



PRESS RELEASE

Essen, 02.09.2024

Embodied Ethnography in the Global Cultural Economy

Tuesday, 17 September 2024, 16:00 (CET)

**Institute for Advanced Study in the Humanities Essen (KWI), Gartensaal
Goethestraße 31, 45128 Essen**

This event invites two prominent global media and cultural scholars to share their exciting ongoing research projects on embodied ethnography. Challenging the white male-centric mode of ethnographic knowledge production, there has been a call for “embodied ethnography” that takes seriously the body—both of the researcher and the researched—as a key locus to understand various political, social, and cultural dynamics.

This event expands the horizon of this scholarly conversation digitally and globally. Dr. Mears’s talk will bring us to her immersive ethnography of viral social media content, where the body becomes both a central method and mechanism in the study of platform capitalism. Dr. Tse’s talk will lead us to Nairobi, Kenya’s fashion markets, where the materiality of fashion interacts with the bodies of consumers to reshape the contested meanings of originality and authenticity in the global fashion industry. Dr. Muranaka, an emerging scholar who has conducted multi-sited global ethnography on labour and educational migration in Asia, will serve as a discussant.

GUEST SPEAKERS

Ashley Mears, University of Amsterdam, Cultural Sociology and New Media
Tommy Tse, University of Amsterdam, Media Studies

DISCUSSANT

Aimi Muranaka, University of Duisburg-Essen, Institute of East Asian Studies

MODERATOR & ORGANIZER

Minwoo Jung, KWI International Fellow

PARTICIPATION

Participation is free of charge. There is no registration necessary.

FURTHER INFORMATION

[Event on the KWI website](#)

PRESS CONTACT

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We would appreciate the circulation of this press release.

About the Institute for Advanced Study in the Humanities (KWI):

The Institute for Advanced Study in the Humanities (KWI) Essen, Germany, is an interdisciplinary research centre following the tradition of international Institutes for Advanced Study. In its role as an inter-university institution connecting the Ruhr-University Bochum, the Technological University Dortmund and the University of Duisburg-Essen, the institute works together with researchers and scientists from its neighbouring universities as well as other partners from the federal state NRW and places in- and outside of Germany. Within the Ruhr area, the KWI is a place to share and discuss the questions and results of ambitious research with interested parties from the city and the greater region. Currently, work at the KWI focusses on the following areas: "cultural studies of science and science policy making", "sociology of literature and culture", "science communication", "visual literacy" and a "teaching lab". Projects in the established research field "culture of communication", as well as individual projects, will be continued.

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