Bodies that Sell: Commodification and Cultural Marketplaces
UMass-Amherst English Graduate Organization
Interdisciplinary Conference
April 4, 2015

Registration: 8:00-9:00 am
Breakfast and Coffee (provided with conference admission)
Integrated Science Building (ISB) Atrium

Session 1: 9:00-10:20 am

Panel 1 ➔ (In)visible Bodies: You Can’t Show That on Television!
Chair: Anna-Claire Simpson, Doctoral Student in English and Renaissance Studies, UMass-Amherst
ISB 145

- Advertising on BET: Invisibility of Black Bodies in a Cultural Marketplace
  (Crystal Brandow, SUNY Albany)

- Mike & Molly & Makeover Culture: Selling the Fat Body and Weight Loss Together
  (Margaret Hass, University of Bergamo)

- The American Sitcom Witch as a Discourse of Queer Bodies
  (Travis Grandy, UMass-Amherst)

Panel 2 ➔ Manufactured Archetypes: Historicizing Scripts of Gender and Race
Chair: Jenny Adams, Associate Professor of English, UMass-Amherst
ISB 221

- Marianne or Pétroleuse? Women as Allegory in French Literature from the Commune to ‘68
  (Christine Gutman, UMass-Amherst)

- Aphra Behn and Susanna Centlivre: The Commodification of Bodies and Words in Early Anglophone Women’s Drama
  (Sandra Perot, UMass-Amherst)

- “An immense portion of additional interest from being supported in its principal Character by a Man of Colour”: Ira Aldridge, The Black Body on the White Stage
  (Hannah Simpson, Boston University)
Panel 3    Sometimes We See It, Sometimes We Don’t: Blind Spots in Feminist Discourses  
Chair: Asha Nadkarni, Associate Professor of English, UMass-Amherst  

ISB 329

- Our Bodies, Ourselves in Translation: A Holistic Approach  
  (Jocelyn Langer, UMass-Amherst)
- Unlearning Eurocentric Theorizing: Disrupting Mass-Marketed White Supremacist Feminisms  
  (Moses Massenburg, Clark Atlanta University)
- The Failure of Diasporic Mothering in Jhumpa Lahiri’s The Lowland  
  (Magdalena Zapadowska, UMass-Amherst)

Session 2: 10:30-11:50 am

Panel 4    It’s Either You or Me: The Violence of Being Human  
Chair: Sean Gordon, Doctoral Student in English, UMass-Amherst  

ISB 145

- Human Rights in Muriel Spark’s Robinson: Embodying the Rights-Bearing Individual  
  (Kevin Droz, McGill University)
- “When An Unstoppable Force (Class) Meets An Immovable Object (Race): Neoliberalism, Gentrification, and Mat Johnson’s Hunting for Harlem”  
  (Brittney Edmonds, Princeton University)
- Remains of the Day: Body, Class and Imitation in Kazuo Ishiguro’s Novel  
  (Krzys Rowinski, UMass-Amherst)

Panel 5    Ask Not What Your Country Can Do For You: Gender Constructions in the Colonial Nation-State  
Chair: Mazen Naous, Assistant Professor of English, UMass-Amherst  

ISB 221

- Unveiling the Algérienne: Female Agency in Colonial Algerian Postcards  
  (Taylor VanDoorne, Tufts University)
- Demystifying the Domestic Woman: Subjugation and Subjectivity in the Patriarchal Structures of Colonial Bengal  
  (Anjali Malhotra, NYU)

Panel 6 - Visible Perils: Biopolitics and the Making and Governing of Bodies  
Chair: Caroline Yang, Assistant Professor of English, UMass-Amherst  

ISB 329  
- Bodies that Smell: Olfaction in the Marking of Bodies  
  (Jia Hui Lee, MIT)  
- States of Captivity: Discourses of Sovereignty and Surveillance in Post-9/11 Britain  
  (Amanda Haziz-Ginsberg, Rutgers University)  
- What is a Gay Refugee? Producing Wartime Queerness in Iraq  
  (Rasha Moumneh, Rutgers University)  

