content on digital and new media. Television series are already the favorite content to watch online (Garza, 2017), as well as a key issue in the promotion of streaming platforms such as Netflix (Fernández-Gómez and Martín-Quevedo, 2018).

Television is also one of the main research topics in the Communication field (Montero-Díaz, Cobo, Gutiérrez-Salcedo, Segado-Boj and Herrera-Viedma, 2018: 85). Research on concrete aspects of this general topic have been approached through systematic reviews or bibliometrics, such as television advertising and sexism (Navarro-Beltrá and Martín-Llaguno, 2013), social television (Segado, Grandío and Fernández-Gómez, 2015), or TV news (Robinson, Zeng and Holbert, 2018; Schaap, Renckstorf and Wester, 1998). Yet, despite the relevance television series play on the medium, research about the format itself has still not been analyzed.

This paper introduces the first bibliometric analysis of the scientific literature on television series published by journals indexed by Scopus in the Social Sciences category from 2009 to 2018 (n=725). It analyzes the bibliographic features of scientific documents to draw the evolution of a research on TV series and to detect future research trends in the field. An analysis of descriptive features is combined with a co-citation and a co-word analysis to map the intellectual and conceptual structure of the field.

Results show a growing production on the subject, from 30 papers in 2009 to 103 in 2018. Yet, the field still lacks maturity. Authors lack continuity, as most of them use to publish only one paper about this topic, and even the most productive authors have published 5 articles. Production also lack author collaboration. USA, Spain and United Kingdom –where researchers don't collaborate

with colleagues from other countries- are the most productive countries and also the most cited together with Australia. The main sources in which these works are published are Television and New Media, Feminist Media Studies –gender studies constitute one of the most important research trend in TV series- Continuum, Communication and Society and El Profesional de la Información. The analysis of keywords co-occurrences show three clusters of terms that tend to appear together: media studies, media effects (relation of the media with several social issues, like behavior, health issues and gender) and media in the United States, which highlights the importance of this country as the main TV series factory and its effects in media. Co-citation analysis shows a similar landscape: a cluster about gender studies, with works by Laura Mulvey and others; other about transmedia and popular culture, supported by references to Henry Jenkins; and other about television and culture, with works by Warick Frost and John Fiske.

(References are missing, as otherwise the form would reject the text)

Id: 20637

Title: How do native sustainable fashion brands communicate? The case of Latitude

Session Type: Individual submission

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Abstract: The impact of the human being on the environment is a source of concern and debate. The increase of pollution, the decline of natural resources, and the visible risks for the human health and well-being have made the environmental issues and the sustainable development a global concern for individuals, industries, and institutions. The implications are not only environmental but moreover economic, social, and cultural (Klein, 2014).

The fashion industry has been pointed out as one of the most environmental pollutants, due to their extensive use of water, chemicals, and CO₂ emissions, and it has also been accounted among the sectors with worst working conditions (Rinaldi & Testa, 2015; Farley & Hill, 2014). Hence, sustainable fashion has gained significant interest among marketers, society, and scholars in recent years (Henninger et al., 2016; Joergerns, 2006). The purpose of this research is to analyze how native sustainable fashion brands differentiate themselves from the already established actors in the market. Native brands communicate their commitment with the environment and society holistically, they embrace sustainability in all their actions, from their business model to their interactions with the consumers (Rudrajeet & Gander, 2018; Baldassarre & Campo, 2016). Thus, sustainability is their DNA and its main value proposition.

To further understand how native sustainable fashion brands communicate, in this paper we will expose the case of Latitude. Latitude was first born in 2014 as a pioneer project of sustainable fashion in Spain, working as a provider and advisor for other brands. In 2018 it was launched as an independent fashion brand. Their aim is to reshape the fashion market, currently dominated by the so-called Fast Fashion, which implies high volumes of garments consumption and discards. To do so, they have developed a sustainable production chain which begins with sustainable raw materials, 70% natural fibers and the rest recycled materials, and ends with fully transparent communication, to the point that they encourage the consumers to only buy what they need and no more.

Furthermore, Latitude has collaborated in the creation of a social atelier called "Ellas lo bordan". In this atelier women at risk of exclusion, that is, women who have been victims of all kind of abuses and have children to raise on their own, are part in the sewing process of garments. The aim is to help further these women to feel empowered and regain a role in society through their work.

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Id: 20642

Title: Hiding in Plain Sight: Spies and Queers in Early Espionage Film

Session Type: Individual submission

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Abstract: Recent history has seen numerous examples of queer characters in espionage film and television: *The Girl with the Dragon Tattoo* (2009, 2011); *J. Edgar* (2011); *Tinker Tailor Soldier Spy* (2011); *Skyfall* (2012); *Imitation Game* (2014); *Kingsman: The Secret Service* (2014); *Turn: Washington's Spies* (2014-); *London Spy* (2015); *The Night Manager* (2016); *Berlin Station* (2016-); *Manhunt* (2017-); *McMafia* (2017-); *A Very English Scandal* (2018). In fact, the espionage genre has a long history of critically negotiating queer femininities and masculinities, in part due to its popular status. The James Bond franchise and *Austin Powers* are perhaps the most well-known. Less recognized is their relationship in the early history of film. For this presentation I will explore films from Hitchcock's *Secret Agent* (1936) to Frankenheimer's *Seven Days in May* (1964) to suggest that the relationship between queer 'subjects' and espionage is not coincidental but is a structural component of the genre. From early research findings I have discovered that queer characters are present in the genre from at least the time of the *Secret Agent*. I ask: has espionage historically provided a space where queer figuration could exist as a form of inclusion in film and history? With perceived shared personality traits: covering, passing, duplicity, deflection, secrecy, and with a penchant for treason and sabotage, this paper explores how the rhetorical proximities of spies and queer subjects have been mobilized in the espionage genre since its inception.

Double agency has served spies and queer people in history. However, this is not only a story of the historical recuperation of lost identities. Apart from characters, I also ask if queer spaces, times, and aesthetic strategies appear in the spy genre? And to what effects? Drawing on recent work by Heather Love ('looking backwards'), Nishant Shahani ('retrosexualities'), Lorenzo Bernini ('anti-social theory'), Natasha Hurley ('pre-queer circulations'), Amy Villarejo ('ethereality'), I ask how the contradictory logic of looking backwards at pre-queer circulations points to ways that minoritarian subjects and figuration reveal hidden queer relations in history while also transforming contemporary approaches to history and popular media. Spying and queer figuration are related in the espionage genre. Looking at early espionage films tell us a great deal about how their relation undergirds the genre and the histories it represents.

Id: 20663

Title: [Panel] Intersectional Interventions in Popular Culture: From the theoretical reformulation of aesthetics to transnational illustrations of contemporary negotiations [Presentation] Panel description

Session Type: Panel Submission

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Abstract: Mainstream popular culture seeks to incorporate a broad range of narratives in order to attract an ever-increasing segment of the global audience. Among the many pressures incumbent upon contemporary mainstream popular culture, such as established television networks, industrial film production, and cultural producers and distributors at large, are the undeniable diversity of the global population and therefore their audiences as well as constituent demands placed by collective groups for representation and inclusion in production. Another source of pressure is the rise of cable alternative networks such as Netflix as sites of cultural production and distribution at a global level, which, in turn, circulate a range of global origin cultural texts that resonate at different levels with populations with a wide range of migratory histories and therefore national affiliations. These changes compel us to re-examine the theorization of aesthetics as representative of the transformations in neoliberal capitalism. This panel convenes scholars whose work addresses the theoretical, production, representation, and audience components of contemporary popular culture as it reacts, attempts to coopt, and tries to profit from these changes. Negotiations and tensions arise: from effort to theorize popular culture in general and the museum in particular as sites of contestation for the definition of aesthetics and the anesthetization of everyday life as Cameron McCarthy's presentation examines; from promises about racial inclusivity in production and representation made and not fulfilled—as illustrated by Isabel Molina-Guzman's research on the reboot of the program *Charmed*; from the resignification of Medellín, Colombia and the many layers of unsatisfiable narratives in which gender plays a central role of difference; from the reiteration of a white, male upper middle class foregrounding in the rebooting of *Will & Grace* despite the much more inclusive queer representation in non-network television; and from the transnational reviews of a major film, that reveal critics' different optics as well as a near absence of consideration of biopolitics in the interpretation of *Roma*. Together these presentations explore a global terrain of popular culture foregrounding contested narratives about the presence or exclusion of the everyday, which, in turn, has implications for gender, racial and ethnic, class, and national diversity in the production of the popular, representations, of difference, and the audiences that these texts target as well as the demands audiences make on producers. Our global reach includes theorists from throughout the world in Cameron McCarthy's work [the UK, Barbados, and India], a focus on Colombia in the work of Cepeda, pan-Latinidad and Latin America, especially Mexico in the work of Valdivia, and a rich engagement with a complex intersectional range of difference in the work of Molina-Guzman and Christian. Together these presentations urge us to reconsider the terrain of the global popular in light of contemporary issue of difference.

Id: 20664

Title: [Panel] Intersectional Interventions in Popular Culture: From the theoretical reformulation of aesthetics to transnational illustrations of contemporary negotiations [Presentation]
Reconsidering the Work of Aesthetics in Modern Life

Session Type: Panel Submission

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Abstract: As Arjun Appadurai usefully points out in *Modernity at Large* and *History as Cultural Fact* aesthetics are no longer to be simply understood as the practices of the artist, a maverick citizen creating self-referential images about the past, present and the future of human existence. For according to Hall, in his “Museums of Modern Art and the End of History,” the contents of the museum have exploded outward into the world, and aesthetics are linked to the work of imagination of ordinary people and connected even more earnestly to the work of capitalism and its reorganization on a global scale. Contrary to the neo-Marxist tradition, aesthetic practices are at the epicenter of lived experience and the institutional practices of modern societies. These practices, as CLR James alerted us to in *American Civilization*, constitute a great window onto contemporary life revealing central contradictions, tensions and discontinuities. In this presentation, I will call attention to the following. First, I explore the aesthetic dimensions of the diffusion of modernization theory to developing societies. Second, I point to the deepening role of aesthetics in the organization of capitalism in late modern life. Third, I will discuss briefly the crisis of language that the aestheticization of everyday life has precipitated in neo-Marxist efforts to grasp the central dynamics of contemporary society. The latter has led to a depreciation of the value and insightfulness of neo-Marxist analysis in our time—old metaphors associated with class, economy, state (“production,” “reproduction,” “resistance,” “the labor/capital” contradiction) are all worn down by the transformations of the past decades in which the saturation of economic and political practices in aesthetic mediations has proceeded full scale.

Id: 20665

Title: [Panel] Intersectional Interventions in Popular Culture: From the theoretical reformulation of aesthetics to transnational illustrations of contemporary negotiations [Presentation] The Charmed Politics of Reboots in the Post-Racial TV Era

Session Type: Panel Submission

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Abstract: In 2017 the CW network announced the reboot of one of its most popular programs Charmed (1998-2006). The announcement was met with protest by fans who objected to some of the program's announced changes and some of the original cast members who objected to not being invited to participate in the rebooted show. Once the casting was completed in early 2008, the rebooted show (2018-2019) was met with another round of protest when the producers claims to an Afro-Latina reboot of the program failed to materialize. While the characters (not the actors) are developed as Latinas and one of the characters is cast as "Afro-Latina," there is only one actor who identifies as Latina and the Afro-Latina character is played by a Black British actor.

First, this paper explores the casting controversies surrounding the Charmed reboot as a provocative case for studying the limitations of colorblind casting in contemporary television production. As I have argued elsewhere (2018), the deployment of colorblindness whether it be in the casting or writing of television programs is part of an ideological mechanism that contributes to the reproduction of inequality and ultimately reifies whiteness. The use of colorblindness is evidenced in colorblind and multicultural ensemble casting practices and the development of characters of color devoid of ethnic and racial specificity – strategies that use racial difference to erase racial specificity, engage performances of ethnicity in order to homogenize culture, and make queerness visible without subjectivity.

Second, this paper examines the writing and character development in Charmed to think through how the contemporary genre of reboots and remakes reinforces whiteness and the continuing white privilege of the U.S. entertainment industries. Similar to other reboots and remakes both on television and film, the producers of Charmed use a diverse cast to create the appearance that the world on the screens appears radically diverse and inclusive. But the structural conditions of televisual production in all its forms remains embedded in racial, sexual, and gender inequality. To that point, the Charmed reboot lack diversity in its writer's room with no Latina/o writers or producers currently working on the show. And while the lesbian sexuality of one its characters, Mel Vera played by Melonie Diaz, is a core component of the character's development, there is little else in the textual or visual content of the show that substantially incorporates the ethnic and racial identities of the characters. Thus, similar to the incorporation of ethnicity and race in contemporary television, the show decontextualizes the visual ethnic and racial difference of the characters to produce a superficial sense of multicultural inclusion.

