

# 37<sup>th</sup> International Conference

of the **AAAS** (Austrian Association for American Studies)  
in collaboration with **SANAS** (Swiss Association for North American Studies),  
organized by the Department of American Studies, University of Innsbruck,  
and the English Department, University of Geneva

**November 12 -14, 2010, Innsbruck**

## CALL FOR PAPERS

# THE VISUAL CULTURE OF MODERNISM

With the advent of modernism in the late 19<sup>th</sup> and early 20<sup>th</sup> centuries the cultural paradigm of seeing underwent a self-reflexive turn and generated new ways of perceiving, experiencing, and thinking. A landslide of innovations in material and media culture brought about new means of transportation and distribution, communication and social interaction, as well as new methods of representation and reproduction. Consequently, the visual received multilayered attention in innovative artistic expression, reading, and theorizing.

This conference attempts to trace manifestations of novel and self-reflexive approaches to the visual in the core disciplines of American studies. Possible areas of investigation include, but are not limited to:

- **Film**  
intermedial negotiations with literature, painting, sound, music, writing
- **Literature**  
filmic writing, camera eye, concrete poetry, illustrations
- **Advertising**  
film posters, dust jackets of books, blurbs, trailers, window shopping
- **History**  
documentaries, history film, newsreels
- **Politics**  
propaganda film, visual rhetoric, newspapers
- **Popular Culture**  
sensationalism, fairground attractions, expositions, vaudeville
- **Science**  
medical museums, scientific imaging and its popularizations
- **Ethnography and Geography**  
ethnographic photography and film
- **Minorities**  
minority art and cinema, politics of ethnic display
- **Gender**  
shaping and visualizing gender identities, gendered gaze, voyeurism
- **Art History**  
abstract painting, art film, animation, design, landscape photography
- **Architecture and Urban Studies**  
department store, public art, urban landscaping

## CONTRIBUTIONS

Conference contributions should address issues of American modernist culture with respect to visual self-reflection. Examples of visual consciousness can manifest themselves in cultural and artistic productions as well as in the theoretical discourses of specific disciplines within American studies. The conference also welcomes papers that explore the legacy of modernism in contemporary visual culture.

## ORGANIZATION

The conference will be jointly organized by the Swiss Association for North American Studies (represented by Deborah Madsen, University of Geneva) and the Austrian Association for American Studies (represented by Mario Klarer and Cornelia Klecker, University of Innsbruck). The keynote lectures and various panels will be held in seminar rooms and lecture halls at the Geiwit Tower and the conference opening in the old rooms of the Theology Faculty of the University of Innsbruck.

## KEYNOTE SPEAKERS

As keynote speakers, we have already been able to win:

- **Elisabeth Bronfen**  
Professor of English and American Literature  
at the University of Zurich
- **Scott Curtis**  
Associate Professor in the Department of Radio, Television, and Film  
at the School of Communication, Northwestern University
- **Vinzenz Hediger**  
Professor of Theory and History of Documentary Media, Ruhr University  
Bochum

## GRADUATE STUDENT FORUM

In order to integrate students, we will organize graduate student forums as a section of the conference program and, as usual, the Fulbright Prize will also be awarded. The conference proceedings are intended to be published in SPELL with Deborah Madsen and Mario Klarer as editors.

## CONTACT

Proposals for entire panels are more than welcome. For paper proposals, please send your abstract (300-500 words) and a short scholarly biography (in one file) **by May 3<sup>rd</sup>, 2010**, to Cornelia Klecker at:

**cornelia.klecker@uibk.ac.at**

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