



LUNDS
UNIVERSITET

KOM Public Seminars

LUND UNIVERSITY | DEPARTMENT OF COMMUNICATION AND MEDIA
AUTUMN 2018

KOM Public Seminars

Spring 2018 schedule

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Internet celebrities and the mainstream press

SEPTEMBER 5 | 1-3 PM | SOL CENTRE A214 | GUEST RESEARCH SEMINAR

Dr Crystal Abidin is an anthropologist and ethnographer who researches internet culture and young people's relationships with social media, technology, and devices. Her forthcoming books examine cultures of internet celebrity, the Influencer industry, blogshop culture in Southeast Asia, and Instagram cultures. She is Post-doctoral Fellow with the Media Management and Transformation Centre at Jönköping University and Adjunct Research Fellow with the Centre for Culture and Technology at Curtin University. Reach her at wishcrs.com.

From fashion Instagrammers in Australia, YouTube gamers in Sweden, and beauty bloggers in the UK, to mukbang eaters in South Korea, zhibowanghong in China, and parody Tweepers in India, the face of internet celebrity is rapidly diversifying and evolving. Digital culture on social media and mainstream celebrity culture on traditional media are also weaving into each other, such that breakout stars from one-hit viral videos are able to parlay their transient fame into full-time careers, while ailing legacy media formats are learning to brandjack vernacular participatory cultures. Drawing on traditional and digital anthropological research on internet celebrity since 2010 across East Asia and Scandinavia, in this talk I historicize how fame online organically develops or is intentionally generated through exclusivity, exoticism, exceptionalism, and everydayness. I lay out a framework for assessing internet celebrity and its parasitic and symbiotic relationships with legacy media, through a sample taxonomy comprising Eyewitness virality, Meme personalities, Spotted and groomed investments, Crowd-puller cameos, and Weaponized microcelebrity. This talk is adapted from the forthcoming book, *Internet Celebrity: Understanding Fame Online*, to be published by Emerald Publishing in 2018. radicalization, polarization and the spread of niche audiences. Within the online participatory culture, where the number of people who produce contents is bigger than who can read them, which meanings assume thousands of comments produced everyday on social media if they are often ignored?

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Photo: Zaki Habibi

Cities of Feet and Hands: Urban Habitations

SEPTEMBER 12 | 1-3 PM | SOL CENTRE H140 | GUEST RESEARCH SEMINAR



Photo: Zaki Habibi

The points of departure for my discussion will be Michel de Certeau's classic analysis of walking in the city, in which he writes of a mobile city constituted by footsteps, and the reimagining of the urban proposed by Ash Amin and Nigel Thrift, in which they refer to a largely unnoticed city of hands. I will argue that, taken together, such cities of feet and hands, of moving, knowledgeable bodies in practical, sensuous, tactile dealings with environments and technologies, are important considerations for urban cultural studies because they are inextricably linked with matters of dwelling in the city or with urban habitations. Drawing also on analyses of pedestrian movement and manual activity that are offered by, amongst others, Tim Ingold and Maurice Merleau-Ponty, I will ask if future investigations of media use in urban contexts might helpfully focus on wayfully oriented practices and on the weaving of a fabric of lived space. In uses of digital mobile media, then, there can be a wandering on foot through city streets, the skilled manipulating of a new media technology with which fingers have come to feel at home, and corresponding lineal travel through familiar online settings.

Shaun Moores is Professor of Media and Communications, University of Sunderland, UK, and has been a visiting or associate professor at universities in Italy, Germany and Australia. He is the author or co-author of seven books, including *Media, Place and Mobility* (2012), *Communications/Media/Geographies* (with Paul Adams et al., 2017) and, most recently, *Digital Orientations: Non-Media-Centric Media Studies and Non-Representational Theories of Practice* (2018).

Digital suffering: Images of war & the politics of care in the digital age

OCTOBER 17 | 1-3 PM | SOL-CENTRE A214 | GUEST RESEARCH SEMINAR

Daniel Møller Ølgaard is a doctoral student at the Department of Political Science, Lund University. His research interest lies at the intersection of global politics, technology, and aesthetics with a particular interest in war and media. He is currently completing a dissertation on the phenomena of distant suffering in the digital age, focusing on the ethical and political challenges related to the digital mediation of the Syrian war. In addition to this, Daniel is working on a paper on the politics of empathy in virtual experiences of war and a chapter on militarization and digital media in the case of Islamic State propaganda.

