

The University of Chicago
Anthropology 26825
T & Th 11:20-12:40 PM
Classes via Zoom

Michael Dietler
Office: Haskell 131
Phone: 702-7150
m-dietler@uchicago.edu

Heritage, Memory, and the Affective Turn: Performing and Consuming the Past

This course examines the increasingly popular trend toward privileging affective engagements with the past and challenges participants to think about whether, and why, somatic experience has come to be prized over knowledge as a form of understanding. It explores the relationship among heritage, history, and memory as entangled imaginaries of the past and their role in the construction of identity and community. Readings illuminate a variety of practices, spaces, and media through which the past is performed, consumed, and embodied, and a selection of contemporary cases of contested understandings of heritage serve to focus analysis. Themes include "living history" museums and historical reenactment, historical theme parks, heritage tourism, festivals, memory sites and objects, cinema and television roles in memory, and so forth.

The course is conceived as an undergraduate seminar: that is, class sessions will be devoted to critical discussion of the readings, with some brief background commentary by the instructor. Grades will be based on two criteria: (1) active participation in the discussion of readings and (2) the preparation of a 10-page research paper on a theme related to the course. Students should turn in a 1-page plan of the paper on the Tuesday of week 5, and the last two sessions of the course will be devoted to student presentations of their nearly finished projects. The final paper will be due on Thursday, March 18.

Schedule of Readings and Discussion (all materials are available through the *Canvas* site):

Week 1: Defining the Object of Analysis

Session 1: Introduction to the course, definition of terms and goals (tangible and intangible heritage, collective/social memory and forgetting, authenticity, identity, performance, spectacle, embodiment, simulacra, commodification, living history, imaginaries, romanticism, enchantment, etc.)

Lowenthal, David (1998). *The Heritage Crusade and the Spoils of History*. Cambridge University Press, Cambridge. Chapter 1: "Heritage ascendant", pp. 1-30.

Harvey, David (2008). The history of heritage. In *The Ashgate Research Companion to Heritage and Identity*, edited by Brian Graham and Peter Howard, pp. 19-36. Ashgate, Burlington, VT.

Session 2: Heritage, History, and Memory: Embodying the past through experience, performance, and consumption

MacDonald, Sharon (2013). *Memorylands: Heritage and Identity in Europe Today*. Routledge, London. Chapter 4: "Feeling the past: embodiment, place and nostalgia", pp. 79-108.

McDowell, Sara (2008). Heritage, memory and identity. In *The Ashgate Research Companion to Heritage and Identity*, edited by Brian Graham and Peter Howard, pp. 37-54. Ashgate, Burlington, VT.

Week 2: Memory Wars and Contested Heritage: Case Studies

Session 1: Confederate monuments in the contemporary US -- What do they mean? Why are they there? What should we do with them?

Hague, Euan, and Edward H. Sebesta (2011). The Jefferson Davis Highway: contesting the Confederacy in the Pacific Northwest. *Journal of American Studies* 45(2):281-301.

Mullins, Paul (2017). Memory, monuments, and Confederate things: contesting the 21st-century Confederacy. Blog post on his site *Archaeology and Material Culture*: <https://paulmullins.wordpress.com/2017/06/16/memory-monuments-and-confederate-things-contesting-the-21st-century-confederacy/>

Neiman, Susan (2019). *Learning from the Germans: Race and the Memory of Evil*. Farrar, Straus and Giroux, New York. Chapter 7: Monumental recognition, pp. 261-307.

[For reference: Southern Poverty Law Center (2019). *Whose heritage? Public Symbols of the Confederacy*. An online report: <https://www.splcenter.org/20190201/whose-heritage-public-symbols-confederacy>]

Session 2: Contested memories and heritage

Orser, Charles E. (2007). Transnational diaspora and rights of heritage. In *Cultural Heritage and Human Rights*, edited by Helaine Silverman, and D. Fairchild Ruggles, pp. 92-105. Springer, New York.

Rowlands, Michael (2007). Entangled memories and parallel heritages in Mali. In *Reclaiming Heritage: Alternative Imaginaries of History in West Africa*, edited by Ferdinand de Jong, and Michael Rowlands, pp. 127-144. Left Coast Press, Walnut Creek, CA.

Bruner, Edward M. (2001). The Maasai and the Lion King: authenticity, nationalism, and globalization in African tourism. *American Ethnologist* 28(4):881-908.