Id: 20666

Title: [Panel] Intersectional Interventions in Popular Culture: From the theoretical reformulation of aesthetics to transnational illustrations of contemporary negotiations [Presentation] Roma: Transnational and Intersectional Interpretations

Session Type: Panel Submission

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Abstract: Alfonso Cuarón's *Roma* (2018) was released simultaneously for theater and internet streaming services such as Netflix in December, 2018. The black and white, Spanish and Mixtec, no major star, Mexican movie has garnered many awards and is nominated both for Best Film and Best Foreign film in the 2019 Academy Awards. This presentation explores the wide rift between US reviews of the film, such as those by Richard Brody in *The New Yorker* and Manohla Dargis in *The New York Times* and those by a range of Latina/o critics and websites. Moreover, the presentation explores the absence of intersectional gender analysis among all of the reviewers. Whether they hate the film, as Brody does, or praise it as a masterpiece, as Dargis asserts, US reviews of *Roma* focus on formal, editing, and historical accuracy as their standards of measurement. However Latin American and Latina/o audiences also respond to the film in relation to situational identification and recognitions. As a response to the missing visceral connection to the film demonstrated by US mainstream press reviewers such as Brody and Dargis and to the fact that there is nearly no ethnic representation among film critics from the mainstream US press, *remezcla.com* created a forum for Latina/o reviewers who focused much more on the granular memory generated by the film's set design by Alfonso Caballero as well as the complex role of Cleo, the domestic worker whose watchful eye guides us through this movie. This presentation also explores intersectional gendered elements as they seem to fall out of both group of movie critics, in particular the biopolitics so present in the movie yet rendered invisible in reviews.

Id: 20667

Title: [Panel] Intersectional Interventions in Popular Culture: From the theoretical reformulation of aesthetics to transnational illustrations of contemporary negotiations [Presentation] The Persistent Normativity of Will & Grace and Broadcast TV

Session Type: Panel Submission

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Abstract: The whiteness and gayness of Will & Grace (1998-2006) was characteristic of the time it emerged on broadcast TV, as networks wrestled with more competition and attempted to reach specific target audiences. Will & Grace is the product of a decades-long campaign, documented by scholars like Katherine Sender, to make the “gay market,” and argue that gay people – and gay men, particularly – were a desirable target demographic for advertisers because we were wealthy, consumerist, and unburdened by children. If only gay people were visible, we could show our worth, tied inextricably to financial and cultural capital. The other gay-led shows such as Queer as Folk, and many of those that followed, confirmed this stereotype. The original Will & Grace's whiteness might be charitably ascribed to the trend at the time of using urban and suburban wealthy white characters to lure back the white audiences who had shifted to cable throughout the 1990s, but the reboot in 2017 emerged at a time when intersectional cable/streaming representations like Pose and Orange Is The New Black were en vogue. Twenty years later, the reboot shows us how little changed in the network TV ecosystem and how the gay market remains wedded to white homonormativity, despite the emergence of queer and trans people of color as series regulars on some, mostly cable and streaming, channels.

Id: 20668

Title: [Panel] Intersectional Interventions in Popular Culture: From the theoretical reformulation of aesthetics to transnational illustrations of contemporary negotiations [Presentation] A Masculinist Narrative that "Fails to Satisfy": Maluma, Feminist Memes, and the Specter of Pablo Escobar

Session Type: Panel Submission

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Abstract: Since 2012, twenty-four year old Medellín, Colombia native Juan Luis Londoño Arias – better known by his stage name Maluma – has emerged as a dominant force in the transnational reggaetón industry. Marked by his “Pretty Boy/Dirty Boy” image, for many reggaetón fans he has come to embody an extension of the genre’s traditional reliance on overtly sexist lyrics and imagery in tandem with its newer shift towards a seemingly less politicized and “whitened” regime of representation. Within this underlying context, my presentation analyzes the figure of Maluma and potential interpretations of his music and persona through the lens of what Henry Jenkins characterizes as media narratives that “fail to satisfy.” The first of these unsatisfactory narratives considers the Medellín reggaetonero as a self-styled macho colombiano whose discursively violent lyrics are quite literally haunted by the specter of the city’s best-known hypermasculine local son, Pablo Escobar, and the global media discourses still attached to the dramatically violent period during the 1980s and 90s marked by the rise and spectacular fall of the narcotics kingpin. Indeed, the seemingly overnight growth of Medellín’s burgeoning reggaetón industry in recent years might be optimistically read as a positive counter to this masculinist narrative. The second of these unsatisfactory narratives, or the emergence on social media of a popular series of “feminist Maluma” memes by twenty-three year-old Veracruz, Mexico native Elena, illustrates how female music fans grapple with problematic media narratives in an attempt to express alternative discourses that ultimately re-semanticize Maluma and his gender politics. By focusing on Maluma’s emergence from the Medellín reggaetón industry within the context of the Pablo Escobar narrative haunting the city, as well as the creation of the “feminist Maluma” memes, this presentation underscores the ongoing impact of historic media discourses on current cultural production, as well as the centrality of gender in the creation and contestation of such musical narratives.

Id: 20799

Title: 'We must bring out the best in ourselves to get over difficulties': Responses to narratives of resilience and entrepreneurship in post-recession Spain

Session Type: Individual submission

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Abstract: Resilience has gained major prominence in the post-recession era: in a broad range of texts, from policy documents to self-help books, citizens are encouraged (and expected) to 'bounce back' from adversity and use difficulties to better themselves (Gill and Orgard, 2018; Jensen, 2016). Thus, in the context of austerity policies, resilience, combined with other concepts such as entrepreneurship and flexibility, has become a key concept in contemporary neoliberalism (Boltanski and Chiapello, 2017; Evans and Reid, 2014; Harrison, 2013) and has been used to blame the most vulnerable groups for their own vulnerability and to justify welfare cutbacks (Jensen, 2016).

This paper contributes to current research on 'resilience' by analysing how Spanish audiences respond to contemporary popular culture narratives that foster neoliberal definitions of this concept. To fulfil this aim, we have carried out a two-stage analysis. First, we qualitatively analysed a sample of popular culture texts widely consumed in Spain from 2008 to 2014. The sample included a broad range of genres, such as television series, reality TV programmes, videogames, advertisements and celebrity news. Second, we held 8 focus groups made up of a total of 64 participants. The composition of the groups took gender and class into account in order to identify how social groups that had been affected by the economic crisis differently responded to popular culture narratives that promoted values such as resilience, entrepreneurship, flexibility and adaptability. The topics proposed to the focus group participants to structure the discussion drew upon the results of the textual analysis.

Our research shows that almost all the participants, regardless of their gender and class, viewed difficulties as an opportunity for betterment, reinvention and self-knowledge, mixing together the values of resilience (a trait traditionally related to the working-class, Alonso et al., 2011; Jensen, 2016) and entrepreneurship (a key concept in neoliberalism, Rose, 1998). In this context, individualized responses to precariousness and downward social mobility were prioritized, as

opposed to calling for structural changes through collective actions. Moreover, a new model of 'bad citizen' emerged: the rigid, resigned individual who refuses to change to change, a figure that connects with the stereotype of 'Spanish workers as immobile, slow and left behind by progress' (Fernández Rodríguez and Martínez Lucio, 2012: 326). Thus, difficulties (such as the economic crisis) were seen as an opportunity to transform Spanish citizens into flexible, entrepreneurial individuals. Nevertheless, when reflecting on their own experiences, several participants expressed a feeling of guilt for not being able to follow this ideal fostered by media narratives and not having the will and energy to change their lives radically and reinvent themselves, i.e. to become 'entrepreneurs of themselves'. Working-class participants were the ones that felt most pressure to justify their life choices and tried to deflect accusations of being 'bad citizens' because they were not resilient enough. Thus, resilience, in its neoliberal sense, is not only a key value found in contemporary popular culture but has also become a 'common-sense' concept that serves to deflect critiques of inequality and social injustice.

Id: 20849

Title: Timeless Masculinity: A qualitative inquiry into the gendered ideologies of an annual music poll radio program.

Session Type: Individual submission

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Abstract: Each New Year's Eve, public broadcast radio station Studio Brussel – a popular Flemish Dutch-speaking radio station that plays pop, rock and alternative music genres– airs the annual radio show 'De Tijdloze Honderd' ('The Timeless Hundred'). Organized for the first time in 1987, the program presents the hundred best songs of all times, based on a station-organized listener's poll. The program is a household name of Studio Brussel. It allows the station to create and sell compilation albums with songs from the poll and to boost media attention. Each year, national news media report on notable newcomers and scrutinize which artists and songs climbed in the polls and which ones disappeared. Yet, in response to the 30th edition in 2017, a few journalists and Rosa VZW – a civil society organization focused on archiving and fostering knowledge on gender and feminism– actively called out the underrepresentation of women in the music poll. In a move to persuade audiences of voting for women, Rosa VZW took various initiatives to promote female artists (e.g., Aretha Franklin, Amy Winehouse). Even though it resulted in having 14 songs by female artists or bands with female members in the 31st edition, it cannot be ignored that the list of popular pop and rock songs remains dominated by men or, put differently, by a particular configuration of masculinity. To fully understand how this configuration of masculinity affects the selection of artists and songs, this paper reports on a study that discerns, describes and interprets the gendered ideologies of this particular music poll.

Concretely, I will conduct a textual analysis of ten polls that were aired throughout the history of the radio program, trace which songs and artists have been considered essential, and uncover the gendered meanings of these songs and artists. Second, I will relate these observations to a broader context of gender disparity in the music industry and gendered practices of music production (Whiteley, 2000), gendered discourses on music genres (Leonard, 2007) and gendered practices of music consumption (Dibben, 2002). Third, I will inquire to what extent the regional context of this poll affects the selection of songs, acknowledging, first, that the poll is governed by a radio station with a carefully curated image and, second, that these polls are articulations of both an individual and collective memory (Van Dijck, 2006). To this end, I will also analyse the mediated public debate (e.g., news reports, published opinion contributions) revolving around the preselected polls. Based on these analyses, I will argue that most of the gendered ideologies that underlie the creation of these polls work to reiterate a timeless masculinity, despite the initiatives that aim to challenge this musical hegemony and the presence of women and non-hegemonic masculine artists and songs in the polls.

Id: 20865

Title: Alternative Journalism and Popular Music: the Groundbreaking Emergence of the Underground Press in Austin, Texas

Session Type: Individual submission

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Abstract: This paper explores the relationship between alternative journalism and popular music by focusing on the development of the underground press in Austin, Texas, a highly-significant creative city (Long 2010) known as “the live music capital of the world” since 1991. It examines three case studies that illustrate the successful trajectory of alternative journalism from the margins of Austin’s public sphere to its center: The Rag (1966-1977), a weekly underground newspaper with strong political implications; Austin Sun (1974-1978), a biweekly counterculture newspaper that marked the evolution from citizen alternative journalism to professional alternative journalism; and The Austin Chronicle (1982-present), an alternative weekly newspaper that has become an emblematic mainstay of the city’s media and culture landscape.

On the one hand, the paper relies on the concept of “alternative journalism” as discussed by Atton and Hamilton (2008), who draw on wide range of studies including radical media (Downing 1984), citizens media (Rodríguez 2001) and democratic media activism (Hackett and Carroll 2006). It poses the theoretical distinction between citizen alternative journalism developed by ordinary people who report from their position as citizens, members of communities, activists or fans; and professional alternative journalism, carried out by professional workers and journalists who channel diverse alternative approaches while operating within more consolidated media structures. On the other hand, the paper builds on the interest in urban popular culture and transformative music scenes that create contexts for identity reconstruction and sociocultural change, particularly on studies based in Austin (Mellard 2013, Pedro 2017, Shank 1994). Methodologically, I draw on documentation and archival research about The Rag, Austin Sun, and The Austin Chronicle, which has been developed within the framework of an ethnography-based PhD. dissertation about the Austin and Madrid blues scenes (Pedro 2018). I draw on the analysis of selected articles, edited books, and specialized publications about alternative media (Dreyer, Embree and Croxdale 2016, McMillian 2011, Powell and Freeman 2011), placing particular emphasis on the discursive strategies and narratives of key participants and journalists.

By studying the relationship between alternative journalism and popular music in Austin, I hope to bring further understanding about their constant interaction and mutual enrichment. Media, culture and music have been key aspects of Austin’s national and international recognition as a growing progressive oasis within the conservative state of Texas. In this process, the popularization and gradual naturalization of groundbreaking underground styles, movements and projects has contributed to the redefinition of Austin’s identity and mainstream public sphere, consolidating an alternative and proudly “weird” reputation and trademark that has continued to expand through

festivals such as South By Southwest (1987) and Austin City Limits (2002). Thus, the paper seeks to uncover the role of three distinct yet interconnected alternative newspapers that collectively illustrate the public emergence of the underground press in Austin, its inevitable transformations, and its renewed and apparently paradoxical centrality, which poses further questions about the limits of alternative journalism and its relation with globalized music scenes.

