Remapping Zones of Borderlands

Cultural Practice and Representation

Department of Communication
University of Massachusetts
Amherst
March 30-31, 2001

www.umass.edu/comgrads
Friday, March 30

Registration and coffee: 9 a.m.-4 p.m.
  Session A: 10-11:30 a.m.
  Session B: 11:45 a.m.-1:15 p.m.

Lunch Break: 1:15-2:15 p.m.
  Session C: 2:30-4:00 p.m.
  Session D: 4:30-6:00 p.m.—
  Conference Keynote Address

Reception: 6:00-8:00 p.m.
Banquet: 7:30-10:00 p.m.

Saturday, March 31

Registration and coffee: 8 a.m.-4 p.m.
  Session E: 9:00-10:30 a.m.
  Session F: 10:45 a.m.-12:15 p.m.

Lunch Break: 12:15-1:15 p.m.
  Session G: 1:30-3:00 p.m.
  Session H: 3:15-4:45 p.m.
  Session I: 5:00-6:30 p.m.
Welcome to Borderlands: Remapping Zones of Cultural Practice and Representation. Organized by the graduate students in the Department of Communication at UMass-Amherst, Borderlands builds upon the momentum generated by two previous--and quite successful--conferences hosted by the Department, Mainstream and Margins in 1992 and Interfaces in 1998. This year's conference attracted more than 130 submissions from across the U.S. and abroad, and includes work in the fields of Communication, English, Comparative Literature, Anthropology, Sociology, Latino Studies, American Studies, Performance Studies, and Film Studies, helping to make Borderlands a truly interdisciplinary and international event.

In Borderlands/La Frontera (1987) chicana lesbian-feminist writer and theorist Gloria Anzaldúa describes a borderland as a "vague and undetermined place created by the emotional residue of an unnatural boundary" (3). For Anzaldúa, borderlands are present "wherever two or more cultures edge each other, where people of different races occupy the same territory, where under, lower, middle and upper classes touch, where the space between two individuals shrinks with intimacy." Eloquently capturing the embodied experience of some of these in-between places and indeterminate cultural spaces, Anzaldúa's notion of borderlands has been taken up, expanded, and reworked by numerous writers, scholars, and activists. Indeed, as the innovative and diverse work presented at this conference indicates, the idea of borderlands continues to be a useful and provocative metaphor, one that has the ability to speak to a variety of cultural contradictions and possibilities across and within different kinds of borderland experiences.

On behalf of the Conference Planning Committee, welcome to the University of Massachusetts, and have a wonderful conference.

Lynn Comella
Conference Coordinator
FRIDAY

Session A: 10-11:30 a.m.  

A Politics of (Dis)location: Mapping Identities Across Borders in Film and Literature

Moderator: Beverly Weber  
UMass-Amherst
Corinne Oster  
UMass-Amherst
Decoding Unreadable Spaces: Strategies of (De-)Localization in French Women’s Cinema

Mariela Mendez  
UMass-Amherst
“The Republic of Women”: Notes Toward a Critical Assessment

Beverly Weber  
UMass-Amherst
(Dis)Locating Self: Mapping Berlin in Turkish-German Works

A1: 804

Race, Place, and Cyberspace: A Politics of Alterity in Popular and New Media

Moderator: Anita Mannur  
Massachusetts Institute of Technology
Anita Mannur  
Massachusetts Institute of Technology
Culinary Alterities: Space, Food and Place in the Lonely Planet Guide

Dale Hudson  
UMass-Amherst
Vampire Ambivalence: Undead Myths, New Media, and Performance Altery

Anita Chan  
Massachusetts Institute of Technology
Race in Cyberspace: Identity, Community, and Conflict

Enrique Garcia  
UMass-Amherst
Gender Frontiers in the Luba Chronicles of the Love and Rockets Anthology

A2: 803

After Orientalism: Contesting Identities and Ideologies in the Middle East

Moderator: Shoshi Madmoni-Gerber  
UMass-Amherst
Julian Awwad  
McGill University
Borders within the Nation: Arabness and Arab Identification in the Films of Dureid Lahham

Shoshi Madmoni-Gerber  
UMass-Amherst
Orientalism reconsidered: Israeli Media and the Articulation of Resistance

Olga Gershenson  
UMass-Amherst
Hybridity in Cultural Production: The case-study of Gesher Theater in Israel

A3: 903
Session B: 11:45-1:15 p.m.