My dissertation investigates the phenomena of distant suffering in the digital age. Animated by the challenges confronted by contemporary spectators of the Syrian war, I try to think through the entangled nature of feelings, politics, and technology to perform a critical exploration of the 'politics of suffering' as the pain of distant others is increasingly sensed, sighted, and evaluated via digital media. I am particularly interested here in how the emergence and proliferation of digital media technologies reconfigures the 'affective terrain' of world politics, that is, the changing perceptions of victimhood, regimes of compassion and indifference and the changing sense of belonging or alienation at the time of social media, smart phones and other, ever evolving, technological forms of connectivity. The chapter I have forwarded for this seminar is the first chapter of my dissertation, the aim of which is to situate distant suffering as a distinctly political problem or, put differently, to conceptualize the politics of distant suffering in the digital age.

Fashionable Politics: The discursive construction of ethical consumerism in corporate communications, news media, and social media

NOVEMBER 14 | 1-3 PM | SOL CENTRE A214 | GUEST RESEARCH SEMINAR

In my PhD thesis I investigate the discursive construction of ethical consumerism – the notion that global environmental concerns and socio-economic inequalities can be solved through 'better' consumption choices and corporate activities – in mediated discourses about fashion and clothing consumption in Sweden. Drawing on the discourse-historical approach within critical discourse analysis, the study provides an empirical examination of the discursive elements that construct the market as the best solution to social injustice and climate change, and how these ideas are negotiated in corporate communications, newspapers, and social media. The analysis focuses on how specific identities or practices are established as ethical, authentic, and legitimate, and investigates both the promise and the limits of discursive ethical consumerism in late capitalism. In my presentation I will focus on online discussions on ethical consumerism, specifically how the convergence of consumption and politics might be understood as a form of 'post-politicization' of the public sphere in some cases, while it can also become highly political when such issues are discussed by the audience.

Johanna Arnesson works at the Department of Journalism, Media and Communication at the University of Gothenburg. She is primarily interested in research at the intersection of cultural studies, political communication, and critical marketing, PR, and consumer studies. She will present parts of her doctoral dissertation titled **FASHIONABLE POLITICS. The discursive construction of ethical consumerism in corporate communications, news media, and social media.**

Tellus:

Reinforcing the preventive work against sexual harassment

NOVEMBER 21 | 1-3 PM | SOL CENTRE A214 | WORKPLACE ENVIRONMENT SEMINAR

Anette Agardh is Professor in Global Health at the Faculty of Medicine and the project manager of Tellus. She is working in the field of sexual health and rights and has been active in the field both regionally and internationally on a variety of levels, including the clinical level and the level of consultation and policy formulation. Her research regarding sexual harassment, sexual coercion, and sexual violence is based on extensive experience of working with persons who have been exposed to sexual harassment and sexual violence.

Tellus is a three-year evidence-based project aimed at reinforcing the on-going preventive work against sexual harassment at Lund University. The project, initiated by vice-chancellor Torbjörn von Schantz, is expected to contribute to a safe study and work environment for all students and staff at the University.

The project's overall aim is to develop and strengthen preventive work against sexual harassment at Lund University. In order to achieve this goal, these efforts will be informed by obtaining comprehensive up-to-date knowledge concerning actual needs. We need to get a

better picture of what the situation is regarding sexual harassment at Lund University - how does it happen and why does it happen. Therefore, one of the main aspects of the project is to listen to undergraduate students', doctoral students' and employees' experiences and viewpoints, which is why the project is called Tellus.

The project will begin by conducting individual interviews and focus group discussions, which will form the basis for the development of a university-wide survey targeting employees and students at all levels. The results of these will then be used to develop and strengthen the University's preventive work against sexual harassment. The project team includes researchers in the fields of law, work environment, sexual health, psychology, and sexual health.

