

# INTERNATIONAL CONFERENCE MEDIA AESTHETICS OF OCCIDENTALISM

JANUARY  
26—28, 2022

## UNIVERSITY OF MARBURG, GERMANY

The conference will be held ONLINE

### WEDNESDAY 26<sup>TH</sup> JANUARY

13:00 – 13:45 Opening  
13:45 – 14:35 **Media Aesthetics of Occidentalism**  
(Introduction)  
Dr. Ömer Alkin, *University of Marburg*  
14:15 – 14:45 Discussion 1  
14:45 – 15:00 Coffee break

*Session 1, Chair: Dr. Ömer Alkin*

15:00 – 15:30 Lecture 1  
**We Didn't Start the Fire – Eurocentrism  
& Occidentalism in Ancient Visual Art**  
Dr. Lilian Adlung-Schönheit,  
*Hamburg University*

15:30 – 16:00 Lecture 2  
**The Aesthetics of Occidentalism and  
Ecology as Interconnected Dimensions**  
M.A. Hauke Ohls,  
*University of Duisburg-Essen*

16:00 – 16:30 Discussion 2  
16:30 – 16:45 Coffee break

16:45 – 17:45 **Keynote:**  
**Orienting Media**  
Prof. Dr. W.J.T. Mitchell,  
*University of Chicago*

Funded by  
**DFG** Deutsche  
Forschungsgemeinschaft  
German Research Foundation

**Philipps**  **Universität  
Marburg**

Institut für Medienwissenschaft

In cooperation with

oHMS  
Centrum für Nah- und Mittelost-Studien

### THURSDAY 27<sup>TH</sup> JANUARY

*Session 2, Chair: Prof. Dr. Malte Hagener*

09:00 – 09:30 Lecture 3  
**Searching for the West in the East.  
The Visual and Performative Construction  
of Occidentalism Around 1940**  
Dr. Juliane Hornung, *University of Cologne*

09:30 – 10:00 Lecture 4  
**Not the whore, but the soldier: On the  
limited utility of the notion of  
Occidentalism**

Prof. Dr. Gabriele Werner,  
*Weißensee Academy of Art Berlin*

10:00 – 10:15 Coffee break  
10:15 – 10:45 Lecture 5  
**Between Utopia and Disillusion – Images  
of the 'West' in New Romanian Cinema**  
M.A. Anne Pirwitz, *University of Potsdam*

10:45 – 11:30 Discussion 1  
11:30 – 11:45 Coffee break

*Session 3, Chair: Dr. Alena Strohmaier*

11:45 – 12:15 Lecture 6  
**Moods of Occidentalism: Political  
Commitments of Women's Movements**  
Dr. Demet Güllüçek, *University of Warwick*

12:15 – 12:45 Lecture 7  
**Neo-Ottomanism and Occidentalism in  
Turkish Agitprop Videos**  
Dr. Pierre Hecker, *University of Marburg*

12:45 – 13:15 Discussion 2  
13:15 – 14:45 Lunch  
14:45 – 15:45 **Keynote:**  
**Occidentalism in Turkey: The Impasse  
Between the Past and the Future**

Prof. Dr. Meltem Ahiska,  
*Bogaziçi University Istanbul*

19:30 Film screening: **"Memleketim"** (1974, TR),  
Turkish with English subtitles,  
(Capitol Kino, Marburg, Biegenstr. 8)

### FRIDAY 28<sup>TH</sup> JANUARY

*Session 4, Chair: Dr. Pierre Hecker*

14:00 – 15:00 **Keynote:**  
**The construction of the irreconcilable  
Other: The Islamic State, Social Media and  
Masculinity**  
Prof. Dr. Jiré Emine Gözen,  
*University of Europe for Applied Sciences*

15:00 – 15:15 Coffee break  
15:15 – 15:45 Lecture 8  
**Lost in Westernization: A Cross-reading  
of Walter Benjamin's "On the Concept of  
History" and Jia Zhangke's Mountains May  
Depart**

M.A. Jialu Zhu, *University of Zürich*

15:45 – 16:15 Lecture 9  
**Re-currency of Japanese Occidentalism –  
Aesthetics Discourse in Film**  
M.A. Mia Nakayama, *Heidelberg University /  
Università Ca' Foscari*