**B1: 804**

**MITOS Y REALIDADES EN LA FRONTERA**

Moderator: Mari Paredes  
UMass-Amherst

Karin Kohlmeier  
New York University  
*Identity on the Border: Fractured Subjectivity in How the Garcia Girls Lost their Accents*

Elizabeth Powers  
University of Michigan  
*Life on the Texas-Mexico Border: Myth and reality as represented in Independent Western Cinema*

Vicky Nunez  
UMass-Amherst  
*Nuyorican Women Poets: Preserving or Disassembling Cultural Myths?*

Kyoko Gardiner  
University of Tokyo  
*The Myth of Japan’s Natural Borders*

Maria Way  
University of Westminster, London  
*The Pope, Media and Politics*

**B2: 803**

**INTER/NATIONAL FIGURES AND BORDERS**

Moderator: Saina Poutiainen  
UMass-Amherst

Marusa Pusnik  
University of Ljubljana, Slovenia  
*In search of Slovenian-ness Among “Slovenians” Living on Slovenian-Austrian Border*

Lucy Noakes  
Southampton Institute, UK  
*Living on the Border: The Role and Representation of the Female Combatant in Wartime Britain*

**B3: 904**

**SPATIALIZING CULTURE: URBAN AND NATURAL ENVIRONMENTS AS DYNAMIC EXPRESSION OF SOCIAL CONFLICT**

Moderator: Eric Morgan  
UMass-Amherst

Barbara Woloch  
UMass-Amherst  
*From Colonial Center to Indigenous Capital: Changing Power Structures as Reflected in the Built Environment of San Cristobal de las Casas, Chiapas, Mexico*

Kirsten Isgro  
UMass-Amherst  
*Exploring the Social Significance of Boundaries and Space: Analyzing Rails-to-Trails Conservancy Efforts*

Camille Martinez  
UMass-Amherst  
*Environmental Conflicts as Spatial and Temporal Constructs*

**B4: 903**

**SITES OF CULTURAL PRODUCTION: ART, PERFORMANCE, AND ALTERNATIVE MEDIA**

Moderator: Anne Ciecko  
UMass-Amherst

Kyoko Gardiner  
University of Tokyo

Maria Way  
University of Westminster, London
BORDER RESISTANCE – A ROUNDTABLE DISCUSSION

The participants in this roundtable are staff members of La Escuela, a popular education center in northern New Mexico with a focus on grassroots Latina/o politics. They have been involved with a political project around border resistance in Latina/o communities, which they will discuss during this session.

Lunch Break: 1:15-2:15 p.m.

Session C: 2:30-4:00 p.m.

BORDERLANDS

Borderlands

Anne Ciecko
UMass-Amherst
New Projections: Women Installation Artists and Film Theory

Kevin Howley
Northeastern University
Envision Television: Charting the Cultural Geography of Homelessness

C. Ondine Chavoya
Rhode Island School of Design
Thanatomimetic Performance: Playing Dead on the Streets of L.A.

Carmen McClish
UMass-Amherst
“Would the Real Washington Please Stand up?”. Negotiations over Authorship in Pilgrim Theater’s Production of “The House Not Touched By Death”

Julia Schivone Camacho
University of Texas, El Paso

Laura DuMond Kerr
LA Public School System

Joshua Price
SUNY

Maria Lugones
SUNY-Binghamton

C1: 804

Blood Simple: Cinematic Constructions of Sexuality and Violence in Film and Literature

Moderator: Marty Norden
UMass-Amherst

Paul Marchbank
Southampton Institute, UK
Bram Stoker’s Dracula—Sexuality, Degeneration and the Jew—A Metaphor for Borderland?