Id: 21067

Title: Theatre and drag identity: a comparative study of gender performance tradition in Manipur and in New Zealand.

Session Type: Individual submission

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Abstract: What is notable about drag performances, is that given the challenge they make to the hetero-normative values of society, they are obliged to construct an identity career, often under the condition of stigmatization. (Goffman, (1963) The extent to which drag performers in Western and Eastern theatre traditions, exemplified by case studies drawn from New Zealand and Manipur, draw on the traditions of performance for support is the key focus of this presentation. How do factors such as styles of performance, peer support, public attitudes and conceptions of selfhood work for or against creating a haven for “transgressive” gender identities?

In approaching such questions an important distinction can be drawn between performances occurring in fused societies and performance in complex, defused, modernised societies. In the latter, the various elements of performance multi-dimensional and do not follow fixed ritual patterns. Dramatic performances are required to address competing definitions of social “reality”. (Alexander, 2004). So, for example, the performance practices of Manipuri theatre, the dress and cosmetic codes adopted by Nupi Manbi (effeminate males) are proscribed by religious rules as well as theatrical traditions. This, indicates a fusion of ritual practices and provides Manipuri transgender performers with a protective screen, as long as they stay within the confines of the theatre. In New Zealand by contrast drag has emerged as a niche theatrical style that signals a discontinuity with religious practices but asserts the right to acceptance within the context of “normal” street behaviour and comportment.

Utilizing a comparative ethnographic methodology, this presentation will explore how issues of gender identity are “managed” by cross-dressers in Manipuri and New Zealand and how the experiential connection between self-identity and performance identities vary across the different social contexts and theatrical traditions.

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Id: 21148

Title: The slow death of the Olympic Games: imminent or greatly exaggerated'

Session Type: Individual submission

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Abstract: This paper examines a paradox – the Olympic Games is a hugely successful global media spectacle, yet there is declining interest in hosting it. Is the IOC business model still viable? The broad theoretical perspective of this analysis is derived from the “unholy alliance” model for the relations of sport, media and sponsor (Whannel 1986, 1992). The methods include analysis of income and expenditure based on IOC sources, tracking of bidding cities, monitoring of problematic issues for the Olympics.

Relevant literature: From 1964, the Olympic Games has been transformed by television, (see Tomlinson and Whannel 1984, Larson et al 1993, de Moragas Spa et al 1995). This process has made the games a global spectacle (Billings 2008; Daddario, Gina 1998; Rowe 2019). It became of great interest to sponsors. (Barney et al 1992; Giannoulakis and Stotlar 2008). This paper draws on the forensic analyses of Olympic finances by Preuss (2019). Technological innovations have always been closely linked to sports mega events (Real 1996). Digitalisation and the resultant rise of social media have become a big factor in the sport media terrain (Creedon 2014, Widholm 2016, Whannel 2014). As the guardian of the Olympic movement, the IOC has had to come to terms with the challenge this may pose to its established business model (Barney et al 2002).

The business model: The enormous success of the Olympic Games between 1984 and the present has been based on a business model driven by media technology. Between 1960-90 television grew in range to the point it could deliver high quality live pictures around the world. The audience appeal of the combination of uncertainty, spectacle, and elite level competition between national and individuals delivered a global television audience with huge appeal to advertisers and sponsors.

The IOC, as an unrepresentative, unaccountable not-for-profit private club, retains tight control of this financial model. But digitalisation and social media interactivity threatens the model forged with network television. Faced with reluctance of cities to bid for the games, it has to confront image problems: drugs, corruption, and escalating costs. The games does have a USP, but it also has an image problem. There is a need for a new business model but can the Olympics reinvent itself ?

Id: 21158

Title: The Ivy League: Binkie Beaumont, Noel Coward and Ivor Novello

Session Type: Individual submission

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Abstract: The Ivy League: Binkie Beaumont, Noël Coward and Ivor Novello

The Ivy Restaurant in West Street in central London was from its opening in 1917, and remains still, a centre for theatrical meetings. The Ivy is located in the heart of London's Theatreland, close to Shaftesbury Avenue and at one end of St Martin's Lane, both lined with theatres, but it is off the main streets, in a corner opposite the small Ambassadors' Theatre; it occupies a space that is both in the centre of the West End and discreetly detached from it.

In the post-war period, the theatrical triumvirate of and 'Binkie' (Hugh) Beaumont, the impresario, regularly dined there. Beaumont, Coward, and Novello were extraordinarily powerful figures in the theatre of the post-war period, and popular public icons. They, and many of those who dined with them at the Ivy, were also prominent gay men in a period in which homosexuality was both illegal and demonised; they were eminent theatrical men at a moment when the West End of London was of particular interest to the press and the Metropolitan police. This paper discusses London's West End and theatre as liminal spaces in which a queer culture could find some sanctuary in the hostile environment of post-war Britain.

Id: 21187

Title: The glocalization of political drama by Netflix

Session Type: Individual submission

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Abstract: Political dramas have become an important genre of TV fiction which is gaining increasing popularity. The convergence of television and internet in producing and consuming realistic stories about political protagonists and antagonisms (true or fictional, old or contemporary) made the genre even more dynamic. The case of Netflix is revealing, having recently produced quite a few political dramas not only in USA but worldwide. This paper aims to discuss exactly this important trend of political entertainment. It focuses on three different political series produced in three different countries by Netflix -House of Cards (USA), The Crown (Great Britain), Marseille (France)- and tries to identify thematic, symbolic and ideological similarities and variations. The comparison between these three cases tries to enrich the literature on political TV dramas in two perspectives:

- 1) by underlining the significance of glocalization in terms of TV production which comes to respond to the bibliographical known worldwide tendency of the audiences to receive the meaning of any global cultural product in their national and social context. The three examples studied show how a global narrative form which depicts political power is being adjusted to concrete social, political and cultural realities and expectations.
- 2) by making more concrete the ways that political dramas make familiar the spectators with certain political issues and procedures. Although all protagonists of the three series represent politicians and vigorous struggles for power, the last is not signified always in the same terms.

The basic method being used in this research is frame analysis on the three series scenario. The main frames that our study investigates in these TV political dramas are: a) conspiracy theories, b) the private (and especially family) that becomes political c) the sexualization of political power, d) the interfering (and not just mediating) role of media in politics. Exploring common and different signs in the plot of the three series we identify different ideological meanings being promoted, which are relevant to each country's contemporary political context (ex. cynic populism, terrorism, immigration, new cold war, etc.). In this discussion the public discourse provoked by the series is being investigated as well (social media, TV critiques). Finally, the genres of thriller, soap operas and detective stories that these political dramas apply in different degrees are explored not only in their innovated (hybrid nowadays) form but also in their traditional sociopolitical signification.

Id: 21269

Title: Tracing the (Digital) Subject or Teaching Cultural Studies as Cultural Science

Session Type: Individual submission

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Abstract: Digital technology and social media have thrown literary and cultural theory into disarray because it has effected fundamental changes in the way academic disciplines in liberal arts and humanities are structuring themselves today, many embracing it wholeheartedly in the name of interdisciplinarity, while others are doing so cautiously, as an acknowledgement to shifting educational priorities and fast disappearing traditional fields of study. Newer ways of expanding the project of Cultural Studies is to be able to view the inextricable convergence between culture and the digital world (digital culture) as a way to articulate new theories and methods in humanistic and (social) scientific terms that interrogate the relationship of knowledge production and ‘digital’ praxis, and our attendant subjectivities, behaviors and practices.

Digital technology has also interjected itself into our personal and professional lives by engendering new identities, discourses and communicative styles, not to mention the reconceptualization of the status of our bodies at work and rest and in motion. In light of this, what do theories of subjectivity look like when Cultural Studies borrows from data science, media analytics, and behavioral economics? If big data is to be grasped both as representation of the self and media representation, then who and what is being represented? How are knowing and being in the subject refigured by big data in the context of selfhood, personhood and embodiment? What kinds of regulatory and ethico-political interventions are necessary to guard the citizen-subject against the excesses of ‘surveillance capitalism’ and state surveillance? The above questions and my proposed answers are “new ways of understanding how culture and theory, existence and the Cogito interrupt and interrogate each other,” which in turn, deepen our understanding of the mutual imbrication of digital, cultural and economic subjectivities as they evolve, adapt, and change to accommodate newly emergent (subject) positionalities of ‘who one is’ and “how and where one thinks” against the backdrop of the (inter)disciplinary formation of humanities, (social) sciences, and technology that we call Cultural Science.

Id: 21298

Title: Can "Who I Am" Be a "Sidenote": Claimed and Implied Bisexual Identity in Brooklyn Nine-Nine and The Good Place

Session Type: Individual submission

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Abstract: Bisexual identity on television lives in implication. San Filippo (2013) characterizes represented bisexuality as “(in)visible” in tension with binary constructions of sexuality and of gender (p. 16). There is often no “coming out as bi” moment afforded them—rather, they simply appear with differently gendered partners, or say that they’re “flexible,” or “love men and women,” focusing on behaviors rather than identity terminology. In television (as in life), bisexual individuals are often perceived as indecisive, recategorized as homo- or heterosexual depending on the gender of their partner, or pathologized as hypersexual if single and dating around (Bower, Gurevitch, and Mathieson, 2002; George, 1999; Morgenstern, 2004).

Brooklyn Nine-nine's season 5 episode “Game Night” upends this traditionally unnamed but marked mode of representation when Rosa Diaz (played by out bisexual actress Stephanie Beatriz) comes out to the show’s eponymous police squad and to her parents. Rather than following the longtime model set by cult classics like *Doctor Who* and *Xena: Warrior Princess*, critical darlings like *Orange Is the New Black* and *This Is Us*, and teen dramas like *The O.C.* and *Pretty Little Liars*, Brooklyn Nine-Nine chooses to center the moment of self-identification as bisexual in as many words. Stating clearly and finally that she is bisexual, Rosa joins a small group of vocally—not just visibly—bisexual characters who claim that identity in words, thus “bisexualing” themselves (to appropriate Judith Butler’s (2011) “girling” (p. 177) as a form of performed, claimed identity). This constructed but centralized identity becomes a focal point for the episode, as well as a statement by the series itself.

The Good Place, by contrast, builds its lead Eleanor Shellstrop’s bisexual identity (as played by Kristen Bell) by rereading some of the by-now familiar tropes. She expresses interest in both women and men, is often bawdy and marked as promiscuous in her past, and does not openly claim a sexual identity marker. However, both Eleanor’s implied bisexuality and Rosa’s explicit coming-out have generally received similarly positive reviews from critics invested in queer storytelling (Hogan, 2017; Klein, 2018; Steiner, 2018; Weekes, 2017), although *The Good Place*, particularly, is not without detractors (Fleenor, 2018). This is generally attributed to the well-roundedness of the characters, who are not reduced to stereotypes by their sexuality but presented as complex and developed individuals. Through discourse analysis of the characters as represented, I seek to define the strategies of bisexual representation in Brooklyn Nine-nine and *The Good Place*, with the hope of identifying critically successful approaches for the nuanced portrayal and acknowledgement of bisexual characters. However, within this study I anticipate also deconstructing reproductions and reifications of existing discourses of bisexuality that coexist with or contradict the ‘revolutionary’ moves that both series are making in their representations.

Id: 21323

Title: Reinforcing Whiteness and Social Class: A Textual Analysis of Netflix's Made in Mexico

Session Type: Individual submission

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Abstract: When President Donald Trump announced his bid for Republican presidential candidacy back in 2015, he did so by attacking the entire population of America's South neighboring country. The incendiary remarks: "They're bring drugs. They're bringing crime. They're rapists. And some, I assume, are good people," are now engraved in Mexican memory. Aside from the political and economical repercussions the speech generated, including talks about dissolving important international trade agreements, there were also some popular cultural responses. The topic of this study is the highly criticized new reality show produced by Netflix, Made in Mexico, and the not so-subtle ways in which it depicts whiteness and social class in an effort to distance the Mexican elite from the recent narrative that portrays Mexicans as criminals, drug lords, and rapists. The show, which follows the luxurious lives of nine wealthy socialites living in Mexico City, is a direct response to Trump's racist statements. During promotional efforts, cast members mentioned the show will break down cultural barriers and show the world "who Mexicans really are." There are also explicit mentions to Trump's speech and his "bad hombre" rhetoric on the show. Although the intention might appear as a positive way to showcase Mexican culture and values, the results were far from that. The show premiered in September 2018, and soon after reviews from major international news outlets started calling out the reality show for its whitewashing of Mexican society. (New York Times, Chicago Tribune, The Daily Dot, Refinery 29, Remezcla). This study will add to the literature of television representations in Mexico and the long history of underrepresented minorities. In 2011, a study conducted by the National Council for Discrimination Prevention found that 64.6% of the Mexican population identify themselves as dark-skinned, and that 54.8% agree people are insulted based on their skin color (CONAPRED). Yet the vast majority of media representations in TV Azteca and Televisa—the two most prominent networks in Mexico—are comprised of white Mexicans (Sánchez Pérez). This study intends to answer three questions central to the literature of race and social class representations: 1) How is Mexican racial identity and social class being depicted on Netflix's Made in Mexico? 2) What cultural elements are the characters of Netflix's Made in Mexico deploying to reinforce their socio-cultural status? 3) How are the characters from Made in Mexico making distinctions between their way of life and that of the rest of the Mexican society to repeal the notion of Mexicans as criminals? A textual analysis was employed to examine key episodes of the first season. The show borrows elements from folk culture and enters the terrains of the popular like the trajineras of Xochimilco only as historical sites, and as sources of culture that need to be explained to foreign audiences. I argue Made in Mexico deploys representations of social class and race as signifiers of distinction and otherness.

