6.5 POLITICS OF POPULAR CULTURE

Conference Abstract

The 'Politics of Popular Culture' will focus on the political implications of popular culture. For many, especially the young, popular culture has long been the most accessible and meaningful form of political engagement as well as being the foundation of social and identity politics. It is often through popular culture that political issues are identified and challenged, and put to new uses. Popular culture intersects with the entire world, whether unspoken visions in folkways, in ways which may be offensive or distasteful. At its very foundation, what becomes identified as 'popular' is a political process itself that shifts global flows of capital and creativity, supplies content to national identity and foreign policy, as well as informs emerging alternative cultures and practices.

The conference will feature participants who are thinking creatively, expansively and across disciplines in their attempts to extend the study of the popular to the point of political effect. What are the political implications of today’s trends in visual culture, TV, film, art, music, fashion and design? How are the internet, kitsch, and other types of technology used in political engagement? How do popular cultures transform consumption and rituals of popular culture force us to reframe the boundaries of what is considered "political"?

"Politics of Popular Culture" is a meeting point where popular culture transforms consumption and rituals of popular culture force us to reframe the boundaries of what is considered "political". It is a place where popular culture intersects with the entire world, whether unspoken visions in folkways, in ways which may be offensive or distasteful. At its very foundation, what becomes identified as 'popular' is a political process itself that shifts global flows of capital and creativity, supplies content to national identity and foreign policy, as well as informs emerging alternative cultures and practices.

Schedule

9:30am: REGISTRATION (¥1,000, includes reception) / RSVP recommended

10 - 11:30am
Panel 1: GAMING REALITY: THE POLITICS OF DIGITAL APPROPRIATION
Panelists:
John G. Russell (Gifu University)
"Don’t It Make My Brown Face Blue: Racial Avatars and the Embodiment of Alien Others in Contemporary Science Fiction"

11:30am - 12:30pm: LUNCH

12:30 - 1:30pm: KEYNOTE ADDRESS
Keynote Speaker: Frederik Schodt
"Manga as 20th Century Uke-yo-e: The Past, Present, and Future of the J-poppornography"

Introduction: Kyle Cleveland (Temple University, Japan Campus)

1:30 - 1:45pm: BREAK

6:00: RECEPTION

6.26 GENDERED LABOR AND POPULAR CULTURE

Conference Abstract

Performance, display, fantasy and sexuality have always been important parts of gender representations and practice. Today, this is often articulated through digital media and popular culture, forming new modes of service - or affective labor. Affective labor refers to the ways in which intimate parts of oneself are transformed into commodities, capitalized, and put into circulation in certain sections of the economy. This second day of panels, on June 26th, brings together 10 ethnographers working on the ways in which imagination and affect are being deployed in new ways within the entrepreneurial service economy.

Economic productivity and subjectivity may involve affect in ways that are fantastically represented and invisually practiced. The affective service industry, which is institutional in the mainstream economy and invisible in institutional practice, also extends to the underground economy of ono kousai, hostesses, hosts, hosts, and sex dancers. Their roles are so intertwined and often invisible to the outside world that they might be described as “affective labor”.

Schedule

9:30am: REGISTRATION (¥1,000, includes reception) / RSVP recommended

10am - 12pm
Panel 1: SHIFTING BOUNDARIES OF GENDER AND POPULAR CULTURE
Panelists:
David H. Slater (Suffolk University)
"Enjō Kōzō and the Ambiguities of Affect"

12:00 - 1:30pm: LUNCH

1:30 - 2:30pm: KEYNOTE ADDRESS
Keynote Speaker: Anne Allison (Duke University)
"What Difference Does Gender (Still) Make?"

Introduction: Kyle Cleveland (Temple University, Japan Campus)

1:30 - 1:45pm: BREAK

5:00 - 6:30pm: RECEPTION