Emma Field
University of Tasmania, Australia
Scorsese’s Blood Erotics

John Hardin
University of South Florida
“How’s that working for ya?” The Rhetoric of Play in the Fight Club

C2: 904

Envision Television: Charting the Cultural Geography of Homelessness

C. Ondine Chavoya
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Carmen McClish
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“How’s that working for ya?” The Rhetoric of Play in the Fight Club
Session D: 4:30-6:00 p.m.

**C3: 903**

**Disney and Innocence: Deconstructing Disney’s Representations and Corporate Power**

Moderator: Michael Morgan  
UMass-Amherst

Lynn Comella  
UMass-Amherst

*The Disneyfication of Times Square: Cultural Policy, Economic Redevelopment, and the De-Sexualization of Public Space*

Chyng Feng Sun  
UMass-Amherst

*Mickey Mouse Monopoly: Disney, Childhood, and Corporate Power*

Susan Cocalis and Chyng Feng Sun  
UMass-Amherst

*Holding onto Innocent Pleasure: How College Students Resist Criticism of Disney*

**C4: 803**

**Narrating Migration**

Moderator: Olga Gershenson  
UMass-Amherst

Zornista Keremidchieva  
University of Maine-Orno

*Critical consciousness and beyond: A phenomenology of the Migrant experience*

Tracy Wood  
University of California-Riverside

*Subjectivity Remapped: Colonial Traces and Faces in Chang Rae Lee’s Native Speaker*

Carey Noland  
Ohio University

*Identity Embodied through the experience of Travel*

Jim Castonguay  
Sacred Heart University

*Virtual Nationalism: Bosnia and Kosovo on the Web*

**Conference Keynote Address**

Rajagopalan Radhakrishnan  
Professor of English, UMass-Amherst

*We are the world, but who are we and how do we know?*

**Herter 227**

**Reception & Cash Bar:**  
6:00-8:00 p.m.

**Banquet & Cash Bar:**  
7:30-10:00 p.m.
SATURDAY

Registration and coffee: 8 a.m. - 4 p.m.

Session E: 9:00-10:30 a.m.

E1: 904

REVISIONING NATIONAL IDENTITIES: UNDOING THE UNITY OF THE UK

Moderator: Alicia Kemmitt
UMass-Amherst

Michael Gardiner
Japan Women’s University
The Eclipse of English Culture

Thomas Taaffe
UMass-Amherst
The Language of Business or the Invisible (White) Hand? Britishness, Whiteness, and Capitalism

Sherry Lynn Jodway
Eastern Michigan University
For the Cause: The Mythic Proportion of Women’s Roles in Northern Ireland’s Troubles

Marietta Reber
George Washington University
Reflection and Rejection: The Borderland Search for Identity in Walter Scott’s The Surgeon’s Daughter

E2: 903

MORTAR, POWER, AND SUITS: DESIGN AND THE SURFACES OF MATERIAL CULTURES

Moderator: Matt Soar
UMass-Amherst

Matt Soar
UMass-Amherst
We do as we’re interpellated: On the Paradox of agency in graphic design practice

Michel Anteby
New York University
Dress Codes in Investment Banks: Norm, Mimesis and Alterity

Patrick Lucas
Michigan State University
Constituting the Nation through Architecture: The Greek Revival on the Nineteenth Century Frontier Border
**Session F: 10:45-12:15 p.m.**

**E3: 803**

**ARTICULATING SEXUAL DESIRES AND PRACTICES ACROSS CULTURES**

**Moderator:** Vincent Doyle  
UMass-Amherst

**Patrick McGrail**  
Syracuse University  
*Polymorphous, Polysemous, Polyamorous: Negotiating Alternative Sexual Preferences on the Web*

**Max Saito**  
UMass-Amherst  
*Japanese Treatment of Homosexuals in Coming out scenes: Tesai wo tsakuroo (Keep up/save one's forms or appearance)*

**Viera Wallace-Lorenco**  
UMass-Amherst  
*Contesting borders of heteronormativity in Postsocialist Slovakia: Articulations of sexual desires, pleasures, practices, and subjectivities in the Feminist Journal Aspekt and the Lesbian zine Separa*