Id: 21389

Title: Social media and white victimhood: contesting the truth of the "white genocide"

Session Type: Individual submission

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Abstract: Whiteness in post-apartheid South Africa, according to Steyn (2007: 422), is “characterized by a sense of vulnerability, by the belief that the spaces of whiteness are being infiltrated by strangers... by... profound feelings of displacement... [and] victimization”. Afrikaner nationalism has lost its centrality in South Africa and white identities are being renegotiated in multiple ways. One result of this vulnerability and dislocation is that white people are cultivating each other’s fears (Bloom, 2009: 167) through discourses which can be termed “narratives of white victimhood”. In this paper it is argued that these narratives have, at its roots, the need for white middle-class South Africans to protect their unselfconscious entitlement to privilege and belonging.

Narratives of white victimhood manifest in various spaces, also in popular culture. One example of where these narratives are starkly visible is in the current social media hype around farm murders, or the so-called “white genocide”. Despite the fact that there is no reliable data to suggest that white farmers are targeted more than any other South Africans, the myth of white genocide is aggressively perpetuated, through digital campaigns in particular. Playing on the historical idea of the “Boer” as being integral to the white Afrikaner imaginary, organisations like Afriforum and celebrities like Steve Hofmeyr use social media to perpetuate this myth.

The propaganda around this “white-genocide” is such that it is drawing the attention of international right-wing activists. This “globalisation” of the issue is significant for two reasons. Firstly, it implies that South African whiteness, and Afrikaner whiteness – historically viewed as “just-about-white” (Van der Westhuizen, 2018: 5) – in particular, now gains access to global, normative whiteness. More importantly, in contradiction to normative whiteness’ usual functioning as invisible, these social media narratives foreground the white body, making whiteness “hyper-visible”. This “hyper-visibility” presents an ideal place from where to interrogate the way in which normative whiteness functions when its hegemony is under threat.

Situated within a qualitative paradigm, and employing textual-visual discourse analysis as method, this paper interrogates a purposive sample of these social media manifestations. The analysis is approached from the theoretical perspective of Critical Whiteness studies (CWS). CWS interrogates the social identity of those who are “racialized into whiteness, identifying the discursive and semiotic, political and legal, egregious and everyday practices that establish and maintain racial privilege as the normative place from which racial power is deployed” (Steyn 2007: 420). The goal is to expose one instance of how normative whiteness, in this case in contemporary South Africa, adapts or mutates in an effort to maintain its rather slippery grip on hegemony.

Id: 21405

Title: The teenager's construction of the Gamer Identity: from a gender and sociocultural perspective

Session Type: Individual submission

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Abstract: This article presents the results of the initial phase of an ongoing project that investigates the ways students articulated the construction of gamer identity through their day-to-day interaction with their colleagues at school. This study takes into account the dichotomy of schools' sociodemographic characteristics within Barcelona neighborhoods and their fundings (private-public), as well as gender relations. This first exploratory analysis is done with teens between the age of 11 and 16 years from two different centers. One public school part of a district characterized as having a lower income level and an educational level under the city's average. Another, double-funded school (public and private) situated in a district characterized as having an income and education level higher than the Barcelona average.

As there is a growing body of research on games that contribute to the consolidation of gamer as a social and cultural category (Grove, Courtois & Van Looy, 2015; Muriel, 2018), we take Barcelona as a socially stratified city (Subirats, 2011) to detect how gender and socio-economic characteristics permeate the teens' discourse when defining gamer identity. We chose to look at teenagers from an Active User perspective (Egenfeldt-Nielsen et al., 2013), as, at this period, teens are most motivated to construct identities, to forge new social groupings, and to negotiate alternatives to given cultural meanings (Livingstone, 2002).

A triangulation of qualitative methods was employed. In this initial phase, four focus groups, four semi-structured interviews, and a survey were implemented for discovering games' access, preferences, and consumption habits.

Our preliminary results on the public school point that there is a gamer association with "escapism", "addiction" and "entertainment" that can be related to the neighborhood social context. In contrast, participants from the double-funded school associated the gamer identity with game capital, which includes a professionalization process, particularly related to gamer-youtubers. In both cases, girls tend to reflect negatively about being identified as "a gamer", in particular towards their female peers. These discriminative assertions emphasize the discourse of the classic "hardcore gamer" (Muriel, 2018) whereby gaming is considered a male practice. Besides, there is a stigma found between the girls in public school when talking about playing. They do not talk or know that other female peers also play. While in the double-funded school, the majority of girls know that playing is a common practice, despite not actually playing with their female peers.

In summary, these preliminary results reveal that the construction of a gamer identity by teens is deep-rooted in mediatic discourses of popular products like video games. This is because those discourses reproduce certain stereotypes grounded on heteronormativity perspective (Butler, 2007) of cultural products. Also, it demonstrates that certain game practices become explicit in the teens' discourse; while others remain more silenced because of socio-demographic and gender inequalities rooted in contemporary society. This ongoing research will expand the school sample and methodology by implementing "gaming interviews" (Shaw, 2015) to better understand the studied phenomenon.

Id: 21440

Title: Other Bodies within Us: Shock, Affect and Reality Television Audiences

Session Type: Individual submission

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Abstract: The paper presents and analyses qualitative interview data from a research project on audiences of Embarrassing Bodies (Channel 4, UK, 2007-2015). Embarrassing Bodies was a medical reality programme in which patients were diagnosed and treated by a team of doctors. It often featured graphic and detailed surgical sequences, as well as rare or tabooed medical conditions which were shown in front of the camera.

The project drew on Freudian psychoanalysis both as a research method for qualitative interviews (through the notion of free association), as well as an analytical framework to analyse the affective relationships between subjects and their consumption of a television programme.

In the chapter, I pay particular attention to narratives from interviewees in which they spoke of or alluded to feeling offended and shocked by some of the EB sequences. These narratives often implicitly referred to affective responses to the television programme that were caused because viewers felt disgusted, shocked and offended by the show. Drawing on psychoanalysis, I argue that offence and specifically its articulation may in some instances function as a defensive act whereby that which offends the speaker is split off from them. In the case of EB audiences the graphic display of so-called 'embarrassing' bodies made viewers think about and reflect on their own bodies and ultimately their own mortality and fragility. Ultimately, those aspects were often disavowed and dismissed during interviews by being labelled 'shocking' or 'extreme'. For many interviewees, offence thus functioned as a defence mechanism in order not to engage with functions or aspects of the body that we all share or may all potentially be confronted with one day. This was further shown in some interview narratives in which interviewees were keen to stress that their bodies were fundamentally different to the ones on the show.

I further argue that viewers also took pleasure in feeling shocked, offended and disgusted by what they saw. I conceptualise such modes of engagements as a perverse form of voyeurism. The interviewees in the sample were at once drawn to the abject bodies and rejected them through their narratives that spoke of offence, shock and affective responses. Many such narratives were coupled with moments of joy, excitement and entertainment. Rather than only figuring as a way of creating boundaries between audiences and content, such modes of engagement also legitimised the viewing of a programme that may otherwise be ethically problematic or 'trashy'. In speaking of their excitement, viewers embraced the offensive material they had split off at the same time. It enabled continued consumption for them in light of inter-subjective dynamics of an interview situation where they were asked questions about the programme. They could at once articulate being shocked and different from the 'embarrassing' bodies, while at the same time justifying their continued consumption to me by evoking light-hearted motives around entertainment.

Id: 21478

Title: Babylon Berlin ' Berlin as mediated city in TV drama series

Session Type: Individual submission

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Abstract: Berlin has become an important location and space for national and international contemporary drama series, as well as an important mediated historical space. Meanwhile Berlin is a production hot spot in Germany that attract national and international productions. While political decisions, economic development and direct and indirect funding also have an impact on this development, the increasing importance of Berlin as a production site and location goes hand in hand with an increasing mediated imagination of the city as a televisual space.

For instance, the Roaring Twenties are central to the narrative of the television series “Babylon Berlin” (GER 2017-, ARD/Sky), based on the bestselling novels by Volker Kutscher and built around the character of Gereon Rath, who investigates in an exciting world metropolis with drugs, sexual emancipation, arts, and murder at a time in which the Nazi Regime appears at the horizon. The series “Weissensee” (GER 2010-, ARD/Arte), “Deutschland 83” (GER 2015, RTL), and “Deutschland 86” (GER 2018, Amazon Prime Video) draw much more directly on the context of the Cold War in a divided Germany, playing with notions of “Ostalgie” and “Westalgie”, the specific variations of German post-Wall nostalgia. Other productions such as “The Team” and “The Team II” (an Austrian, Belgian, Danish, German, Swiss co-production 2015 and 2018), “Homeland” (USA 2011-; Showtime), “Sense8” (USA 2015-; Netflix), “Dogs of Berlin (GER 2018, Netflix), “Beat” (GER 2018, Amazon Prime Video), “Berlin Station”(USA/GER 2016-, Epix), and “Counterpart” (USA/GER 2017-, Starz) use Berlin among other places as sceneries for their stories that deal with international terrorism, espionage, human trafficking and drug distribution.

The numerous Berlin-based and Berlin-produced television series indicate that for both German and international series, Berlin has been turned into a commodity that adds production value to a television show. Yet, the existing circulating images of Berlin as an imagined place determine which images can be successfully used and communicated to a broader transnational audience. International film and television series often do not exceed stereotypical images of Berlin as a signifier of the Nazi regime or as signifier of the Cold War era. At the same time, many domestic productions use Berlin as simply an interchangeable backdrop against which the action takes place. Berlin in the 21st century is a city where history accretes, layer by layer. “The unique nature of Berlin is its complex history and how this has played upon its current position” (Gittus 2002: 112). Berlin as a mediated space is able to represent 20th century history such as the Nazi regime and the Cold War as well as current themes of the new millennium. Based on interviews with directors and location managers the paper will outline the (mediated) image of Berlin that attract not only production companies but also viewers from all over the world.

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Id: 21547

Title: Popular Culture and the Formation of Identity and Subjectivity.

Session Type: Individual submission

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Abstract: Across mainstream media culture a “psychological discourse” has emerged as a significant element of most popular media forms which may be deployed to achieve a variety of critical, political, narrative and audience engagement goals.

Like other powerful discursive formations, this psychological discourse assumes many guises. Recently, for example, in news and current affairs programs, several national political leaders had their psychological sanity and leadership capacity challenged. At the other end of the popular entertainment spectrum, the celebrity psychologist provides therapy for the most intimate of personal issues and trauma- before a live audience. Moreover, in other formats celebrity psychologists act as consultants and actively counsel those who might be brave enough to participate in “Married at First Sight” or “reality style” programs.

At the heart of this appeal is contemporary culture’s concern with the nature of identity. The true self or the real self has become the promised focus, which will be interrogated and revealed by modern popular culture. Are the subjects and participants of these events/programs who they really suggest they are? Perhaps more problematically, and echoing the legitimizing power of the media, is the implied statement of participants - “If I appear on television, I will have an identity! It will validate my existence!”

Despite the fact new technology provides us with the most vivid means of transcending time and space, we still crave access to the intimate private self of the other and ourselves. The centrality of the private self, in the private world, which emerged with the advent of the popular novel and biography and earlier with the diary, provides the persistent narrative attraction in these new media. Perhaps the “selfie” and constant visual evidence of the minutiae our existence as documented by these images is, in part, the modern visual derivative of these earlier media forms.

In this sense popular culture armed with the discourses of the psychological has found the perfect device to promise what it cannot deliver but relentlessly pursue.

But these programs lock directly into other discourses of competitiveness and individuality so that success or failure is often played out as evidence of personal resilience or vulnerability.

One problem, however, with this trend, is that it locates “a valued existence” in the totally private world of the self and the glitter of the media sophists and positions the individual outside of the political structures and entrenched power in which they are embedded.

Often these programs seem insulated from a social or historical context so that individual success is based on personality traits and attractiveness. In *Undercover Boss* for example, a wage increase comes from a boss going “undercover” and appreciating work and effort rather than the concept of a right to a fair wage and conditions. In this way these programs become intimately linked to the management of subjectivity and identity.