Week 3: Living History 1: Reenactment

Session 1: Performing the past in the present

Agnew, Vanessa (2007). History's affective turn: historical reenactment and its work in the present. *Rethinking History: The Journal of Theory and Practice* 11(3):299-312.

Brædder, Anne, Kim Esmark, Tove Kruse, Carsten Tage Nielsen, and Anette Warring (2017). Doing pasts: authenticity from the reenactors' perspective. *Rethinking History: The Journal of Theory and Practice* 21(2):171-192.

Dreschke, Anja (2010). Playing ethnology. In *Staging the Past: Themed Environments in Transcultural Perspective*, edited by Judith Schlehe, Michiko Uike-Bormann, Carolyn Oesterle, and Wolfgang Hochbruck, pp. 253-267. Transaction Publishers, New Brunswick, NJ.

Session 2: Why war?

Johnson, Katherine (2015). Performing pasts for present purposes: reenactment as embodied, performative history. In *History, Memory, Performance*, edited by David Dean, Yana Meerzon, and Kathryn Prince, pp. 36-52. Palgrave Macmillan, London.

Clemons, Leigh (2011). Present enacting past: the functions of battle reenacting in historical representation. In *Enacting History*, edited by Scott Magelssen, and Rhona Justice-Malloy, pp. 10-21. University of Alabama Press, Tuscaloosa, AL.

Jones, Gordon L. (2010). "Little families": the social fabric of Civil War reenacting. In *Staging the Past: Themed Environments in Transcultural Perspective*, edited by Judith Schlehe, Michiko Uike-Bormann, Carolyn Oesterle, and Wolfgang Hochbruck, pp. 219-234. Transaction Publishers, New Brunswick, NJ.

Week 4: Living History 2 -- Theme Parks and Living History Museums

Session 1: Theme park encounters with the past

Davis, Susan G. (1996). The theme park: global industry and cultural form. *Media, Culture & Society* 18(3):399-422.

Lowenthal, David (2002). The past as a theme park. In *Theme Park Landscapes: Antecedents and Variants*, edited by Terence Young and Robert Riley, pp. 11-23. Dumbarton Oaks Press, Washington D.C.

Schlehe, Judith, and Michiko Uike-Bormann (2010). Staging the past in cultural theme parks: representations of Self and Other in Asia and Europe. In *Staging the Past: Themed Environments in Transcultural Perspective*, edited by Judith Schlehe, Michiko Uike-Bormann, Carolyn Oesterle, and Wolfgang Hochbruck, pp. 57-91. Transaction Publishers, New Brunswick, NJ.

Session 2: Theme park effects and living history engagements

Kersel, Morag, and Yorke Rowan (2012). Beautiful, good, important and special: cultural heritage, archaeology, tourism and the miniature in the Holy Land. *Heritage & Society* 5(2):199-220.

Stanley, Nick (2002). Chinese theme parks and national identity. In *Theme Park Landscapes: Antecedents and Variations*, edited by Terence Young, and Robert Riley, pp. 269-289. Dumbarton Oaks Press, Washington D.C.

Oesterle, Carolyn (2010). Themed environments — performative spaces: performing visitors in North American living history museums. In *Staging the Past: Themed Environments in Transcultural Perspective*, edited by Judith Schlehe, Michiko Uike-Bormann, Carolyn Oesterle, and Wolfgang Hochbruck, pp. 157-175. Transaction Publishers, New Brunswick, NJ.

Week 5: Experiencing Diaspora and Trauma Heritage

Session 1: Diaspora Narratives

Landry, Timothy R. (2011). Touring the slave route: inaccurate authenticities in Bénin, West Africa. In *Contested Cultural Heritage: Religion, Nationalism, Erasure, and Exclusion in a Global World*, edited by Helaine Silverman, pp. 205-231. Springer, New York.

Basu, Paul (2005). Roots tourism as return movement: semantics and the Scottish diaspora. In *Emigrant Homecomings: The Return Movement of Emigrants, 1600-2000*, edited by Marjory Harper, pp. 131-150. Manchester University Press, Manchester.

Costa, Kelli Ann (2004). Conflating past and present: marketing archaeological heritage sites in Ireland. In *Marketing Heritage: Archaeology and the Consumption of the Past*, edited by Yorke Rowan, and Uzi Baram, pp. 69-92. Altamira Press, Walnut Creek, CA.