**Fernando Perez**  
UMass-Amherst  
*Gabriela Mistral: A Poetics of Displacement*

**E4: 804**

**DUALITY, DISRUPTION, DISPLACEMENT: A POETICS OF THE BORDERLANDS**

**Moderator:** Corinne Oster  
UMass-Amherst

**Yedhudit Heller**  
UMass-Amherst  
*The Duality Within: A Look At Rachel’s Poetry*

**Jennifer Rodgers**  
UMass-Amherst  
*A Paradox of Cannibals: Magic Realism and the Artistic Politics of the Border*

**Session F: 903**

**F1: 803**

**BORDERLANDS LIVED AND MADE: CULTURAL FLOWS AND MEXICO-U.S. RELATIONS**

**Moderator:** Esteban Del Rio  
UMass-Amherst

**Esteban del Rio**  
UMass-Amherst  
*Museums and Mestizaje in the U.S.-Mexico Borderlands*

**Ramon Solorzano**  
UMass-Amherst  
*Jugando with Pepa: Chicano Discourses, online peers, and the potential of interactive technology of linguistic and cultural continuity in Chicano youth*

**Susana Smith Bautista**  
University of Southern California  
*The Flight of Culture: A Case Study of the Tijuana/San Diego Border*

**F2: 903**

**RECONSTRUCTING GENDER**

**Moderator:** Lynn Comella  
UMass-Amherst

**Kara Thompson**  
Santa Clara University  
*Deconstructing Gender: The Hegemonic Subversion of Self-Identity,*
Jo Ryan  
University of New Hampshire  
‘She-Male Sickos’: The Abjection of Transgendered identities in Daytime, Television Talkshows

Emily West  
University of Pennsylvania  
Doing Masculinity: An Ethnographic Look at how Male Cheerleaders Negotiate their Participation in a Feminized Cultural Practice

Jennifer Esposito  
Syracuse University  
“What are you?!” Thoughts on the performance of White Masculinity in Boys Don’t Cry

Moderator: TBA
Alison Mandaville  
University of Washington  
Art Against Empire: Equiano, Blake, and Brathwaite

Claudia Esposito  
Brown University  
Re-reading Third World Literatures: Jameson, Ahmad, Smail

Tara Lockhart  
University of Pittsburgh  
A new politics: A formal rebellion against violence in the work of Ramabai Espinet

F3: 804

WRITING AGAINST THE GRAIN: RESISTANCE IN POST-COLONIAL LITERATURES

Moderator: Lisa Rudnick  
UMass-Amherst
Mary Gould  
University of South Florida  
Departing from Nowhere: A study in supermodernity
Michelle Scollo  
UMass-Amherst  
“Living Music” or “Museum Piece”? An Ethnographic Study of the “Debate” Over Opera Translation in the U.S.
Lonny Brooks  
University of California, San Diego  
Playing at Work: Understanding Future Work Practices at IFTF

F4: 904

FIELD (WORK): FROM AIRPORTS TO OPERA

Moderator: Lisa Rudnick  
UMass-Amherst
Mary Gould  
University of South Florida  
Departing from Nowhere: A study in supermodernity
Michelle Scollo  
UMass-Amherst  
“Living Music” or “Museum Piece”? An Ethnographic Study of the “Debate” Over Opera Translation in the U.S.
Lonny Brooks  
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Playing at Work: Understanding Future Work Practices at IFTF

Lunch Break: 12:15-1:15 p.m.
Session G: 1:30-3:00 p.m.

G1: 803

INTERROGATING RACE

Moderator: Sut Jhally
UMass-Amherst
Leslie Grinner
Syracuse University
*The Unbearable Whiteness of Being: Passing and the Borderlands of Race*

Vanessa Mohr
UMass-Amherst
*“Whites in the Borderlands”: The Interface of Whiteness with Cultural Difference*

Shane Moreman
University of South Florida
*La Raza Cosmica o La Raza Blanca: Discourse and the Latino-white Bicultural Self*

Bill Yousman
UMass-Amherst
*Pay no attention to the racists behind the curtain—Interrogating the HBO Series OZ: Ground breaking innovation or same old s**t?*