These issues will be explored at this conference and draws on the work of Foucault, Brooks and others.

Id: 21711

Title: 1, 2, 3, 4, 5 a gogó: pop, avant-garde and TV in late sixties Mexico

Session Type: Individual submission

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Abstract: 1, 2, 3, 4, 5 a gogó was a short-lived rock culture TV show usually mentioned in passing when it comes to chronicle Mexico City's pop experiences in the late sixties, specifically in the vibrant pre-Olympic atmosphere of 1968. The production team included multi-camera director Fernando Ge, writer José Agustín as scriptwriter and theatre director Alexandro Jodorowsky and showman Alfonso Arau as hosts. The latter three were, each in his own right, influential figures in different fields of Mexican arts and creativity.

On January, 1968, when 1, 2, 3, 4, 5 a gogó was first aired, 23-year old José Agustín already thrived as part of the Mexican cultural star system. He was one of the leading authors of an emerging literary generation who had among its obsessions rock music, the budding new youth lingo related to counterculture, and the lifestyle and mores of middle-class urban youth. Chilean-born Jodorowsky had a well-publicised reputation of provocateur: his avant-garde stagings, which often featured crude violence towards the body, usually involved a virulent critique of contemporary society; also, he diversified across the languages of science-fiction and comic art. Arau, active in stage and screen since the previous decade, had originally built a career as a comedian and tap dancer, later on ventured into mimicry (as disciple of Marcel Marceau in Paris), and had started participating in high-brow and experimental theatre and cinema.

All three had complex positions in regard of the destabilisation of what Andreas Huyssen has coined "the Great Divide" —the socio-historical construct that culture and arts are separated in upper and lower strata. The sixties are one of the turning points in which the politics of these apparent frontiers were heatedly renegotiated. At first sight, it would appear that José Agustín and Jodorowsky were, in a way, expanding their efforts towards a more commercial domain, whereas Arau was, like other major figures of popular culture (such as actress and singer Julissa, part of Carlos Fuentes's circle) interested in joining the intense collaborative spirit that prevailed among the intelligentsia and the artistic circles (as studied by Rita Eder, Álvaro Vázquez Mantecón, et al.).

The joint forces of the three characters in this mainstream media experience left an interesting study case for anyone who explores the intersections between multiple modes of cultural production — rock and pop, literature, performing arts, mass media and showbusiness— in the period. I am particularly interested in approaching 1, 2, 3, 4, 5 a gogó as a paradigmatic moment in the late sixties in which the borders of Mexican "high" and "low" culture were challenged.

Id: 21719

Title: Representing public service and security threats in 'Bodyguard' (BBC, 2018)

Session Type: Individual submission

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Abstract: The opening episodes of BBC1's *Bodyguard* (2018) broke records for a drama debut, with a consolidated figure of 10.4 million viewers once 'catch-up viewers' were included: the highest launch figure for any new drama across all UK channels since 2006 (bbc.co.uk). The series finale was the most-watched episode of any drama since records began in 2002, with over 17 million viewers, and the series has since become the BBC's most successful box-set via the i-player streaming service. As a political thriller, the programme counted scheming politicians, terrorists, criminal gangs, security services, police and war veterans among its main characters.

The series, and the mediated discourse surrounding its success, speaks to the significance of political thrillers in the understanding of political or intelligence worlds for audiences who might otherwise count themselves as politically uninterested (Tenenboim-Weinblatt 2009). Indeed, this fictional drama was used to boost real-life police recruitment, with tweets from Counter Terrorism Policing UK account timed to accompany the series finale. I combine narrative analysis of the television drama with selective analysis of media coverage that sheds light on how the fictional veteran activists became confused with their real-life peaceful counterparts in media reviews. The key protagonists are defined by the nature of their public service – whether as former soldiers, police or politicians. But how does the drama convey their 'public service' to the nation at this historic moment? How are the dramatic twists in the portrayal of character motivations employed to create ambiguities about the way in which different forms of service are valued? Of particular interest here is the way in which lead character David Budd's post traumatic stress disorder (PTSD), following his experiences as a soldier in Afghanistan, is deployed as a dramatic device to convey not only his own fractured psyche but to signal the multiplicity of potential threats faced by the security state.

The themes of homeland security and political violence have been much discussed in the US drama context (Tasker 2012; Castonguay 2015), with less attention to UK dramas, although *Spooks* would be the exception here (Oldham 2017; Korte 2018). Drawing upon insights from securitization studies, this paper notes the performative nature of the security logic in televisual images and looks at how the value of some forms of 'public service' are legitimized over others.

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Id: 21728

Title: Uncanny city of Hyderabad: Terrorism, poverty and alienating in Telugu Films

Session Type: Individual submission

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Abstract: After the ushering in of Globalisation, Hyderabad as the capital of earlier united states of Andhra Pradesh and Telangana states went through rapid economic and social changes. Firstly, the rise of terrorism in the world, given rise to already misplaced panic over Islam. Hyderabad was target of three terrorist bombings in 2007 and 2013. Secondly, the neo-liberal city has failed to include the poor, lower caste and ‘undesirable others’ and the marginalised minority of community of Muslims now live in the fear of being terror suspects. In this background this paper studied two Telugu films Khadgam (2002) and Vedam (2010) - a regional language cinema from the southern states of Telangana and Andhra Pradesh. These two movies represents different characters from different social, economic and religious backgrounds in the neo-liberal and terrorised city. These characters’ association with the city and how each of them perceives, conceives and lives in the Hyderabad city is unravelled. The characters are some of metropolis tropes that Georg Simmel discusses – poor, sex-worker, stranger (migrant) and Muslims (other). The paper tried to understand the alienation and belonging in the urban spaces which are constantly under threat of violence (terrorist attacks). The paper concludes that Hyderabad citizens try to rewrite and rearrange the urban spaces ascribing new meanings on these spaces, by fighting and surviving individual battles and collectively the bigger threat of terrorist attacks. This paper tried to explore the alienation in the city which is manifested as the terrorist attack on the city. The effects of advent of globalisation, and rise of global terrorism on urban experience of different groups in the films is explored.

Id: 21744

Title: Brazilian Television Drama in a Bolsonaro Era: Rights, Truths, Regression

Session Type: Individual submission

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Abstract: Since the introduction of television to Brazil and its subsequent “territories of fictionality” (Borelli, 2001: 34) invoked from European, American and other generic terrains, many scholars have attested to the capacity of Brazilian television drama to symbolically reflect the country’s modern social-political trajectory (La Pastina & Straubhaar, 2005; Lopez, 1995; Martín-Barbero, 1993, 1995; Mattelart & Mattelart, 1990; Ortiz, 1988; Rêgo & La Pastina, 2007; Straubhaar, 1985; Tufte, 2000). However, scholarship concerned with Brazilian television has also focused on how during Brazil’s military dictatorship (1964 – 1985), telenovelas and other dramatic serials drew in audiences and authorities while circumnavigating the latter’s censorship and political-moral codes (Napolitano, 2001; Porto, 2011). In the landscape of Brazilian television drama, primarily populated by telenovelas, the mini-series is noteworthy not only for its post redemocratized appearance but also for its retrospective and contemporary gazes on authoritarian Brazilian regimes, delivered through Brazil’s most popular medium (Brennan, 2015; Freire Lobo, 2000). Furthermore, the Brazilian television industry, primarily Globo, has been widely understood as backing the political paradigms of Brazil that most successfully ensure the former’s cultural and institutional success (Amaral & Guimarães, 1994; Guimarães & Amaral, 1998; Porto, 2011, 2012). This paper traces the production of recent and current Brazilian television mini-series regarding their alignment with rapid political change in the Brazilian government and in popular sentiment. It asks, what was the nature of Brazilian television drama, namely the mini-series, during the socialist Partido Trabalhador’s (PT) tenure? How has the nature of Brazilian television drama changed in anticipation of, and during, swift political and ideological change to a right-wing government? What are the characteristics of Brazilian television drama today, in a Bolsonaro era, given the Brazilian television industry’s historical migration towards political and popularly-received hegemony? And, what can we anticipate of the nature of Brazilian television drama going forward? The results of this paper find that contemporary Brazilian television drama, driven by Globo, reflects Bolsonaro-era values in which fundamentalist Christianity, patriarchy, procreation and heteronormative values, evidenced in the narratives, plots and characterizations of contemporary mini-series productions, stand in stark contrast to PT-era productions’ narratives and themes. In conclusion, this paper argues that not only does contemporary Brazilian television drama, and in particular, Globo’s dramas, reflect the sentiment of Brazil’s current political hegemony, but it also argues that the apparatus of Brazilian television drama continues to attempt to sway the ‘masses’ in historically consistent ways that have already been seen.

Id: 21861

Title: Populist Ideological Entrepreneurs and Remix Culture: Alex Jones as Celebrity Populist or Populist Celebrity'

Session Type: Individual submission

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Abstract: This contribution analyses the nexus between populism, ideological entrepreneurs and popular culture through the case of US radio show host and 'most paranoid man in America' Alex Jones and his infowars.com. It looks at the phenomenon of Jones and Infowars as a mix of a message based in (mostly Falls Flag) conspiracy theories and pseudo-science-meets-popular-culture phantasy, a business model appealing to his target audience of paranoiacs, and the persona of Jones as mediated celebrity and populist spectacle. It relates the ultimate rise of Jones from the margins to the mainstream as the result, first, to the political, cultural and social specifics of US society. Second, it analyses the role of media and digital platforms and, especially, of remix culture, in the success of Jones as an ideological entrepreneur.

Theoretically, the paper is based in the combined literature on political communication, ideology and popular culture, focusing on the idea of political pundits as ideological entrepreneurs (North, 1981, 1990), new and social media expressions as key ideological intermediaries and notions of the relative power of various counter cultures (Manovich, 2007).

Empirically, it studies the case of Alex Jones through a guided sample of his streamed and multi-platform distributed radio and television show and of remix culture's (Cheliotis & Yew, 2009) parodies hereof. We analyse the basic ingredients for his success as an ideological entrepreneur. As Wartzel (2017) summarises:

his wildly successful libertarian- and conspiracy-news juggernaut: Take a kernel of truth, warp it and its context in a funhouse mirror, and set it against a heavy backdrop of conspiracy, while raising the stakes with a generous dose of fear. The strategy has made Jones — a stocky central Texan with a penchant for clamorous outbursts, fanciful digressions, and meandering stream-of-consciousness monologues — a celebrity. It's also made Infowars — his broad kingdom of media properties, including a website, webstore, and four-hour daily broadcast — a required part of the far-right's media diet. Wartzel, 2017b)

We further analyse the characteristics of his audience, both the believers that follow a dominant decoding and those parodying and mocking Jones. The latter type of visitors is attracted to Jones the exuberant performer rather than the message and, thus, part of his fame comes from parodies, meme culture and remixes We argue that these are ironic spectators who do not necessarily believe in and

even oppose Jones' ideas but enjoy the entertainment of his rants and outbursts and like making fun of his man's man performances. While critical of his message, this third type of audience in fact strengthened Jones' celebrity status and, implicitly or explicitly, endorsed him as a popular culture 'innocent wacko' performer rather than an alt-right ideological entrepreneur. Overall, we evaluate if Jones' efforts as ideological entrepreneur effectively pushed his counter-hegemonic ideology from the fringes to the mainstream.

Id: 21938

Title: How emoji are changing communication: current research and future perspectives

Session Type: Individual submission

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Abstract: Emoji are visual symbols in computer mediated communication (CMC) which developed from emoticons. However, unified coded emoji are easier to input and can be used on many different platforms, making them popular around the world. They can be used as an independent form of expression to convey meaning or as supplemental non-verbal clues in conjunction with text communication, providing a rich depth of emotional and semantic content. Emoji have been adopted by users from many different countries, devices, platforms and applications. As a new form of digital communication, they play an increasingly important role in online interpersonal communication. The ubiquitous usage of emoji makes them a much discussed topic in academia. This paper looks at the development of emoji, discusses their role in semantic and emotional communication, gives an overview of current research and suggests areas which require further investigation.

We review the development from emoticons to emoji and compares their similarities and differences. We then summarizes studies on emoji use around the world, which are influenced by differences between platforms, cultures and individual users, among other factors. We go on to tackle the functions of emoji in semantic and emotional communication. Emoji, with their rich emotional meanings, play the role of “emotional indicators” in communication and are also widely used in the assessment and prediction of emotions. They can be used as an independent modality to express meaning and can also be combined with text to provide new information or help understand the overall meaning of a message. However, due to platform differences, interpersonal factors and cultural differences, there are widespread ambiguities in the interpretation of emoji. It is therefore

important to study emoji in order to facilitate effective communication, maintain good interpersonal relationships and avoid cultural offense in online communication. In addition to communication, current research on emoji has covered many other fields, including marketing, consumer behavior, computer science, education, law and public health, which indicates that the use of emoji is not only a passing phenomenon or change in users' communication habits, but also affects many aspect of our life. On this basis, we put forward four fruitful directions for future research on the topic: Exploring the function of emoji in context; investigating how individual platforms and different cultures affect emoji use; research on the effectiveness of emoji use and the use emoji as a research tool.

