University of Ljubljana, Faculty of Arts
Department of Ethnology and Cultural Anthropology

The first doctoral students' international conference
Ljubljana, 3 June, 2022

Ethnography today, knowledge production and digital futures

In the frame of the conference, we will discuss knowledge production in anthropology, from the perspective of the West – and "the rest". In terms of social frame, and recent development in international relations, we will problematize self-understandableness of human freedoms and autonomous parts of society.

Organizing committee: Bharath Ranganathan, Sarra Chahbane, Loubna Belmekki, Tina Ivnik

Schedule:

9.00-9.30 Welcome Address

9.30-10.50 Session 1: Ethnographic Research and Anthropological Challenges

1. Janko Rošker, Dualism, and Non-Dualism in Anthropological Theory and Ethnography.
2. Kaoutar Akhoullou, Medical Anthropology Research Challenges.
3. Bharath Ranganathran, Theoretical considerations for contemporary approaches to Indian diaspora studies.
4. Kristina Radomirović Maček, Fieldwork on covid-19 conspiracy theories in the digital space

Coffee break: 10:50-11:30

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11:30-12:50 Session 2: Gender Research, and Feminism

5. Sarra Chahbane, Screening Gender in Moroccan TV Advertising.
6. Rachid Lebyed, Feminist Rejection Of Male Domination Has A Moroccan Origin As Well.
7. Neža Vodopivec, Women at Home: Pandemic Experience at the Intersection of Ageing, Patriarchy and Domesticity.

Lunch break: 12.50-14.30

14:30-15:30 Session 3: Framing Walking Research Methods, Urban Ethnography and Autoethnographic Exploration

8. Tina Ivnik and Manca Račič, Walks and Talks: Advantages and Limitations of Walking Methodologies in Two Fieldwork Experiences.
9. Loubna Belmekki, Autoethnography Beyond Egalitarianism: A Case Study of an Unattainable Gender Equality.
10. Jaro Veselinovič, How To Conduct Ethnography in the City: Notes from the Field.
11. Miha Horvat, Alternative ways of knowledge and autoethnography.

The conference will be organized in the room P3, Zavetiška 5, and at the following Zoom link: https://uni-lj-si.zoom.us/j/94562598823?pwd=SIoxTGNWUTlWM09tY1Z4Ly9nSIFoZz09

Meeting ID: 945 6259 8823
Passcode: 160064

ABSTRACTS

Janko Rošker, University of Ljubljana, Faculty of Arts, Department of Ethnology and Cultural Anthropology, janko.rosker@gmail.com

Dualism and Non-Dualism in Anthropological Theory and Ethnography

In modern anthropology, as in other disciplines, a critique of dualism is frequently voiced. This critique focuses on the hierarchies that emerge within dualism and on the social, ecological, and political consequences of these hierarchies. In this contribution, I will explain what this critique is based on and what various non-dualist anthropological theories and ethnography offer as alternatives. At the same time, I will try to show that the problems of hierarchies mentioned above do not necessarily stem from dualities, but rather from specific understandings of dualities, as there are many societies structured around complementary dualities.
Keywords: Nondualism, duality, relationalism

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Medical Anthropology Research Challenges

Medical anthropology is a subfield in anthropology that emerged from ethnographic research. Medical anthropologists study human health, the healthcare system, and the cultural, social, biological, and linguistic factors of illness and diseases. Furthermore, medical anthropology examines the different perspectives on dealing with the sickness and therapy management of a community. Ethnomedicine is a significant subfield within medical anthropology. Accordingly, this conference presentation provides an introduction to medical anthropology research, its methods, its tools, and the challenges it faces, especially the challenges ethnomedicine faces.
Keywords: Medical anthropology, research, ethnomedicine, challenges

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Theoretical considerations for contemporary approaches to Indian diaspora studies

The presentation will explore the seminal works of three Indian theorists and philosophers – Arjun Appadurai, Gayatri Spivak and Homi K. Bhabha – and look at its potential applications to the author's dissertation work on transcultural dynamics of Indian music in Slovenia.