G2: 804

MAPPING FRANCO-AMERICAN IDENTITY IN MAINE

Moderator: Laura Lindenfeld
University of Maine-Orno
Amy Bouchard Morin
University of Maine-Orno
*Oral Histories Recall the Cultural Past*

G3: 903

CROSSING COMMUNITIES, CROSSING LITERACIES

Moderator: Joanne Kostides
UMass-Amherst
Tobi Jacobi
Syracuse University
*Contraband Literacies: Desire/Resistance/Writing*

Amy Robillard
Syracuse University
*Carving Space for Stories*

Paul Butler
Syracuse University
*Through Five Steel Doors: The GED as Borderland Literacy*

Jonna Gilfus
Syracuse University
*Labors of Gratitude: Literacy, Community, and Meaning*

Yvonne Thibodeau
University of Maine-Orno
*Acadia/L’Acadie: A Borderland that Exists No Longer*

Lanette Landry Petrie
University of Maine-Orno
*Classism, Franco-American Identity, and the Politics of Higher Education*
Photographic Skins

Moderator: James Allan
UMass-Amherst
Richard Sawdon-Smith
Surrey Institute of Art and Design, University College
*Get me out of the Archives: AIDS, Photography and the Abnormal Body*

Michel Boucher
UMass-Amherst
*Photographing boundaries and subverting sex: Transgendered Landscapes and Loran Cameron’s Body Alchemy*

Sara Lewis
UMass-Amherst
*Doing Desire/Negotiating Borderlands: If a picture is worth a thousand words, would one of them be “Butch”?

John Torn
Northwestern University
*The Publicness of Punctum: Diana’s Ethical Body as a Media Image*

Session H: 3:15-4:45 p.m.

Other Lands, Same Lies: Struggles of Culture and Self in Postcolonial Modernity

Moderator: Himadeep Muppidi
Vassar College
Sanjay Asthana
University of Minnesota
*Global/National, Visual, and the Subjects of State-Run Television in India*

Vamsee Juluri
University of New Hampshire
*Laughing Alone: Audiences and Globalization in India and the United States*

Pilar Hernandez
Seton Hall University
*Gender and Political Identity in Times of War*

Deepika Marya
*Fixing Hinduism in the Diaspora: An examination of “Hinduism Today”*

The Veiled Faces of Resistance: Activism in the Context of Day to Day Resistance

Moderator: Professor Ron Wilburn
UMass-Amherst
Winona Wynn
Washington State University
*Sanctifying the Rum of Manifest Destiny: Native Americans Subverting and Surpassing the Stereotype of the “Drunken Indian”*

Lisa R. Williams
Washington State University
*The Right Stuff in the Wrong Context: Christa McAuliffe as “Passive Feminist”*

Mya Poe
UMass-Amherst
*Early Native American Autobiography: Rhetorics of Writing the Self*
**INSIDE THE IVORY TOWER: CHALLENGING ACADEMIC CONTEXT**

**Moderator:** Leda Cooks  
UMass-Amherst

**Jance Weiss**  
Hunter College CUNY

*The Private Office is a Contested Space: Subalterns in the English Department,*

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**THE IMPOSSIBILITY OF THEORY OR A “THEORY OF EVERYTHING?”: EXPLORING MIDDLEGROUNDS**

**Moderator:** Briankle Chang  
UMass-Amherst

**Andres Correa**  
UMass-Amherst  
*The Loss of a Center that Holds and Articulation (t)heory: Contingent Foundations for Critique and Reconstruction*

**M. Michael Schiff**  
York University  
*The Communication of Cultural Studies Across Disciplines and Dialogues: Bakhtin at the Crossroads*

**Barry Morris**  
Pace University  
*It’s a Gangsta’s Paradigm: Symbolic Arbitrage and Personal Hexis*

**Garnet Butchart**  
UMass-Amherst  
*Levinas, the Other, and the Transcendental I (Eye): Towards an Ethics of Obligation for Documentary Vision*

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**CINEMATIC CULTURES: INDIGENOUS AESTHETICS, URBAN TERRAIN, AND MAGIC REALISM**