The technological innovation in interpersonal communication represented by emoji transforms the very nature of communication in ways which are significant from an individual level right up to that of society. The personalized needs of users for emotional and semantic expression have led to increasing numbers and types of emoji. The popularity and diversity of emoji use reflects that, as communicative tools, they do in fact meet these needs. From a social perspective, emoji are a new modality of expression. Their visual characteristics make them rich in meaning. Furthermore, their semantic similarity across languages makes it possible for them to become a universal language in cross-cultural communication.

Id: 21949

Title: Making the Post-Apocalypse Great Again: Doomsday Prepping and the Politics of Patriarchy on American Television

Session Type: Individual submission

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Abstract: The themes of white hetero male hypermasculinity that suffuse dominant Western culture have also been explicitly associated with cowboy imagery, military narratives, and doomsday survivalism (Lavigne; Faludi; Schlatter); post-apocalyptic television combines all of these elements. Though post-apocalyptic narratives are hardly new, the glut of such television programs on American networks in the early twenty-first-century is notable—programs like *Jeremiah* (Showtime, 2002-04), *Jericho* (CBS, 2006-08), *The Walking Dead* (AMC, 2010-), *The Last Ship* (TNT, 2014-18), *Wayward Pines* (Fox, 2015-16), and *Revolution* (NBC, 2012-14) have all remixed colonial wild west stereotypes, militarized images of hypermasculinity, and gritty survivalist tropes in order to create stories congruent with a particularly conservative mode of patriarchal representation.

Building on the author's previous research, this paper summarizes recent trends in post-apocalyptic American genre television, acknowledging (limited) challenges presented by some recent series such as *The 100* (The CW, 2014-), *Into the Badlands* (AMC, 2015-), *Z Nation* (Syfy, 2014-19), and *The Last Man on Earth* (Fox, 2015-18). It further relates the themes in this science fiction subgenre to recent developments in American politics, particularly the renewed rise of populist, masculinist, heteronormative and white supremacist movements (Faludi; Osnos; Schlatter). Considering the origins of such narratives, the demographics to which they appeal, and the stereotypes they encourage helps construct a window to a particular moment in American (and world) history. While the relationship between a society and its popular cultures is inherently cyclical (Slotkin 8; Mittell 270), pinpointing a precise moment in post-apocalyptic television's evolution helps to situate it as a hegemonic tool that may serve to exacerbate or encourage "alt-right" attitudes toward marginalized groups.

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Id: 22044

Title: Globalized Nostalgia and the Politics of Place: Popular Culture in post-crash Galicia, Spain

Session Type: Individual submission

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Abstract: Popular culture took a populist turn globally in the wake of the 2008 financial crisis, as government agencies and local producers invested in artisanal products and practices to strengthen their positions in the neoliberal global market. Artisanal practices, local culture, and history are mobilized to signal difference, and therefore value. As such, a new “structure of feeling” (Williams, 1977) that I term globalized nostalgia, emerged.

In this paper, I explore how globalized nostalgia operated within the nation of Galicia, the region of northwest Spain, during this period. There, cultural performances of the nation became central to neoliberal development. I conducted fieldwork in Galicia between 2010 and 2014, participating in and observing local festivals, foodways, and tourism initiatives. I argue that performances of Galician nationalism rely on authenticity and heritage as a means of differentiation. Historical ties to Celtic settlement, the Camino de Santiago, and heritage practices are to construct a brand identity, attract tourism, and solicit European Union funding.

As space is made valuable through a re-entrenchment of a primordial sense of belonging, belief in an “essence” of an area can quickly slide into chauvinism. The reification of these categories masks the countervailing axes of hybridity and diaspora, which challenge appeals to a pure, primordial past. These tensions are not unique to Galicia, but they exemplify the ways in which many localities have sought to negotiate between a celebration of heritage and culture and the demands of the global neoliberal economy in the post-crash era. The political stakes of unproblematic celebrations of heritage and authenticity have become clear. In the last few years, fascist politics rooted in primordial nationalism have gained legitimacy across the globe.

Thus, I conclude that we need a politics of place that conceptualizes the local in a way that meets the challenges of global flows, and ultimately find hope for such a cultural politics within elements of contemporary Galician nationalism. Realigning the countervailing poles of authenticity+heritage and hybridity+diaspora by reconciling authenticity+hybridity, and heritage+diaspora would open spaces to develop a sense of the local that challenges the far right while accommodating the realities of our historical present.

Williams, R. (1977). *Marxism and literature*. Oxford: Oxford University Press.

Id: 22237

Title: Liminal characters in advertising. A thematic analysis of Digi brand's TV commercials in Romania.

Session Type: Individual submission

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Abstract: Key words:

liminality, advertising, telecommunication industry, liminal character, thematic analysis

Abstract:

Liminality is a key concept in anthropology that was first introduced by the ethnologist Arnold van Gennep in 1909 and later theorized in his work “Les rites de passage” (1960). The concept of liminality, as van Gennep presents it, refers to the state of being “in between” during the rituals of passage. In other words, liminality describes a state of being, which goes beyond the usual categories and therefore it forms a category in itself: “the in between category”. van Gennep considered that the passage rituals involved three stages: separation, threshold and aggregation. The middle stage (threshold) is the one that defines the concept of liminality, as it appears in a ritual.

This research aims to apply the concept of liminality in popular culture field, more specific, to analyze the presence of liminal characters in Romanian commercials from telecommunication industry. The relationship between liminality and advertising was a subject of interest for many other researchers. For example, Zhao and Belk (2006) analyzed China's advertising from the perspective of a liminal space of social transformation in the context of transition from communism to consumerism.

The main research question of this paper is: what are the main characteristics of the liminal characters that are portrayed in Romanian advertisements? In addition, this research aims to identify the main themes that appear in this particular type of commercials. The sample includes 10 commercials of DIGI brand — a Hungarian company that provides telecommunication services in Romania, ads aired between 2015 and 2017 on main TV stations in Romania. The main character identified in the sample is the convict — a liminal ‘hero’ by definition, a person imprisoned, being in a liminal space (the prison) and time (his penalty). In order to answer to this research questions, this paper uses a qualitative methodology — the thematic analysis. I choose this research method, as it offered me flexibility, adaptability, and it has the power of generating unexpected insights.

The main findings show that, in the particular case of the analyzed sample, the convict — the main character of the commercials of Digi brand — is clearly a liminal figure, part of the jailbirds’ category. More than that, I identified the ritual process and it’s all there stages clearly illustrated in the 10 commercials. The main theme of this particular sample is the opulence in prison — as a critique to the political Romanian class, in particular, but also to the society, in general. The ads

reflect the political context in Romania during a period when media presented many cases of corrupt politicians that were imprisoned.

Id: 22351

Title: Watching Black Panther in Brazil: recognition and cultural critique

Session Type: Individual submission

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Abstract: Black Panther (2018), an American superhero blockbuster, directed by Ryan Coogler and produced by Marvel Studios, was debated beyond the critical circuit which usually deals with this kind of entertainment movie. It was due to the politics of recognition operated in it, regarding the fictional representation of black identity. As Slavoj Žižek pointed out, "the movie was enthusiastically received across the political spectrum" and, for the left wing, it was hailed as "the first big Hollywood assertion of black power". Some Black Panther's reviews established articulations between pop culture and political and social aspects, referring, inclusive, to philosophers as Frantz Fanon. They suggested links between the movie and pan-Africanists theories, and identified, in female characters, the recall "of the new generation of female activists rising in Africa", as wrote Jonathan Gray for The New Republic magazine.

In Brazil, Black Panther was also received with enthusiasm, and its criticism was crossed by the politics of recognition, as developed in Axel Honneth's study *The Struggle for Recognition*. The black superhero character was celebrated as a positive identity representation in popular culture, which would contribute to strengthening the self-esteem of black youth. This paper, based on the theory of recognition, intends to study the reception of Black Panther in Brazilian cultural critique. It investigates how the issue of group identity became a value for the criticism and how it was debated concerning the context of Brazilian society.

Articulated to a symbolic order, as discussed by Nancy Fraser, the politics of recognition can act on popular culture and its representations, which circulate in our daily life and, according to Roger Silverstone, are implicated in how we strengthen (or not) our social esteem. Fictional characters, like those of Black Panther, although belonging to autonomous worlds, open possibilities for audiences to experience identities through them. In the scope of cultural critique, recognition gained, in the last decade, centrality as a perspective of analysis, and becomes a key to read media texts like Black Panther.

The corpus analyzed in this paper is constituted by reviews from the main Brazilian newspapers (printed and online versions) and cinema blogs. This paper investigates mainly two points in those texts: 1) filmic aspects that were privileged in the analyzes and how they were related, by the critics,

to recognition issues; 2) the Brazilian “reading” of Black Panther, in which the film narrative was interpreted in the light of our social and cultural issues. Paper results point to an intricate relationship between representation in the fictional work and representativeness, regarding the demand for participatory parity, in film industry, and, in general, in society. Some reviews also criticized the way in which the film discusses the question through exclusively Anglo-Saxon currents of thought, thus moving away from formation aspects of other black population in the Americas. The liberal order of that fictitious society was also criticized, since it would eventually affirm values that were predetermined by white people and their institutions.

Id: 22365

Title: Cool Patriot---the Symbiosis of Soft Power Policy and Hip-Hop Show in China

Session Type: Individual submission

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Abstract: Internet and entertainment are the key to the contemporary cultural industry. The network-made variety show has also become the front line of China's Internet industry. The fierce competition and the Chinese government's emphasis on soft power policy allowing Iqiyi company obtain a valid reason for producing a Hip-Hop program. The program [The Rap of China] has become the most prominent cultural phenomenon in China in 2017. But in January 2018, the sex scandal of the champion PG ONE set off the Chinese government's purge of hip-hop culture. Through the text analysis of the first season [The Rap of China] and the second season [China New Shuo Chang], this research aims to analyze how hip hop Internet program has transformed in China. What has changed in the definition of "hip-hop with Chinese characteristics"? How does the show swing between "rebellious" and "patriotism"? How does the border shift from the first season to the second season? There are four main findings in this study: First, the terminology of the music genre has changed from "hip-hop" to "Shuo Chang". By renaming, canceling the association of music with its Western roots, and localize it by relating to another Chinese music genre. Second, the content of the first season was based on the principle of avoiding disputes. However, in the second season, it actively promoted the "Chinese style" Shuo Chang which has elements from Chinese culture and Chinese Communist Party. Third, hip-hop music was cool because of its rebellious attitude, especially the criticism about racial, class, social inequality. Nevertheless, the program gives "coolness" new definition that wearing tidal suits, behave nice, be positive and patriotic. Fourth, the second season creates the image to the world that there is no social controversies and the CCP is a popular regime by focusing on the participation of competitors from Xinjiang, Taiwan, overseas Chinese and foreigners. But when "hip-hop" was redefined to "Shuo Chang", the rebellion was replaced by positive energy, and the program that won the blushing attention with cool looks could not avoid deconstructing itself.

Id: 22373

Title: Food making, surveillanced affect and image of home in DouYin

Session Type: Individual submission

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Abstract: This article focuses on understanding one of those complicated ways in which individual uses social media surveillance technique to generate short video contents that have vast impact on people's daily socialization and entertainment. Food making and image of home in DouYin, a Chinese short video social media platform, has been chosen as the research object. DouYin attracts a great number of younger users to create and post short videos, occasionally with artistic filters and always set to music. Under the Chinese context, food making has been tightly linked with local culture, family ties and socialization. Therefore, sharing food making or good food in social media has become a way to assist individuals in self-revealing through me-centered messaging (Hodkinson 2007; Livingstone 2008; Lundby 2008) and the performers' telemediated presence (Bolter and Grusin 1999; Bolter et al. 2013). However, DouYin is also a highly surveillanced environment with algorithm operating to make an optimal content choice that can attract most attention. Surveillance practices have transformed our ways of seeing, watching, and being seen (Gangneux 2014). The everyday uses of surveillance techniques not only produce subjugation (Albrechtslund 2008) but also offer places and means for forming identities and subjectivities. Under this presumption, this article wants to analyze DouYin short videos to see how surveillance shape individuals self-expression and how individuals invest affect to make videos. A Topic called Your Memorable Flavor of Home during Spring Festival inviting individuals to create content about local food is chosen to be the case study. Visual elements in video contents will be analyzed and calculated, interviews with staff from DouYin and individual content creators will be conducted to see how the surveillanced environment provide technical skills for individuals, how individuals learn and sort out affective elements and use them, how they perform, edit and using family members to make food so as to make an attracting home image. Studies of this case intends to revealing how surveillance work to discipline users' content creating behavior, and putting forward the assumption that affect labor invested under discipline can also invoke productivity.