Key words: globalisation, hybridity, postcolonialism, subaltern studies

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Fieldwork on covid-19 conspiracy theories in the digital space

In the times of Covid19 pandemics, when physical gatherings and social interactions were limited and controlled, interactions in the digital space were not only a matter of choice but were often the only way of a possible connection with other human beings. Consequently, traditional methods of observation of participants and semi-structural interviews were challenged more than ever. Researchers (unless those whose expertise was digital ethnography before the pandemics) were confronted with the novel model of designing the »fieldwork«. This panel will open the debate around key concepts of exhibiting the fieldwork in the times when social interaction was limited. How can we relate to »classical methodology« in the digital ecosystems? What is the role of a researcher in digital surroundings? How should his/her anonymity (almost some kind of scientific voyeurism) be understood? And lastly, how can we analyze practices, rituals, behaviors, and the creation of narratives in terms of a relation between the digital and non-digital (physical) world? The illustrative example of this specific research situation is the exponent rise of conspiracy theories on the internet. At the same time, in the physical world, the popularity of conspiracy theories is also reflected in many social practices, such as attending rallies, from negating the vaccine to denying the science itself. Among other, conspiracy theories were also one of many factors accelerating this type of behavior. By gaining insight into this specific example

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(conspiracy theories practiced in digital and non-digital space), I will try to open an important question regarding the essence of the relation between digital and non-digital fieldwork. Shortly, if one phenomenon is popular/extreme/fatalistic/radical in digital space, it's strongly debatable if it is the same in reality. That can leads us to the idea that the digital world sometimes holds a much more decisive role than it seems.

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Screening Gender in Moroccan TV Advertising

This conference paper strives to illuminate the interlinked relationship between gender, language, and advertising in the Moroccan context. It aims at demonstrating the way language and gender are represented in Moroccan TV advertising as well as the extent to which the language of advertising contributes to the stereotypical depiction of gender. To achieve these objectives, I collected and carefully analyzed eight Moroccan television advertisements. Since the study does not require the collection of data from people but rather from recorded information, it is, therefore, examined using content analysis which tends to systematically read and analyze both the implicit and explicit meanings of communicated materials, be it a text, an image, or a symbolic body. In a general sense, the utility of language is proved to be used as a manipulative tool through which Moroccan television advertising tends to disseminate and reinforce the traditional patriarchal ideology which seeks to psychologically manipulate the audience to accept different gender inequality structures. An instance of this would be the notion of separate spheres which is applied to fortify existing gender roles and stereotypes. Predominantly, women are portrayed as being attached to the private sphere where they act as housekeepers whose first and foremost task is doing household chores. Men, on the other hand, occupy the public sphere which tends to demonstrate their dominance, power, and control over women. Along with these findings, the single most striking result to emerge from the data is the household detergents company, Mio, which aims at creating a new normal by closing the housework gender gap through the inclusion of men in the promotion of their products.

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Feminist Rejection Of Male Domination Has A Moroccan Origin As Well

Many researchers consider that feminist thought based on resistance to patriarchy has a purely Western origin.It may be true that many concepts related to gender and feminist thought has a western origin, but resistance to patriarchy has never been the preserve of one society without another throughout history.Fatima Mernissi, one of the leading feminist researchers in Morocco and the world, was aware of this historical fact. That is why she returned to the ancient Moroccan oral literature, and rewrote an oral folk tale, to confirm this fact.The story is entitled "Women's Tricks and Men's Tricks".Through systematically analysing this story from sociological and anthropological perspectives, this paper stives to show to what extent it expresses the female rejection of male domination that was as old as Moroccan society.The folk tale is a story between two young lovers, whose relationship begins with courtship and ends with marriage, and this period will be characterized by forms of gender discrimination, which women will reject, Where a woman will refuse to belittle her person just because she is a woman, and she will prove to her lover that she has the same competence and intelligence, and that she can even surpass him. All the events of the story, from its beginning to its end, show that the female rejection of male domination has a Moroccan origin as well as an idea and living positions before the theoretical framework that supports it appeared in the West.

