A powerful ethos of performance permeates work, politics, and leisure in modern society. By examining historical cases of Red Guard factionalism and contemporary practices of micro-celebrity on livestreaming and social media platforms, this talk shows how scripts of this cultural ethos compel people to perform in similar ways even under radically different social conditions. These cultural scripts prescribe and reward publicly visible behavior. The reward could be economic success or fame, but more often it is a sense of social recognition. Such reward may sometimes go against personal interest and involve great sacrifice, even death.

Abstract:

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Details:

Thursday, 26 September 2019
4:30 - 6:00pm
Pane Room, Alexander Library
169 College Avenue
New Brunswick, NJ 08901

Co-Sponsors

School of Communication and Information and its Department of Journalism and Media Studies, as well as Sociology Department (SAS)