

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
(Krzysz 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 Mounneh, 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 II → *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!