16:15 – 16:45 Discussion 1  
16:45 – 17:00 Coffee break

*Session 5, Chair: M.A. Marie Krämer*

17:00 – 17:30 Lecture 10  
**The Cultural Meanings of Asian Aesthetics  
and Shakespeare Today**  
Prof. Dr. Alexa Alice Joubin,  
*George Washington University*

17:30 – 18:00 Lecture 11  
**The West as Imperialists: Aesthetics of  
Chinese Occidentalism in Another Hong  
Kong**  
M.A. Teng Jason Xu, *University of California*

18:00 – 18:15 Break  
18:15 – 18:45 Lecture 12  
**Occidentalism in the Post-revolutionary  
Cinema of Iran**

Dr. Akram Jamshidi, *Tehran University of Art*  
18:45 – 19:30 Discussion 2  
19:30 – 19:45 Break  
19:45 – 20:45 Panel discussion & Open Discussion,  
Closing Remarks

FOR MORE INFORMATION SEE THE  
CONFERENCE WEBSITE  
[WWW.ONLINE.UNI-MARBURG.DE/  
OKZIDENTALISMUS/INDEX.PHP/INDEX](http://WWW.ONLINE.UNI-MARBURG.DE/OKZIDENTALISMUS/INDEX.PHP/INDEX)



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## CONFERENCE TOPICS

Due to the immense hostile geopolitical dynamics all over the world, an interrogation of the dichotomies of West/East, Occident/Orient, or North/South seems still very necessary. It is with regard to this observation that scholars have been discussing the concept of Occidentalism for more than thirty years now.

The closeness and affinity of Occidentalism to the concept of Orientalism (Said 1978) cannot be denied nor over emphasized, however, it is now possible to identify a strand of discourse on the concept that has become very heterogeneous. It shows at least four manifestations (Alkin 2019):

- a) the patriarchal epistemological pervasion of the world by the West (Armstrong 1990; Müller 1998)
- b) the stabilization of the self-images of the non-West that is the result of its devaluating constructions of the West (writings of Hassan Hanafi, Buruma & Margalit 2005; Bauhn & Tepe 2017)
- c) self-images of the West based on its constructions of the non-West (Coronil 1996, Carrier 2003, Brunner & Dietze 2009)
- d) a meta-reflective perspective that considers the multiple directions and dynamics of the discourses between West and non-West ("Critical Occidentalism", Ahnska 2003; "Strategic Occidentalism", Sánchez Prado 2018)

Even if there is this variety of definitions of the concept of Occidentalism, most of the research analyzes the dichotomic relationship between the Orient and the Occident, and the complex discursive and historical entanglements in different regional and national contexts (b and c).

Again, due to the discourse analytical approach of most of these investigations, which are oriented towards textuality, the media aesthetic features of the discourses have often been neglected. Although the investigations focus on films, photographs or other types of media, the non-textual media-aesthetic qualities (image, sound) are hardly considered.

The consequence is that the aesthetic dimension of discourses remains analytically untouched. In order to understand the role of media-aesthetic features of discourses (Mitchell 2015) in the context of the constitution of Occidentalism, the conference pursues the following central question:

*"How do media aesthetic qualities contribute to the constitution of Occidental discourses?"*

The goal of the conference is threefold:

Firstly (Theory), the significance of the concept of Occidentalism will be theoretically rediscussed. Secondly (Topical Cases of Occidentalism), the concept will be explored in regard to its usefulness in describing contemporary problems (since the 2000s onwards; also genealogically based). Thirdly (Media Aesthetics), the role of media aesthetic qualities for the effectiveness of occidental discourses will be discussed theoretically and empirically.

The conference explores these three foci through a global spectrum of presentations and a variety of media configurations. The conference language is English.

FOR MORE INFORMATION SEE THE CONFERENCE WEBSITE  
[WWW.ONLINE.UNI-MARBURG.DE/OKZIDENTALISMUS/INDEX.PHP/EN](http://WWW.ONLINE.UNI-MARBURG.DE/OKZIDENTALISMUS/INDEX.PHP/EN)



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#### PROJECT MANAGER

Dr. Ömer Alkin  
CONFERENCE ORGANIZATION  
Hayriye Kapusuz  
Gökece Saatçi

#### SCIENTIFIC COMMITTEE

Prof. Dr. Malte Hagener, *University of Marburg*  
Dr. Alena Strohmaier, *University of Marburg*  
Dr. Pierre Hecker, *University of Marburg*

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