**Moderator:** Carolyn Anderson  
UMass-Amherst

**Corinn Columpar**  
Keene State College  
*Border theory meets film theory: The politics of Hybridity and Representation*

**Kristen Dowell**  
New York University  
*“Storytelling by any means necessary”: Negotiating the Cinematic Borderland in Native American Film and Video*

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**Session I: 5:00-6:30**

Thomas Haakenson  
University of Minnesota-Twin Cities  
*Academic Borderlands or Cultural Battlefields? The Student Service Fees Fiasco from a Native Informant*

Dickie Wallace  
UMass-Amherst  
*A Radio Contest: Understanding/Representing/Performing/Administering Diversity at UMass’s WMAU 91.1 FM*

Janna Goodwin  
UMass-Amherst  
*Transforming the Fixed, the Finished, and the Deadly in Academe: Steps Toward Liberating Educational Spaces, Bodies, Voices and Practices*
David Neo  
Concordia University  
*Magical Reels: The Splicing of Realities*

Wing Fai Leunng  
Liverpool School of Art and Design  
*Portrayal of Masculinity in Contemporary Hong Kong Cinema: Reflections on the Cultural Transformation of Hong Kong*

Benjamin Schneider  
University of Wisconsin  
*Global Borders and Jim Jarmusch’s City Films*

Melissa Click  
UMass-Amherst  
*It’s a “Good Thing”: The Commodification of Femininity, Affluence, and Whiteness in the Martha Stuart Phenomena*

Sherrie Inness  
Miami University of Ohio  
*Culinary Culture in the Borderlands*

Tamara Emerson  
Wayne State University  
*The transnationality of Food in Two American Writers*

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**2001: SPACE-TIME ODYSSEYS IN NATIONAL AND VIRTUAL CULTURES**

**Moderator:** Bill Yousman  
UMass-Amherst

Silvina Berti  
UMass-Amherst  
*Conflicting Time Space Relations*

Ned Rossiter  
Monash University  
*Berwick Campus, Australia, Cyberspace, Postnationalism, and Agnostic Democracy*

Arthur Lizie  
Bridgewater State College  
*We don’t call it cultural imperialism anymore, or How I learned to stop worrying and love the Net*

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**ETHNIC BATTLEFIELDS: THE DIALECTIC ROLE OF INTERNATIONAL COMMUNICATION IN CULTURAL CONFRONTATION AND RESISTANCE**

**Moderator:** Adel Iskandar Farag  
University of Kentucky

Clint Baldwin  
University of Kentucky  
*Human Rights, Religious Freedom, and Common Human Universals: Is International Communication Possible and Can it be Equitable?*

Aaron Karnell  
University of Kentucky  
*NGO-Sponsored Mass Media Efforts to Counter Ethnic Strife in Africa’s Great Lakes Region: Building a Lasting Peace?*

Adel Iskandar Farag  
University of Kentucky  
*The Clash of Civilizations? Transnationalism, Cultural Contestation and Hybridity as Global Media Products*
CLASSEROOM TROUBLEMAKERS.

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The Department of Communication at the University of Massachusetts/Amherst offers graduate students a vital and lively intellectual environment for exploring the intersections of human action, cultural practices, technology, institutions, and social systems. Some of our primary areas of teaching and research include Critical Cultural Studies, Media Effects, Technology and Cultural Policy, Film Studies, Critical Pedagogy, Intercultural Communication, Media Literacy, Environmental Communication, Family Communication, and Gay, Lesbian, Bisexual and Transgender Studies. Our Graduate program attracts a diverse group of students committed to cutting edge theory and high quality research. Their work is regularly presented at national and international meetings and published in leading journals. Through collective efforts such as this conference, our graduate students help develop Communication as a unique theoretical lens through which an enormous array of contemporary issues, ideas, and problems can be powerfully explored.

Stay tuned to our Web site for post conference coverage, including any plans for a collection of conference proceedings. Also, we’ll have the keynote address by Rajagopalan Radhakrishnan available in streaming mp3 format.

www.umass.edu/commgrads/