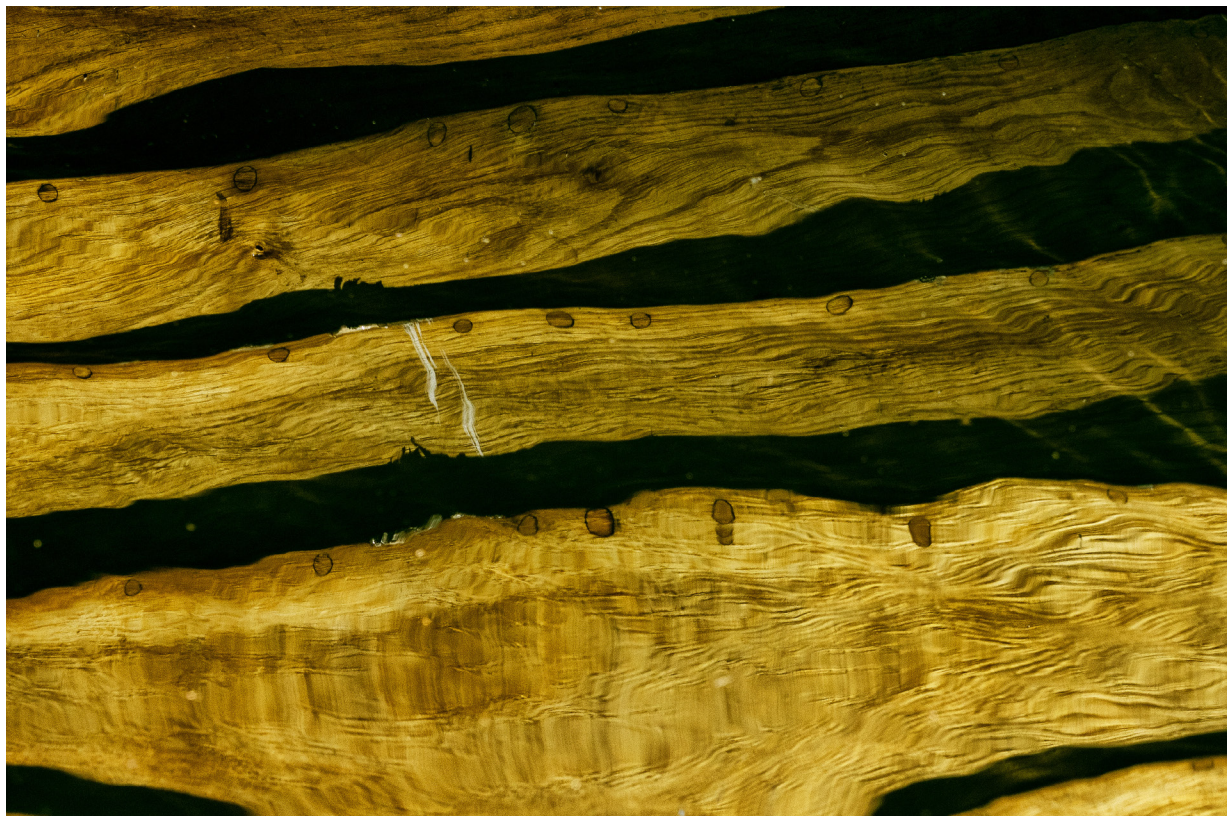


Photo: Fredrik Miegel



Photo: Fredrik Miegel

The management of home: Practices, micro-geographies and media technologies

NOVEMBER 28 | 1-3 PM | SOL CENTRE A214 | RESEARCH SEMINAR

IBM's prototype of The Gilbreth Management Desk was exhibited at the exhibition Century of Progress in Chicago in 1933. It was designed by Lilian Gilbreth, based on her many domestic time motion studies in American homes in the beginning of 20th century. It contained everything a modern woman and house manager needed: files, drawers, index cards, charts and schedules, and also a telephone, typewriter, adding machine, reference books and an "International electric clock". About half a century later the personal computer entered many homes. It was early on related to the management of home: "an advanced typewriter that fits in the 'home office' and which is highly significant for the administration of home" (Weibull 1998: 114) as a media scholar put it.

In our project we are interested of the management of home between these two events. Empirically it is based on interviews with individuals born before 1945. From the vantage point of cultural history we are studying domestic paperwork and home management with a particular focus on media technologies, practices and geographies. In other words we are interested in who did the home administration (practice), whether this job was done in a 'home office' or at the kitchen table (micro-geography) and with which means and tools (media). It is justified by the fact that the study of seemingly trivial administrative practices may reveal implicit demarcations between male and female, work and leisure, public and private; that is, cultural and political dimensions of the home in a historical context.

Magnus Andersson is associate professor at the Department of Communication and Media, Lund University. His research interests are within media and cultural studies with a special focus on questions about everyday lifeworlds; its practices and spaces.

Charlie Järpval is senior lecturer in Library- and Information science at Linnaeus University, and researcher in Media history. His main research interest are the cultural history of information with a specific focus on the 20th century.

Charlotte Nilsson is a PhD student in Media History at the Department of Communication and Media, Lund University. Her PhD thesis deals with mail order retailing as media infrastructure in early 20th century Sweden. Overall research interests include retail, advertising and consumption from a media perspective, as well as media use, home and everyday life.

KOM Research seminars

Autumn semester 2018 programme

The KOM seminar series is an international and multidisciplinary forum for research in the Communication and Media Department at Lund University. The seminar series features scholars from within the University and around the world, presenting academic research in the social sciences and humanities.

Our aim is to share ideas and dialogue on the theories and practices of communication and media, including journalism studies, media and communication studies, media history, and rhetoric.

For further information please contact seminar coordinator Tommy Bruhn at tommy.bruhn@kom.lu.se. You can also see our website: <http://www.kom.lu.se/forskning/konferenser-och-natverkstraffar/>

Cover photo: Fredrik Miegel