

AAAS

Austrian Association for American Studies
Österreichische Gesellschaft für Amerikastudien

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30th Annual Conference

US Icons and Iconicity

University of Graz, November 7-9, 2003

Program

Organizers and Sponsors

Concept and Organization

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Sonja Hanauer – Registration Desk
Walter Hölbling – Finances
Elisabeth Kraus – AAAS Membership Matters
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Iris Perstaller – Office Work
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Introduction

Introductory Remarks

AAA. Aids Ribbons. Al Capone. Albert Einstein. Apple. Barbie. Beach Boys. Betty Friedan. Billy Graham. Buffaloes. Cape Canaveral. Charles Lindbergh. Chevrolet. Chinatown. Cowboys. Donald Duck. Doris Day. dot com. El Vez. Ellis Island. EPCOT. FDR. 5th Avenue. Frederick Douglas. Frontier. Geronimo. Ground Zero. Harley Davidson. Harvey Milk. Hippies. Hollywood. James Dean. JFK. Joan Baez. John Wayne. Las Vegas. Lincoln Memorial. Lucky Luciano. Malcolm X. Martin Luther King. Melissa Ethridge. Moby Dick. Monument Valley. Muhammed Ali. NASA. Nashville. Neil Armstrong. Noam Chomsky. Playboy. Pocahontas. Rainbow Flag. Richard Nixon. Rocky. Rosa Parks. Route 66. Silicon Valley. Sitting Bull. Smith & Wesson. Statue of Liberty. Sunset Boulevard. Susan Sontag. Tupperware. Twin Towers. Unabomber. Vietnam Memorial. Wall Street. Westpoint. Windows. Woodstock. Wounded Knee. Xena, the Warrior Princess. X-Files. Zabriskie Point.

Presentations and discussions at this conference will engage a plethora of questions concerning US Icons:

How do these icons come into being? Who controls their shaping? What aspects of an emotionally, socially and historically complex phenomenon do they cover? What aspects are left out? What denotations and connotations do they carry? What are cultural or political consequences of these icons? What is their relation to the mass media? How do they or their reception change historically? How are they challenged or toppled? Can we do without iconicity? How are these icons appropriated by those on the margins? Icons being symbols of the ruling ideas, what do they tell us about the relations between classes, ethnic groups and genders? And, above all, are they rather manifestations of hegemonic rule (Gramsci, Foucault, Laclau & Mouffe) or manifestations of a shared body of norms and values and therefore democratic elements (Durkheim, Parsons)?

Most social theories today would accept that icons constitute an attempt to focus and anchor the sliding of signification, to freeze the social indetermination into hegemonic forms, and to foster social cohesion by placing consensus over conflict. They are, in short, a central element in the manufacturing of consent. Through their employment, the underlying relationships of historical processes are hidden from our perception; instead, we build our understanding of the world on (mass mediated) appearances.

On the other hand, icons are perhaps best understood as over-determined, as having multiple causations. They are, moreover, like any sign, readable in different ways, carrying endlessly different connotations, betraying in precisely their structure and structural omissions the intangibility of meaning. Finally, since they depend on being accepted by a large number of people they are to some extent open to challenge by the marginalized and the subordinated.

Program - Friday

Friday, November 7

12:30 – 13:30	Board Meeting	HS 11.01
12:30 – 16:30	Registration	Foyer
14:00 – 15:00	Opening of Conference	HS 11.01
15:00 – 16:00	<u>Plenary Lecture I – Paul Smith</u> <i>Bacardi: The Political Economy of a Sign</i>	HS 11.01
16:00 – 16:30	Coffee Break	Foyer
16:30 – 18:00	<u>Workshop Session I</u>	
	Workshop 1 Popular Culture Characters 1	SR 11.11
	Workshop 2 Sacred Sites 1	HS 11.01
	Workshop 3 Framing Icons	cancelled
	Workshop 4 Literature 1	SR 11.13
	Presentation of Student Excursion to Route 66	SR 11.12
18:15	Fulbright Prize in American Studies followed by Reception and Poetry Reading	Meerschein Schlüssel

Program - Saturday

Saturday, November 8

08:00 – 12:00	Registration	Foyer
09:00 – 10:00	<u>Plenary Lecture II - Mandy Merck</u> <i>Mom's Apple Pie</i>	HS 11.01
10:00 – 10:30	Coffee Break	Foyer
10:30 – 12:00	<u>Workshop Session II</u>	
	Workshop 5 Popular Culture Characters 2	SR 11.11
	Workshop 6 African American Icons in Literature	HS 11.02
	Workshop 7 Body, Sex, Gender	HS 11.01
	Workshop 8 Intellectual Stars	SR 11.13
	Fachdidaktik Workshop: US Icons in the English Classroom	SR 11.12
12:00 – 13:30	Lunch	Mensa
13:30 – 16:30	<u>Open Space Workshops:</u> <i>Where should American Studies go?</i>	Foyer
16:30 – 17:00	Coffee Break	Foyer
17:00 – 19:00	<u>Workshop Session III</u>	
	Workshop 9 Historical Characters & Popularizations	SR 11.11
	Workshop 10 Historical Personae & Events	HS 11.01
	Workshop 11 Cultural and Political Symbols	SR 11.12
	Workshop 12 Media Stars	SR 11.13
	Graduate Student Workshop	HS 11.02
19:00	Drinks and Snacks	Foyer
19:00 – 19:45	AAAS General Meeting	HS 11.01

