

# The Global-Popular Conference

**November 11-12, 2016**  
**UC Santa Barbara**

**Wallis Annenberg Conference Room, SSMS 4315**

Culturally and politically, we now inhabit the realm of the global-popular. And yet, the two terms whose hyphenated conjugation names our contemporaneity remain notoriously vague and widely contested. Following a preliminary workshop held in April, the two-day international conference seeks to theorize this conjugation. Our objective is to develop the categories and frameworks that capture the multi-sited and multiscalar fecundities of the global-popular without capitulating to a universal teleology or resorting to simplistic binaries of general/particular, center/periphery, and complicity/resistance.

## **Nov 11, Friday**

**9:30 am: Welcome**

**9:45am-1:00pm: Panel I**

Chair: Rita Raley (UC Santa Barbara)

Rahul Mukherjee (University of Pennsylvania)  
"Translating Radiations: Popular Detectives Across the World"

Yuriko Furuhashi (McGill University)  
"Canned Air and the Globe"

[coffee break]

Kajri Jain (University of Toronto)  
"Scaling as Affect? Iconicity in the Time of the Global"

[1:00pm-2:00pm: Lunch]

**2:00pm-4:00pm: Panel II**

Chair: Patrice Petro (UC Santa Barbara)

Corey Creekmur (University of Iowa)  
"Legitimizing Lowbrow Literature: How Comics Became Unpopular"

Sangita Gopal (University of Oregon)  
"Bourgeois Revenge: Global Flows and the Micro Import"

**4:00pm-6:00pm: Reception & Keynote/Mellichamp Lecture**

\*\*McCune Conference Room, HSSB 6020\*\* [note venue change]

Rey Chow (Duke University)  
"Unpacking *The Lunchbox*; or, the Writing Voice in Cinema"

**Nov 12, Saturday**

**9:30am- 12:45pm: Panel III**

Chair: Sherene Seikaly (UC Santa Barbara)

Mark Steinberg (Concordia University)  
"Platform Mediation: Standards of the Global-Popular"

Madhusree Dutta (Project Cinema City, Mumbai)  
"When Popular Goes Private: Public Cultures of Cinema"

[coffee break]

Paola Bacchetta (UC Berkeley)  
"QTPOC Analytics-Practices of the Popular/Global through 'Situated Planetary' in France"

[12:45pm-2:30pm: Lunch]

**2:30-4:30pm: Panel IV**

Chair: Naoki Yamamoto (UC Santa Barbara)

Peter Limbrick (UC Santa Cruz)  
"Of Marabouts, Acrobats, and Auteurs: Framing the Popular in Moumen Smihi's World Cinema"

Rosalind Galt (King's College, London)  
"Pontianak Trouble: Gender and Geopolitics in the Malay Vampire Movie"

[coffee break]

**4:45-6:00pm: Roundtable**

Moderator: Joshua Neves (Concordia University)