

Seminar arranged by Bent Fausing, Digi-Comm and INSS:

“REFLECTING OURSELVES THROUGH DIGITAL MEDIA”



Auditorium 22.0.11, KUA, Thursday November 3, 2016.

ABSTRACTS:

9.00-9.10: Bent Fausing
Welcome and "Why this now?"

9.10-9.50: Helle Kannik Haastrup
"Stellar Performances: Hollywood Stars and The Online Convergence of Self-presentations"

This paper investigates how celebrities are presenting themselves online on Facebook and Instagram with a special focus on how their presentations of self are merging together 'the public self' and 'the public private self'. Using these concepts as a starting point, the celebrity profiles online can be regarded as examples of a presentational culture. It thus becomes pertinent to analyze the different kinds of performances and how the celebrities are managing their online image individually and what the consequences are. I propose a preliminary typology of strategies that celebrities use on their social media profiles and it's usually more than one strategy: 1) the promotional strategy, 2) the endorsement strategy (when they are contractually employed as spokespersons for a company not making films), 3) the activist strategy (promoting political causes), 4) the taste maker strategy (when they present their glamorous life style and 5) a general image management strategy (e.g. photos from the past or photos with friends and family).

10.00-10.40: Krista Stinne Greve Rasmussen
"Reflecting Literature – in Digital Media"

Authors, readers, publishers and book lovers are engaged online with literature and the literary community has been transformed by the possibilities of online publishing and communication. This paper will investigate how literature offers new possibilities of reflections of the self through digital media.

10.50-11.10: Coffee break

11.10-11.50: Andreas Stæhr
"Social Media and Sociolinguistic Reflexivity"

Reflexivity is endemic to human communication. We constantly engage in reflexive activities where speech, writing and semiotic resources are used to characterize other communicative signs. In this paper I argue that digital language practices create a particularly high degree of (self)reflexivity. More specifically, I will illustrate how the conditions of production and reception of digital discourse create zones of heightened reflexivity. I study this by looking at young people's interactional practices on different social media sites such as Snapchat, Facebook, Instagram and Ask.fm.

12.00-13.00: Lunch.

13.00-14.15: Jill Walker Rettberg – Keynote

“Biometric Selfies: Algorithms and Visual Self-Representation”

When we take selfies, we are in charge of our own representation. We own the means of its production, and selfie-takers often express a sense of empowerment and pleasure in being in control of their own image. At the same time as we have unprecedented access to image-making technologies, our cameras and screens are increasingly complex. Facial recognition algorithms sort our photos in social media and surveillance systems, and selfies are used by corporations and governments to verify identity and control access. Snapchat’s selfie lenses also use algorithms and biometrics to enhance and distort our selfies, but in an apparently playful manner. What does this do to our understanding of visual self-representations?

14.30-15.10: Louise Yung Nielsen

“Bodily becoming through images. The use of images on personal fashion blogs”

Visual representations of bodies through different lifestyle modes are increasingly common content on most social media platforms. The personal fashion blog is one of the most successful new digital entrepreneurial genres in social media and at the same time a platform on which bodily becoming with different types of consumer strategies take place. Mainly through clothing, but also through exercise, dietary preferences as well as several other consumer domains. And even more important the digital medium itself – the blog; the digital image – has also become a large part of this equation of bodily becoming. In this paper I will examine the use of images, clothing, plastic surgery and exercise on two Danish personal fashion blogs and the aim of the paper is to discuss how bodies are becoming through images.

15.20-15.40: Coffee break

15.40-16.20: Bent Fausing

“Self-Reflection. To bend back, to mirror, and to think in the Digital, Visual Media”

Human experience is based on everything that surrounds us. Not the physical reality, but our perception of and reflection on it. This perception and reflection – presence, intimacy and materiality – is transformed by telematics: Separate rooms can be merged, and the boundaries between our virtual and physical bodies are constantly broken by technology. Perception and reflection are in synergy. Reflection means to bend back, to mirror, and to think. My presentation will take its point of departure in this etymology and make perspectives to modern use of reflection in digital media. I will take a look at the establishing of the modern self and possibilities of self-reflection too. My examples will be from the so-called dark-selfies or disaster selfies as well as a new form of selfie, which merge the present with the previous progressing into the future. I will discuss the media reflections as loss and/or gain. As another but short viewpoint, telepresence – Skype – will be discussed, where new screen types, presences and reflections are established.

16.30-17.00: Panel discussion with Bent Fausing, Louise Yung Nielsen, Jill Walker Rettberg, and Andreas Stæhr.

The seminar is open for all.

*For further information please contact Bent
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