Globalization, National Identity and the Israeli Advertising

Tuesday, 29 March 2011
4.00pm – 5.30pm
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Abstract:
Whereas most notable scholars of nationalism and national identity focus on high” and “official” culture, I suggest looking at one of the most prominent products of popular culture—advertisement—as a means of comprehending the notion of the “ontological security”. A model: performing the global/performing the local” assists in mapping how symbols that maintain “banal nationalism” operate in various domains of a small nation-state under major American influence. In other words, I offer a model that attempts, via mediascape, to reveal the location of a community in a nation-state on the "ontological security"-Americanization spectrum.


Presenter: Professor Anat First