Session 2: Embodied Heritage -- Genealogy and Genetics

de Groot, Jerome (2016). *Consuming History: Historians and Heritage in Contemporary Popular Culture*. Routledge, New York. Chapter 4: "Genealogy and family history", pp. 71-86.

Bolnick, Deborah, Jay S. Kaufman, Jonathan Marks, Ann Morning, Alondra Nelson, Pilar Ossorio, Jenny Reardon, Susan M. Reverby, and Kimberly TallBear (2007). The science and business of genetic ancestry testing. *Science* 318(5849):399-400.

Tallbear, Kim (2007). Narratives of race and indigeneity in the Genographic Project. *Journal of Law, Medicine & Ethics* 35(3):412-424.

Boodman, Eric (2017). White nationalists are flocking to genetic ancestry tests -- with surprising results: sometimes they find they are not as "white" as they'd hoped. *Scientific American*.

Week 6: Memory Sites and Memory Objects

Session 1: Memory Sites

Winter, Jay (2010). Sites of memory. In *Memory: Histories, Theories, Debates*, edited by Susannah Radstone, and Bill Schwartz, pp. 312-324. Fordham University Press, New York.

Dietler, Michael (1998). A tale of three sites: the monumentalization of Celtic oppida and the politics of collective memory and identity. *World Archaeology* 30:72-89.

Marlowe, Elizabeth (2001). Cold War illuminations of the Classical past: 'The Sound and Light Show' on the Athenian Acropolis. *Art History* 24(4):578-597.

Session 2: Memory Objects

Goss, Jon (2004). The souvenir: conceptualizing the object(s) of tourist consumption. In *A Companion to Tourism*, edited by Alan A. Lew, Colin Michael Hall, and Allan M. Williams, pp. 327-336. Blackwell Publishers, Oxford.

Turan, Zeynep (2010). Material objects as facilitating environments: the Palestinian diaspora. *Home Cultures* 7(1):43-56.

Marschall, Sabine (2019). 'Memory objects': Material objects and memories of home in the context of intra-African mobility. *Journal of Material Culture* 24(3): 253–269.

Week 7: The Heritage Industry and Commodification of the Past

Session 1:

MacDonald, Sharon (2013). *Memorylands: Heritage and Identity in Europe Today*. Routledge, London. Chapter 5: "Selling the past: commodification, authenticity and heritage", pp. 109-136.

Goulding, Christina (2000). The commodification of the past, postmodern pastiche, and the search for authentic experiences at contemporary heritage attractions. *European Journal of Marketing* 34(7):835-853.

Session 2:

Silberman, Neil A. (2007). 'Sustainable' heritage?: public archaeological interpretation and the marketed past. In *Archaeology and Capitalism: From Ethics to Politics*, edited by Yannis Hamilakis, and Philip Duke, pp. 179-194. Left Coast Press, Walnut Creek, CA.

Pine, B. Joseph, and James H. Gilmore (1998). Welcome to the experience economy. *Harvard Business Review* 76(4):97-105.

Hall, Martin, and Pia Bombardella (2005). Las Vegas in Africa. *Journal of Social Archaeology* 5(1):5-24.

Week 8: Festivals, Tourism, and Media

Session 1: Festivals

Davis, Andrew (2016). Experiential places or places of experience? Place identity and place attachment as mechanisms for creating festival environment. *Tourism Management* 55:49-61.

Korol-Evans, Kimberly Tony (2009). *Renaissance Festivals: Merrying the Past and Present*. McFarland, Jefferson, NC. Introduction and Chapter 1, pp. 5-45.

Session 2: Tourism and Media

Picard, David, and Mike Robinson (2006). Remaking worlds: festivals, tourism and change. In *Festivals, Tourism and Social Change: Remaking Worlds*, edited by David Picard, and Mike Robinson, pp. 1-31. Channel View Publications, Clevedon, UK.

MacDougall, David (1992). Films of memory. *Visual Anthropology Review* 8(1):29-37.

de Groot, Jerome (2016). *Consuming History: Historians and Heritage in Contemporary Popular Culture*. Routledge, New York. Chapter 10: "Reality, professional reality, celebrity and object history", pp. 183-218.

Week 9:

Session 1: Student Research Projects

Session 2: Student Research Projects