Id: 22408

Title: Riverwood's dramatic film story: digital production dynamics as a potential model for Kenya's national cinema

Session Type: Individual submission

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Abstract: The name Riverwood is today synonymous with Kenya's popular cinema. The name is derived from River Road, a business hub in Nairobi that stretches from Tom Mboya Street all the way to Ronald Ngala Street in Nairobi's downtown. Just like its Nollywood (Nigeria film industry), Ghallywood (Ghana film industry) and Bongowood (Tanzanian film industry) counterparts, Riverwood is a beneficiary of the revolutionary digital technology that has swept the world in the last three decades, enabling marginalized communities to tell their stories using low-cost digital filmmaking technologies. These technologies have not only scaled down the cost of film production, but have also helped create jobs and subsequently expanded the local economies. To date, Riverwood boasts one of the most successful film festival and award ceremony in the country (Riverwood Film Festival). Despite its phenomenal success, Riverwood has completely been off the academic radar. This study therefore seeks to mainstream Riverwood in the academy, by explaining the interplay between the digital technology and Riverwood production model and dynamics that have resulted in empowerment from below to create such a successful and unique brand. Ansoff's centripetal model of communication, and Bourdieu's cultural capital and social capital theories will inform the study's theoretical framework. Literature will mainly be drawn from popular culture in Africa and Kenya. The study will be qualitative in nature, employing the Emergent research design. Study population will comprise all Riverwood film professionals, under their various chapters in Kenya, and will employ purposive sampling. Data gathering methods will include Key Informants in-depth interviews and Focus group discussions. Data gathering instruments will include an Interview schedule and a Focus Group Discussion guide. Data analysis will follow the inductive-inductive approach. The process will include transcription, coding and categorization, conclusion, discussion of key conclusion and recommendation.

Id: 22472

Title: Cross-cultural analysis on narrative aspects in three version of scripted television format Los misterios de Laura (Spain, US and Italy)

Session Type: Individual submission

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Abstract: This research carries on a case study based on Spanish scripted television format Los misterios de Laura and its adaptations in US and Italy. In particular, it explores how the narrative construction varies in each version in regard to issues of audiovisual representation and the relationship between fictions and cultural identity. The main objective of this study is to identify the differences and similarities in the narrative aspects of the three versions and to understand. To do so, this study proposes a qualitative analysis model that analyses the premise, the plots and the narrative conflicts of each version and compares them. In addition, the examination of the text is complemented by the analysis of the production context. Results show that the main similarities in the plots are linked with the characters who act them out and with the narrative beginning that is stated. However, the narrative development is different in almost all the plots. More similarities between Spanish and US version plots exist in the multi-episodic plots. Nevertheless, the Spanish version is characterized by a stronger link between the multi-episodic plots and the labour sphere of the characters, while in the US version they are more related to the friendly relationships between them. Regarding the episodic plots, it stands out that Spanish and Italian versions are more similar between them, since in both cases the episodic plots are mostly about family issues. In the crime plot that develops in all episodes of the three versions, it is observed that in the US version the crime is more procedural, while in the Spanish and Italian versions it is based on “whodunit” style. On the other hand, labour and family conflicts present more similarities between three versions, while there are more differences in the conflicts that affect to the personal and loving sphere of the main characters. In general, the analysis unveils that the main similarities between the three studied versions are the result of maintaining the traits that define the original television format. At the same time, the differences are explained by factors related to the chosen narrative approach for each case, the resources and production context and the traditional television conventions of each country. To conclude, a connection between the global and the local regarding the adaptation of the television formats is observed, where global is related to the practices and the commercial logic of television, and local is connected to the inequality between the television industries and the persistence in using cultural identity production mechanisms in television texts.

Id: 22741

Title: Social media as technologies of micro-celebrity (hyper)sexualisation: Disruption of post-colonial continuities through sexual 'explicitness'

Session Type: Individual submission

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Abstract: Although Kenya is among several African countries with Christian ethic conservatism on women sexuality, affordances of digital technologies are enabling (hyper)sexualised female micro-celebrities to challenging this conservatism. Social media technologies have made it possible for average women to self-present their sexuality, create personas, initiate relations and friendship illusions with sizeable audiences in ways similar to traditional celebrities. The central argument in this presentation is that (hyper)sexualised female micro-celebrities in social media are disrupting patriarchal post-colonial continuities by reigniting women agency. Despite sexualization being blamed for objectifying women, it retains double meanings in negotiations of power relations. I pay attention to the hypersexualization that defy simple binary division into sexualization that empowers and sexualization that is objectifying. Hypersexualization by social media micro-celebrities can be seen as critical knowledge production creating a liberating prospective memory. Adopting Michel Foucault concept of "biopower", the creation of 'docile bodies', I argue that social media affordances provide opportunities for resistance in the post-feminism era. Through online ethnographic study of two leading Kenyan micro-celebrities, I trace how they are, on one hand struggling against the discourse of decency and respectability used to silence women, and on the other, creating post-feminist discourses of resistance to patriarchy. I argue against the assumption that hypersexualization is in the interest of men, proposing that non-objectifying sexuality can reconstruct the prospective memory of women in patriarchal societies. In particular, I describe how micro-celebrities are trivializing and disrupting the old masculine public sphere and replacing it with a feminized private public sphere.

Id: 22829

Title: The 'transitional' network for DIY music careers: From Taiwan through East Asia

Session Type: Individual submission

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Abstract: In the digital age of music post-industry or entrepreneurship in the 'new' music industry, there is an emerged 'transitional' network within Taiwan and the East Asian indie music scene. Since the rise of the Internet technologies, many more independent musicians and bands have pursued their DIY music careers locally and trans-locally without the intermediary of the traditional music industry (Haynes & Marshall, 2018; Hracs, 2012; Sargent, 2009). With the intention of transiting from the amateur indie bands to the professional bands, the rising indie music networks from Taiwan through East Asia, across Japan, Hong Kong, South Korea, and China, have also envisioned a growing regional Indie music economy. Indie musicians create their music labels on SNSs of bandcamp, soundcloud, and YouTube channels, promote their music products and events, sale tickets, as well as interacting with their fans on the Internet without signing to a big record company. These bottom-up and regional networks are crucial to their music distribution and promotion.

By examining the Taiwan-based Independent bands and musicians, such as Sunset Rollercoaster, No Party For Cao Dong, and Hom Shen Hao, this article has depicted the 'transitional network' within the local and East-Asian indie music scene through the lens of the ethnographic fieldwork. On the one hand, this 'transitional network' was derived by the sub-cultural capital around a few active indie musicians and promoters. They successfully mobilized the bonded cultural and social capital around their music and image through the online social media. Then the connection transited from online to offline and bridged the networks to expand towards broader audiences from local, East-Asia, and then globally. However, when those indie bands expressed a desire to be recognized by the international fans and having tours abroad, they faced more or less the ambivalent challenges of embracing the global Mando-pop audiences and/or the global indie music audiences.

On the other hand, Taiwan's indie bands that successfully started their music careers and moved towards a transnational music market are still limited to just a few. Most of the creative laborers or creative aspirants within the indie music scene are still live in a way of the semi-professional and the semi-amateur lifestyles, and stay in the so-called 'gig economy' (Morgan & Nelligan, 2018). This article argues the multiple meanings and challenges of the transitional network which are now stirring a new independent music economy that spans from Taiwan to the East Asian regions.

Reference

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Keywords: indie music, East-Asia, DIY culture, social network, music industry

Id: 22960

Title: Before Facebook, There Were The Walls. Reconfiguration of Urban Graphical Expressions and Their Practitioners Through The Use of Digital Social Networks.

Session Type: Individual submission

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Abstract: This paper is a work in process based on my thesis dissertation for the Master in Communication for Social Change. Through this, I'm willing to understand how the use of digital social networks, such as Facebook and Instagram, has challenged the way we understand urban graphic expressions, such as graffiti, stickerism, stencil and wall decoration, as well as it prevents us to rethink how social dynamics and spatial configurations of the practitioners of these expressions are changed.

In the beginnings, these practices sought to make a territorial positioning between the subject and his barrio, or his hood (Silva, 1989, McDonald, 2001). Later, since the increase of the migratory flows, these territories begin to expand and some crews, like the HEMs, become transnational (Valenzuela, 2009, Cruz 2004). Now, thanks to the Information and Communication Technologies, these graphic expressions are not limited to remain in the physical walls, but these walls have been digitalized allowing their practitioners to be known even internationally, giving popularity and diverse opportunities to them (Salazar, 2017).

Based on ethnographic methods, such as participant observation and digital ethnography, this paper seeks to answer the question: How has the use of technology impacted this territorial expansion and in the very sense of urban graphic expressions and their practitioners? The access to smartphones and open internet networks, have allowed, first, to keep a visual record of the works and secondly to share them with a larger audience than the bystander, having a greater reach and even allowing the conditional appropriation of the works even making them replicable on other contexts.

I propose, as the main axis, to analyze how the presence and use of these practitioners on Facebook and Instagram have allowed, in addition to the visibility of urban graphic expressions, to generate collaboration networks, both national and international, ready to support both personal matters and terms of protest or social contribution. For this purpose, I take the case of a group of young people from central Mexico and their action to make visible the victims of the earthquake of September 11, 2017, which occurred in Mexico, with the project "#VaPorLaRoma."

Id: 23052

Title: Cheering for the Queerly Masculine: Hollywood Superheroes Reimagined in Fan Videos on Chinese Barrage Video Websites

Session Type: Individual submission

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Abstract: Chinese fan culture has burgeoned in recent years - particularly under the influence of Japanese and American popular culture. Among the fan practices performed by the Chinese fans of Hollywood superhero films, making fan videos that centering on queer interpretations of the original films gain wide popularity. This type of fan activity locates itself in a new media form known as barrage video, which features the streaming of users' comments across the screen, superimposed on the video content. Fan vidders actively upload fan videos to barrage video websites for sharing their queer readings and interacting with other fans. In this research, taking two fan videos, "It's Definitely Not the Avengers" and "[Stucky/Evanstan] Fifty Shades of Grey Official Trailer (Humor)", as examples, I first look at both the narrative and formal elements of these two videos, focusing on how Chinese superhero fans, largely female, interpret and recount relationships between Hollywood male superhero characters in a queer way. In the second part, I approach the barrage comments attached to these two videos from a qualitative textual analysis perspective. Through analyzing these comments, I investigate the social reasons and self-motivations behind fans' active engagement with barrage videos through making, viewing, and commenting. Building on scholars' previous research about fan works (slash fictions and Japanese Yaoi novels) that focus on romantic and sexual relationships between same-sex fictional characters, I examine how gender norms and heteronormativity are contested and negotiated in these fan-made barrage videos. To address the female dominance in this type of fan practices, I borrow theoretical lenses from queer theorists including Eve Sedgwick and Michael Warner to argue that queer imaginations can also serve as an alternative outlet for heterosexual females to counter the repression of their sexualities. Considering fan videos extreme popularity on Chinese barrage video websites, I probe how the anonymous and participatory features of these platforms nurture the formation of this subculture community.

Id: 23059

Title: Collectively analyzing popular television texts on disability: a case study on the television drama series 'Tytgat Chocolat'

Session Type: Individual submission

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Abstract: Representations of disability have traditionally been underexplored by media studies in comparison to other axes of identity, such as gender, race or sexuality. It were mostly disability scholars (a.o. Barnes 1991, Longmore, 2003, Norden, 1994) who have made critical examinations of disability representations in popular media. These analyses often apply a – what Hagood (2017)

calls – ‘sociotextual approach’, i.e. a textual analysis based on the social model of disability. Although these analyses are very useful for destabilizing ableist ideologies and stereotypical assumptions about disability, they often make positive or negative evaluations of disability media texts, ‘without taking into account the broader context of media production, consumption, interpretation and cultural impact’ (Ellcessor, Hagood & Kirkpatrick, 2017).

According to Ellcessor et al. (2017) a productive interdisciplinary approach that brings together insights from media studies and disability studies is lacking, in order to really move our understandings of disability and media forward. Supporting this plea, two researchers from Ghent University, one with a background in media studies and one in disability studies, decided to cooperate and share their insights and perspectives, to examine a new Flemish television drama series, entitled ‘Tytgat Chocolat’. Tytgat Chocolat is a noteworthy case, because most of the main roles in this primetime television program are played by actors with intellectual disabilities.

In order to acquire more insights into the construction and representation of Tytgat Chocolat’s characters with intellectual disabilities, the researchers came up with a new analytic method, currently called ‘collective textual analysis’. As in media studies, this method considers ‘meaning’ as something which does not just reside within media texts and is passively adopted by all viewers similarly, but which is ‘negotiated’ by its readers and adapted to specific contexts, needs and pleasures. It also applies media studies’ definition of ‘textual analysis’ as ‘an educated guess at some of the most likely interpretations that might be made of that text’ (McKee, 2003). From disability studies, this method incorporates the understanding of intellectual disabilities as socially constructed, and the disciplines’ emphasis upon lived experience of persons with disabilities as an epistemological basis for making claims (Ellcessor et al., 2017).