Lunch 12:00-1:00 pm  

Roundtable: 1:00-2:30 pm  
ISB 135  
To Build Worlds with Words: Lived Realities and Scholarship  
Moderated by Nirmala Iswari and Joy Hayward-Jansen  
with  
Asha Nadkarni (UMass-Amherst, English and American Studies)  
Heather Love (University of Pennsylvania, English)  
Priscilla Page (UMass-Amherst, Theatre)  
Deak Nabers (Brown University, English)  

Session 3: 2:40 - 4:00 pm  

Panel 7 - Material Bodies: Anatomy, Excess, Desire  
Chair: Emily Thompson, Doctoral Student in English and Renaissance Studies, UMass-Amherst  

ISB 145  
- Malthusian Concepts of Corporeal Evil in Mary Shelley’s Frankenstein and The Last Man  
  (Vivian Papp, Fordham University)  
- Body Positive? Representational Politics Within Alternative Beauty Campaigns  
  (Helana Darwin, Stony Brook University)  
- One Normal Body: Black Mother, Black Girl, Human Being  
  (Eileen James, University of Rhode Island)
Panel 8 ➔ **Remarkable Bodies : Remembering and Representing Trauma**  
Chair: Randall Knoper, Associate Professor of English, UMass-Amherst

ISB 221

- Bodies of War  
  (Maryam Ghodrati, UMass-Amherst)

- Trials of Girlhood : Representations of Childhood Bodies in Narratives of Enslavement  
  (Crystal Webster, UMass-Amherst)

- Mixed Emotions : David Wojnarowicz’s Autobiographical Art  
  (Gabriel Quick, Tufts University)

Panel 9 ➔ **Embodying the Brand?**  
Chair: Travis Grandy, Doctoral Student in English and Rhetoric and Composition, UMass-Amherst

ISB 329

- Let me put on my high-heel sneakers: Visions of the Body and the Intersection Between Fashion and Sports in Alexander Wang’s Collection for H&M  
  (Elena Arranz Alonso, University of Connecticut)

- Racializing Bodily Capital and Social Belonging in Clothing Retail Work  
  (Kyla Walters, UMass-Amherst)

- The fragrance of a new man? Masculinity and fashion in young males’ cologne commercials  
  (Ivan Ferrero Ruiz, University of Connecticut)

*Session 4: 4.10 - 5.30 pm*

Panel 10 ➔ **Textualized Bodies : Curating Identities**  
Chair: Jenny Krichevsky, Doctoral Student in English and Rhetoric and Composition, UMass-Amherst

ISB 145

- Anne Lynch Botta’s Salon and the Making of the Professional Middle-Class in Nineteenth-Century America  
  (Justine Oliva, University of New Hampshire)
• Intertextual Bodies, Constructed Authorities, and Culturally Curated Archives
  (Chris Edwards, UMass-Amherst)

• On the Monetizing of Slash, and the Marginalization of Men of Color
  (Rachel Aparicio, Rutgers University)

• Synthesizing the Constructs of Culture, Race and Ethnicity
  (Katharine Faron, UMass-Amherst)

Panel 11 ➔ Bodies in Motion : Reclaiming Spaces of Resistance
Chair: Daniel Sack, Assistant Professor of English, UMass-Amherst

ISB 221

• Cold War, Hot Bodies: The Asian American Beauty Pageant of the Early Cold War Era
  (Rebecca Johnson Covey, Northwestern University)

• Sexualized Resistance: Black Women’s Agency through the Erotic and Dance
  (Sydney-Paige Patterson, NYU)

• Tapping Out Sexual Harassment: Martial Arts Parodies and the Abused Female Body
  (Sam Bersler, Harvard University)

Meet in ISB Atrium to walk to reception : 5.45 pm

Reception at University Club : 6.00 – 8.30 pm
(provided with conference admission)
Join us!