Keywords: Feminism, Moroccan literature, symbolic violence, patriarchal thought, Folk tale

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Women at Home: Pandemic Experience at the Intersection of Aging, Patriarchy and Domesticity

As the cases of Covid-19 started appearing around the globe in 2020, the affected countries implemented various measures to prevent the transmition of the virus among its population. Some of the most common strategies included various forms of widespread lockdowns, curfews and other restrictions of life outside the household. The majority of daily activities including homemaking, caregiving, but also paid work, became physically confined to the home. For many women this represented a shift in expected and actual responsabilities, as it often meant a certain (or implied) return to traditional gender roles and expectations. This submission will explore how these new circumstances and burdens were experienced by women in Slovenia considering differences in age and family composition. It draws from ethnographic fieldwork done in spring 2021 in Ljubljana, Slovenia.
Keywords: Women, Covid-19, Lockdown

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Walks and Talks: Advantages and Limitations of Walking Methodologies in Two Fieldwork Experiences

Even if walking is something we do every day, we rarely reflect upon it. There has been done some research on histories of walking, however, in social sciences, the 'walking interview', 'go-along interview', 'fieldwork on foot', 'ethnographic hike', and 'walking methodology' have been applicated just recently. Therefore, the practice of walking is becoming more present and thought about in the context of ethnographic and anthropological research, particularly as an alternative way of approaching the people we study and getting a rather different knowledge about them. In the beginning, the presentation will briefly outline different walking methodologies, explore the

differences between them, and summarize how they were used in research done by foreign and Slovenian social scientists. Yet, the main focus of the presentation will be on showing how these methods proved to be helpful in the authors' fieldwork. Firstly, we will analyze how walking methodologies have been useful in researching contemporary paganism in Slovenia; especially when accompanying individuals in visiting already established sacred places or places that, for a variety of reasons, represent greater value to them. As the author will present, conducting interviews in such places, mostly located in pristine nature, opens up new insights into the biographical narratives of interlocutors. Secondly, walking methodologies will be examined as an approach useful in researching the cultural landscape and its changes over the duration of inhabitants' lives in a depopulated border area in Italy. We will show how walking with people can bring up spontaneous memories that would otherwise remain untold, how it can add a context for a researcher with situating knowledge in a particular place and create a different, more equal dynamic between the researcher and the researched.

Key words: Walking methodology, Paganism, Cultural Landscape, Fieldwork, Go-along interview

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Autoethnography Beyond Egalitarianism: A Case Study of an Unattainable Gender Equality

The following academic paper presents autoethnography as a research method to describe and interpret cultural texts and political and cultural norms concerning egalitarianism. For instance, there will be some highlights on the employment of the concept of inequality in its correlation to the dystopian literature mainly, "Harrison Bergeron", "We" and "1984". Moreover, this study adopts the narratives associated with what has been further discussed about inequality and how it is, presumably, unattainable. Nevertheless, it was significant to carry on a study about how gender equality is, somehow, unachievable, not in the sense that a certain gender is better than the other, it goes beyond favoritism. Rather, in a sense, it will not be a catastrophe if this gender equality had not been realized. Notably, this shall permit us to understand the correlation between

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men and women in terms of complementary rather than equality. Nevertheless, it will not reflect how feminists and different feminisms have failed towards establishing their purposes. On the contrary, Feminism, in its various denomination, has served its ultimate goal of highlighting the disparities that have always existed between the genders both in private and public spheres. Interestingly, providing more analysis of what has been described in this abstract will be more detailed in the presentation of this international conference.

Keywords: Autoethnography, Dystopia, Gender Inequality, Inequality

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How To Conduct Ethnography in the City: Notes from the Field

The focus of the paper, presented at doctoral students' conference, will be on methodological issues regarding my current ethnographic fieldwork in Novi Sad, Serbia. I will present the issues I encountered while trying to find a way to conduct fieldwork research in a city that is currently bearing an important title, namely one of being the European Capital of Culture (ECoC), and in which today live almost 500.000 inhabitants, making it fairly bigger than what would and should »normal« ethnographic fieldsite look like. How to find relevant informants, where to spend most of your time and how important are key informants in a setting like this, are just some of the questions, answers to which I will present in my presentation.

Keywords: Fieldwork, Novi Sad, European Capital of Culture, Urban Anthropology

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Alternative ways of knowledge and autoethnography

Alternative ways of knowledge and autoethnography or art, design, artistic method and autobiography, self-portrait in the context of study - anthropological and ethnological research of the second largest Slovenian town, its locals, its glocality and his, their lives with artificial light.

Keywords: alternative ways, autoethnography, artistic method, second largest town, artificial light