Concretely, with this new method, researchers labeled with and without intellectual disabilities can analyze media texts collectively, thereby combining and equally valuing experiential knowledge as well as academic knowledge from different contexts and disciplines. For this specific study, which was conducted by six researchers who gathered every Wednesday afternoon in February and March 2018, scenes of the series were divided into different themes and subsequently assessed on recognizability. As a result, a model was developed for interpreting television texts on (intellectual) disabilities in relation to specific personal and socio-cultural contexts. The model incorporates possible hegemonic as well as resistant meanings of media texts. During a paper presentation we would like to reflect upon the strengths and weaknesses of the applied method, and also elucidate the model we developed based on this specific case

Id: 23166

Title: Visual Aesthetic of the Urban Poor

Session Type: Video Submission

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Abstract: Slums in Mumbai are a rebuke to the grand narrative of the city. Absorbing migrant labour from all across the country, these settlements tend to become habitats of multi-ethnic organisation, nourishing multifaceted identities and relations. The hitherto dominant imagination of the slum as a space of disorder and decay has given way to a popular social imaginary that sees it as a space of community, enterprise and creativity (Jones, 2015). Perceived as a world free of state control, these spaces are often understood as a repository of culture and authenticity, making for a much more interesting city within the city (Dovey & King, 2012).

The beauty, sought by Benjamin in the ugliness of the torn-up landscape and people of Marseille and Naples, does not just continue to signify but hold the soul and the future of the city (Jeffries, 2015). It isn't about mere physical beauty of shape, size, colour of the desolate universe of the poor, but "the wickedness, the ruggedness, the smelliness of the living room reappearing on the street and the street migrating into the living room" that has become a general object of aesthetic contemplation and visual pleasure (Jeffries, 2015).

As popular representations of the slum continue to capitalize on the exceptionality of both the unknown and the mundane (Durr & Jaffe, 2012), the resultant explosion of attention and intervention afforded to it has turned the slum into "a theatre of inflammatory rhetoric, thuggery and spectacle" (Hansen, 2001). The continuous production of the slum suggests that it has been thoroughly commodified, ritualized and aestheticized, and serves as a site of redemption of the industrial metropolis (Sorkin, 1992). Following Debord (2002), it is, thus, argued that it is the spectacle of the slum that is imagined, circulated and acted upon (Jones, 2015).

Much of the published literature on the relationship between aesthetics and urban poverty is within the frameworks of authenticity and ethics and art and politics, with a focus on the aesthetics of the slum (Jones, 2012). The research, thereby, calls for an imperative to go beyond the conventional frameworks of representation and aestheticization and look instead at the slum as an aesthetic within the theoretical framework of spectacle. It, therefore, draws on Debord's (1955) framework of psychogeography to study the hyper visualized and spectacularized urban space of Mumbai.

Within the psychogeographical framework of derive, the research uses the lens of Mumbai Paused, a visual document of the city's marginalized spaces on Instagram, to make sense of the division of city into, as Debord (1955) puts it, "zones of different psychic atmospheres". The video presentation draws connection between the city, poverty and aesthetics with the help of visuals and sounds put together in a documentary style. It challenges the popular cultural understandings of the

urban experience of poverty from the realm of spectacle. Pursuing the method of derive, it holds potential to reflect on and innovate the pedagogy of studying urban marginality and geography.

Id: 23254

Title: Emo-Truth, Performative Trust, and Post-truth Political Personae

Session Type: Individual submission

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Abstract: Post-truth politics, marked by strategic rumor, fake news, and (in response) fact-checking has become one of the most pressing and perplexing areas of contemporary communication, media, political, and cultural theory. This paper draws from fledgling theories of media forms as signifying emotional truth or authenticity (Ang; Bourgoyne; Dyer; Enli), through terms such as emotional realism, emotional authenticity or truth, or affective truth in order to argue that a cultural shift has taken place which encompasses and facilitates post-truth political communication (while many other commentators stress a kind of technological or cognitivist determinism to explain the phenomenon, the internet and cognitive bias). Emotional truth is posited as an honesty revealed by the body, as opposed to all the slick dishonest political speech/spin that millions of citizens distrust. In fact, following Giddens (1994) ideas about performative trust, one can argue that public truths depend on trust in public truth-tellers, and the latter is constantly performed with an emotional style. Both reality TV audience studies (Annette Hill; Laura Grindstaff) and convenience sample interviews with Trump voters reveal this kind of emotional truth, or rather "emo-truth," the latter being a special type of aggressive, historically masculinist emotional display (threats, humiliation, incessant bragging, insults) The latter dovetails with the former in influential cognitive scientific and political marketing expertise that advises cultivating emotional ties above all else to serve goals of strategic influence (not simply persuasion but just as often attentional control or demotivation/demobilization). The political style is economically exploited in terms of emo-truth infotainment, which scholars in the U.S. have dubbed "the outrage industry" (Berry and Sobieraj 2014) Finally, the paper argues that the type of emotional performance of authenticity or trustworthy truth-telling is highly gendered and a form of residual (often out-of-control angry but dominant) masculinity that deserves critique. For scholars of the critical communication tradition (critical vs. administrative communication scholarship), the question also becomes how one might encourage a different, more progressive and radically democratic form of truth-telling less susceptible to recuperation by deceptive information warfare tactics (e.g. fake news). While examples focus especially on the American scene preoccupied with Trump, the French political scene (as well as Brexit and populisms in German and other European countries) is considered in its specificities. Despite the important cultural specificities, the spreading patterns do point to structural commonalities and a periodizing shift.

Id: 23285

Title: Play by the Script: World of Warcraft and its Fans in China

Session Type: Individual submission

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Abstract: In June 2016, Duncun Jones's *Warcraft* made its debut in theatres across the globe. The much-anticipated blockbuster met with scorching reviews by critics and was declared "a death of 1,000 cuts" by its director in reference to its abysmal box office performance, which collected \$46 million in its first month in North America. This would-be debacle, however, was salvaged by its performance in China, where it pocketed \$220 (more than half of the global box revenue), a country that happens to host the majority of *WoW* players.

The hybrid practice of producing movies based off on video game content/characters represents an emerging trend of the entertainment industry in monetizing the "performance of narrative, affect and identity of avatars" (Kerr, 2017; Owen, 2017). How this attempt of integrating "playing" (in video games) and "performing" (in movies) actualizes among fans/players, however, varies vastly, as shown in the mixed fortunes of past game-derived movies, *Warcraft* being one of them. The *Warcraft* screening provides such an ideal case for this line of interrogation.

Our overall purpose is to investigate how individual experiences in the game world affect their view outcomes and personal evaluations of the movie. We are interested in finding out how mode of gameplay is related to appreciation of movie content and specific movie characters; how prior perceptions/identifications with specific characters affect enjoyment of the movie; how performance in the movie corresponds to or runs counter to individual expectations; and how watching the movie has impacted their subsequent game play experience. As a way to maximize richness of descriptions and depth of data, we resorted to semi-structured in-depth interviews approach in gathering the data. We designed a set of questions for gathering player/fan perspectives, mainly comprising inquiries into topical lines to answer the questions we raised above. Informants (n=70) were recruited from multiple cities across China, and interviews were recorded and transcribed for further analysis.

Our findings are presented along four main areas of concentration are: 1. How prior gameplay experience affects movie enjoyment in terms of both plots and characters; 2. What commonalities and differences they see from the game characters and the movie characters; 3. Which single character they identify the most in the game and in the movie respectively, and what changes they would make in the movie with that character; 4. How playing the game differs from watching the

movie, and how the two experiences related to each other. Results indicate that players' previous game experience determines their movie enjoyment from relating to story narratives to character identification, and nostalgia plays a big role in one's decision to cinema-going. Group play (e.g., Guilds affiliation and play pals) is an important driver into the mode of movie-seeing, which subsequently affects peer discussions of the theater experience. We also looked in depth at two types of special audience: those who went to the theater more than once, and those who went to the movie but had no gameplay experience.

References

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Id: 23333

Title: #Sponsored: Considering Responsibility in Sponsorship & Influencer Labor

Session Type: Individual submission

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Abstract: This paper will seek to untangle the relationships between sponsorship, influence, and regulations in order to address this emerging question of where responsibility lies in these arrangements. Utilizing social media content and news articles that address sponsorship, I will explore current popular discourses about influencers and sponsorship on social media platforms. Sponsorship arrangements between influencers and brands have become a prominent feature of social media platforms like Instagram and YouTube, extending brands into our everyday communications. Brands have mainly benefitted from these alliances, finding that these sponsorships play a key role in their online marketing strategies and ability to build relationships with consumers. For influencers the income earned from sponsorships are one of the many ways they are able to monetize their labor, and serve as a marker of legitimacy and success. In response to the increased presence of these sponsorships on social media platforms, concerns have rightly been raised about sponsorship from audiences over issues of disclosure in influencer/brand relationships and the ethics of sponsored influencer content in the media (Public Citizen, 2016). As early as 2010 the Federal Trade Commission (FTC) regulations on advertising were being applied to sponsored social media content (Mon, 2015), and by 2016 the FTC was sending letters to some of the largest celebrity influencers and their sponsors warning them about violations to these guidelines.

Despite the FTC's interpretation of regulations, which has placed a shared burden on influencers and brands (although with limited repercussions for both, and any financial responsibility so far being placed on the advertisers), it appears most public attention (and criticism) has been focused on the responsibility of influencers to self-regulate. By engaging with the tensions in where responsibility is placed, this paper seeks to understand why public attention is focused on influencers themselves, rather than social media platforms or brands. Drawing from scholarship on social network exploitation (Andrejevic, 2011; Cohen, 2015) and theories of immaterial labor (Coté & Pybus, 2007; Gill & Pratt, 2008; Lazzarato, 1996), I argue that neoliberal logics have structured consumer relations with influencers in ways that transfer responsibility from corporations and governments to the individual. I propose that these calls to place greater responsibility on influencers tell us more about audience anxieties about "being influenced" through their intimate communicative relationships with influencers, than they do about where regulation should be placed. Corporate brands and social media platforms depend on these anxieties in order to maintain the appearance of neutrality, and diffuse public attention on their own responsibility for what happens on these platforms. I suggest that by attempting to refocus attention back on the ways that corporate brands and platforms themselves have exploited the labor of these influencers and their audiences

through these sponsorship arrangements, we might begin to develop regulations that place responsibility back on those who are benefitting the most.

Id: 23355

Title: The (Re)Production of Nostalgic Space: The Adaptation of Akihabara within the Visual Novel Steins;Gate

Session Type: Individual submission

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Abstract: This essay seeks to explore the adaptation of space within the visual novel Steins;Gate. This visual novel is set entirely within the Akihabara district of Tokyo. In contrast to media which create locations inspired by real physical space, Steins;Gate clearly presents its setting as an identical space as the “real” Akihabara. My essay explores the adaptation/reproduction of real physical space within this visual novel. Specifically focusing on the Akihabara district of Tokyo both in reality and within the visual novel, I address two main questions. First, how does the visual novel adapt aspects of Akihabara in its storytelling, visuals, and use of space? Second, how might the visual novel subvert or reinforce understandings of Akihabara through these representations? To address these two questions, a synthesis of Linda Hutcheon’s theory of adaptation alongside Henri Lefebvre’s theory of socially-produced space is deployed. Given that the space within Steins;Gate closely represents real physical space and allows players of the visual novel to make certain limited choices within that space, I argue that spatial practice in such virtual spaces like Steins;Gate can have real world impacts on how space is socially produced. Considering the adaptation of space within the visual novel as a (re)production of space, this analysis focuses on a number of specific locations featured within the visual novel, how the visual novel reproduces these spaces compared to their real-world counterparts, and what kinds of understanding of and practice in the physical space of Akihabara that the visual novel promotes. The analysis also focuses on how it challenges existing understandings through citing a nostalgic version of Akihabara as a contrast with the current state of the district. Implications both for the study of social practice as well as the study of spatial practice within interactive media are also discussed.

Id: 23654

Title: Mediated Lifestyles and Identities: Exploring the Relationship between Female African Bloggers and Their Audience

Session Type: Individual submission

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Abstract: This study will critique the mostly Eurocentric research on identity expression and virtual communities by exploring how female African bloggers living in the West identify themselves online, in reality and how they disclose that to their audiences. Through interviews with eight bloggers, digital ethnography and textual analysis, I will analyze the intra and inter personal considerations involved in the practice of blogging. I will use the notion of Afropolitanism to explain my anticipated themes that are likely to emerge from the study including relationship building in new environments, code-switching abilities, hybridity and multicultural exposure. This study will shed light on the authority that content creators carry in today's society.