



Remapping Zones of

BORDERLANDS

Cultural Practice and Representation



A CONFERENCE HOSTED BY

**Department of Communication
University of Massachusetts
Amherst**

March 30-31, 2001

www.umass.edu/commgrads

CON- -TENTS

Introduction	2
Panels: Friday, March 30	3
Conference Keynote Address	6
Panels: Saturday, March 31	7
Acknowledgements	15
About Us	16
Our Web Site	16

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.

OVER- -VIEW

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

INTRO- -DUCTION

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.

A1: 804

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*

A2: 803

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 Alterity*

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*

A3: 903

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*

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?

B2: 803

INTER/NATIONAL FIGURES AND BORDERS

Moderator: Saira 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

Kyoko Gardiner

University of Tokyo

The Myth of Japan's Natural Borders

Maria Way

University of Westminster, London

The Pope, Media and Politics

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

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"*

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

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

C1: 804

**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.

Julia Schivone Camacho

University of Texas, El Paso

Laura DuMond Kerr

LA Public School System

Joshua Price

SUNY

Maria Lugones

SUNY-Binghamton

C2: 904

**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*

B
O
R
D
E
R
R
E
S
I
S
T
A
N
C
E
F
O
R
B
O
D
E
R
R
E
S
I
S
T
A
N
C
E

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

Session D: 4:30-6:00 p.m.

Herter 227

CONFERENCE KEYNOTE ADDRESS

Rajagopalan Radhakrishnan

Professor of English, UMass-Amherst

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

Campus Center

Reception & Cash Bar:

6:00-8:00 p.m.

Banquet & Cash Bar:

7:30-10:00 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-Lorencova

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

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

Fernando Perez

UMass-Amherst

Gabriela Mistral: A Poetics of Displacement

Session F: 10:45-12:15 p.m.

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

F3: 804

**WRITING AGAINST THE GRAIN:
RESISTANCE IN POST-COLONIAL
LITERATURES**

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

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

University of California, San Diego
Playing at Work: Understanding Future Work Practices at IFTF

Lunch Break: 12:15-1:15 p.m.

BORDERLANDS

Borderlands for

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 Lindendorf

University of Maine-Orono

Amy Bouchard Morin

University of Maine-Orono

Oral Histories Recall the Cultural Past

Yvonne Thibodeau

University of Maine-Orono

*Acadia/L'Acadie: A Borderland that Exists
No Longer*

Lanette Landry Petrie

University of Maine-Orono

*Classism, Franco-American Identity, and
the Politics of Higher Education*

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*

G4: 904

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 Lorán
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.

H1: 904

**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"*

H2: 903

**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*

H3: 804

**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*

H4: 803

**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,*

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*

Session I: 5:00-6:30

I1: 903

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

Moderator: Carolyn Anderson

UMass-Amherst

Corinn Columpar

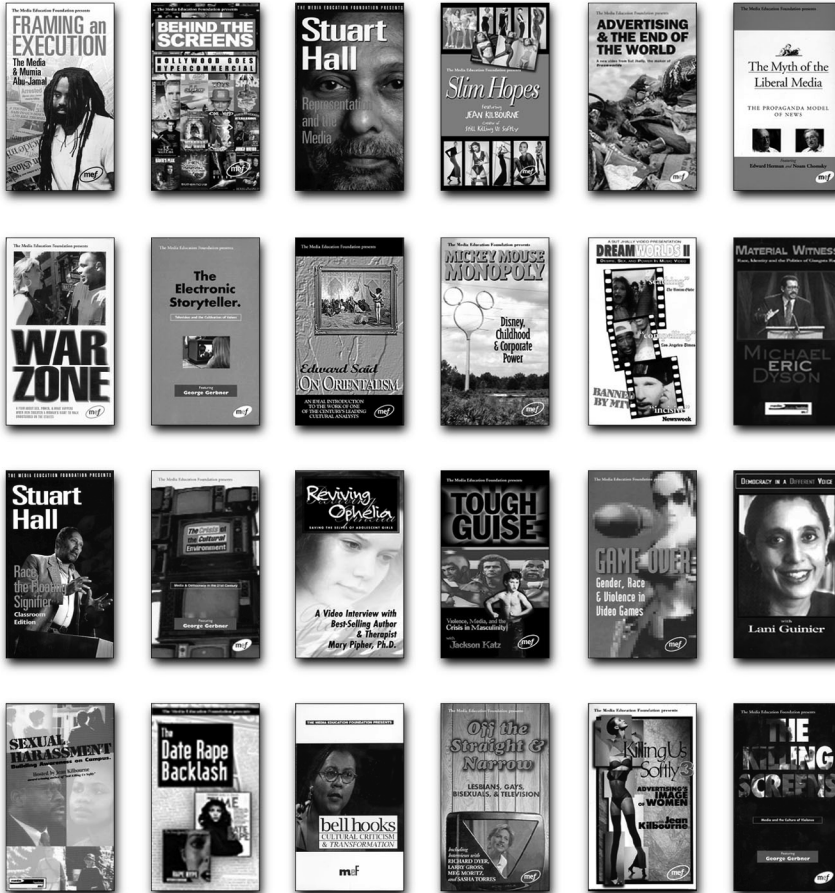
Keene State College

*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*



CLASSROOM TROUBLEMAKERS.

Media Education Foundation

A Decade of Critical Video Resources.

www.mediaed.org | 26 Center Street, Northampton MA 01060 | 413.584.8500

COME BY OUR EXHIBIT TABLE OR CALL FOR A FREE CATALOG.

Conference Planning Committee

Lynn Comella	Andres Correa
Olga Gershenson	Kirsten Isgro
Carmen McClish	Lisa Rudnick
Michelle Scollo	Bill Weye

Web and Program Design

Bill Weye

Graphic Design

Matt Soar

Housing

Kirsten Isgro	Melissa Click
---------------	---------------

Faculty Advisors

Michael Morgan	Anne Ciecko
----------------	-------------

Additional Thanks to:

Carolyn Anderson	Briankle Chang
Leda Cooks	Sut Jhally
Marty Norden	Mari Paredes
Bill Yousman	Alicia Kemmitt
Esteban Del Rio	Eric Morgan
Garnet Butchart	Cindy Suopis
Scott Oberacker	Joanne Kostides
Shoshi Madmoni-Gerber	Vincent Doyle
James Allan	Saila Poutianen
Margo Robb	Jolane Flanigan
Iris Chelaru	Max Saito
Camille Martinez	George Liu

Thanks to the Department of Communication, the Graduate School, the Media Education Foundation, and the Womens Studies Program for financial support.

ACKNOWLEDGEMENTS

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

OUR WEB-SITE

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/

ABOUT-US

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.