Program – Sunday

Sunday, November 9

09:00 – 10:00	<u>Plenary Lecture III - Page Laws</u> <i>Astaire and Rogers: Icons of American Screen Romance</i>	HS 11.01
10:00 – 10:30	Coffee Break	Foyer
10:30 – 12:00	<u>Workshop Session IV</u>	
	Workshop 13 Literature 2	HS 11.01
	Workshop 14 Sacred Sites 2	SR 11.11
	Workshop 15 Music	SR 11.12
	Workshop 16 Film	SR 11.13
12:15	Closing of Conference followed by Meeting of the New Board	HS 11.01 HS 11.01
13:30	Trip to the Wine Country	Foyer

Workshops – Friday 16:30 – 18:00

Workshop Session I, Friday 16:30 – 18:00

Workshop 1: Popular Culture Characters 1, SR 11.11 Chair: Arno Heller

Kern	Louis	Captain America and Bucky, Too: From Super Soldier to Iconic Embodiment of a Super Power-Origins, Evolution, and Historical Revisionism
Griem	Julika	King Kong and the Dinosaurs: Evolving Icons of Evolution in American Films
Butkus	Michael F.	Smokey Bear

Workshop 2: Sacred Sites 1, HS 11.01 Chair: Heinz Tschachler

Hoople	Robin	Great Stone Faces: Natural Signs and Troubled Icons
Smith	Tanya	Roadside Memorials: Pollution, Obsession, or a New Grief Process?
Marin	Ileana	Grand Canyon: The Icon of the American Multiplicity - The Romanian Perspective

Workshop 3: Framing Icons

Cancelled

Workshop 4: Literature 1, SR 11.13 Chair: Hanna Wallinger

Balestrini	Nassim	Rip Van Winkle on the Stage: Myth and Icon of American Origins
Roush	Jan	Subversive Humor and Acid Wit in the Works of Sherman Alexie
Toal	Catherine	Icons for a New World: Aristocracy, Homosexuality and the Placing of Melville's Redburn

Presentation of Student Excursion to Route 66, SR 11.12 Chair: Astrid Fellner

Workshops – Saturday 10:30 – 12:00

Workshop Session II, Saturday 10:30 – 12:00

Workshop 5: Popular Culture Characters 2, SR 11.11		Chair: Susanne Rieser
Breen	Margaret	Spider-man as Cultural Icon: The Politics of Heroes and Monsters in Spider-man and "A Long Line of Vendidas"
Regalado	Aldo J.	Never-Ending Battles: The Contested Meanings of Superman
Rheindorf	Markus	When Cultural Icons Cross the Media Divide: Lady Lara Croft goes to the Movies
Kraus	Elisabeth	The Alien Other and the Alien in Us: The Alien Tetralogy

Workshop 6: African American Icons in Literature and Culture, HS 11.02		Chair: Justine Tally
Cortiel	Jeanne	"Uncle Tom": Literature, Ethnology and Popular Culture in Mid-Nineteenth Century America
Deck	Alice A.	The Mammy/Aunt Jemima as an American Icon: Toni Morrison Responds
Bernier	Celeste-Marie	Black Heroism as Tableaux in the Works of Frederick Douglass and Jacob Lawrence
Tate	William	Black Madonnas: Readings on the Heroic Servant

Workshop 7: Body, Sex, Gender, HS 11.01		Chair: Astrid Fellner
Olson	Greta	America's Two-Body Society
Fink	Dagmar	Cherished as well as Suspicious: Femmes as Icons of Female Femininities
Ciugureanu	Adina	Rosie the Riveter: An Icon of (Fe/male) Liberation
Maillard	Kevin Noble	Not The President's Daughter: American Icons and Racial Boundaries

Workshop 8: Intellectual Stars, SR 11.13		Chair: Gudrun Grabher
Ratner-Rosenhagen	Jennifer	Conventional Iconoclasm: The Iconography of Genius and Madness in American Life
Requena	Teresa	Gertrude Stein: The Making of a Celebrity
Barker	Anthony	Monuments of Ageing Intellect: Actor-Director-Icons Clint Eastwood and Woody Allen

Fachdidaktik Workshop: US Icons in the English Classroom, SR 11.12 **Chair: Zita Geretschläger - Hauptmann**

Workshops – Saturday 17:00 – 19:00

Workshop Session III – Saturday 17:00 – 19:00

Workshop 9: Historical Characters & Popularizations, SR 11.11		Chair: Louis Kern
Peprnik	Michal	Daniel Boone Recast
Heller	Arno	Reinventing Billy the Kid: The Criminal as Icon
Draxlbauer	Michael	The Commodification of Pocahontas
Ludwig	Samuel	Pocahontas in the Early American Drama
Neset	Arne	The Hunter and the Hunted as Icons in Late 19 th Century American Art

Workshop 10: Historical Personae & Events, HS 11.01		Chair: Reinhold Wagnleitner
Adeleke	Tunde	MLK, Jr.: Ambiguous and Contested Icon
Bogle	Lori Lyn	The President and the Corpse: Theodore Roosevelt, John Paul Jones, and the Creation of a Naval Icon
Campbell	James	The Many Lives of the Franklin Icon
Eßmann	Bernd	Making the World a Better Place! - Henry Ford as an Icon Representing a Shift Towards a More Egalitarian Society
Fitz	Karsten	The American Revolution Remembered, 1840s to 1860s: Competing Images / Competing Narratives

Workshop 11: Cultural and Political Symbols, SR11.12		Chair: Gabriele Pötscher
Birkle	Carmen	Conflicting Images of American Nationhood: The Statue of Liberty and the American Eagle
Engel	Georg	The Stars and Stripes – More than a Flag
Tschachler	Heinz	'In God We Trust' or, How the Dollar Bill Represents the American Nation - An Attempt in Cultural Iconography
Diekmann	Stefanie	NYC Heroes: The American Fireman after September 11
Bugaeva	Lyubov	Baseball Iconography: American Images
Ryder	John	

Workshop 12: Media Stars, SR 11.13		Chair: Sonja Bahn
Braidt	Andrea B.	On the Generic Translation of Iconicity: Madonna Meets James Bond
Soerensen	Bent	Sacred and Profane Icon-Work: Jane Fonda and Elvis Presley
Stein	Lisa K.	The Magical Mystery Tour of America's European Icon: Chaplin's Little Tramp, Isolationism and the Age of Free Love
Mettauer	Susanne	Air & Style: Michael Jordan Continues to Fly

Workshops – Saturday 17:00 – 19:00

Graduate Student Workshop, HS 11.02		Chair: Jeanne Cortiel
Bauer	Georg	Media of Mass-Destruction: On Staying Informed and Intellectual Self-defense
Hadzibeganovic	Tarik	
Kuntschner	Eva	The Color Purple-Controversy: (De)Constructing African-American Masculinity and the 'Ideal Family'
Schwarz	Claudia	In Search of Keys: Music Performance in American Literature

Workshops – Sunday 10:30 – 12:00

Workshop Session IV, Sunday 10:30 – 12:00

Workshop 13: Literature 2, HS 11.01		Chair: Elisabeth Kraus
Deszcz	Justyna	The Bidding for Dorothy's Ozian Magical Shoes: Salman Rushdie's 'At the Auction of the Ruby Slippers' as a Reflection on the Contemporary America
Phillipson	Allan	The Killing Icon: Mickey Spillane's Mike Hammer
Hulsey	Dallas	A Heartbeat Away from the Incarnation: Uncle Sam as Political Icon in Robert Coover's. "The Public Burning"
Quendler	Christian	Markers of Makers: Authorial Self-Fashioning in the American Novel

Workshop 14: Sacred Sites 2, SR 11.11		Chair: Ginna Babcock
Schwelling	Birgit	Contested terrain: The Vietnam Veterans Memorial as a <i>lieux de mémoire</i>
Reutter	Cheli	The Office of the Twin Towers; or, Absence Makes the Heart Grow Fonder
Dakovic	Nevena	The Power of the West Wing

Workshop 15: Music, SR 11.12		Chair: Samuel Ludwig
Malecki	Wojciech	Da Boyz in da Hood: Remarks on the Icons of American Hip-Hop Culture
Seago	Alex	The Kraftwerk-Effekt & DJ Culture: Towards an Analysis of the Deterritorialization of Pop in the 21 st Century
Farrington	Holly	'[L]ittle More than a Round of Vaudeville Antics?': Louis Armstrong as Cultural Icon
Stein	Daniel	Thelonious Monk and the Changing Iconicity of the Black Jazzman

Workshop 16: Film, SR 11.13		Chair: Roberta Maierhofer
Heissenberger	Klaus	The White Man in Recent American Films
Vågnes	Øyvind	Quoting the Zapruder
Lipp	Martina	Cyberspaces and Metropolises: The American City in (Science) Fiction