

**American Anthropological Association
Annual Meeting: Traces, Tidemarks, and Legacies
Montreal, Canada
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**Panel 5-0130
MEMORY, MONUMENTS, AND COMMEMORATION: FIELD LEGACIES, FIELD
FUTURES**

*Saturday, November 19, 2011: 08:00-09:45
Montreal Convention Center 512B (Palais des congrès de Montréal)*

Panel Abstract: Anthropologists-in-training investigate contentious heritage narratives and practices related to remembering and marking the past. This panel brings together graduate students participating in a new three-year project that aims to deliver focus and vitality to a 40-year-old field studies program at a public New England University. Grounding their research in the theme of Cultural Heritage in European Societies and Spaces, the panelists' field research endeavors and ongoing analyses are possible due to a training grant from the National Science Foundation. Students in this initial cohort investigate memory, monuments, and commemoration in Cyprus, Serbia, Spain, and Turkey. They engage with sites of "difficult" heritage in the sense that the process of making heritage is often contentious. Investigating conflict and meaning suggests that anthropologists draw on theories from a range of relevant approaches that offer dynamic models of society. Students examine various organizations, institutions, and players in setting heritage policy agendas, carrying out heritage-related performances, erecting heritage-commemorating sites, or planning heritage events and competitions. These varied contexts manifest negotiations between international, national, and local actors. Students use methods to identify, observe, collect, and analyze heritage politics, narratives, and practices. This panel invites participants to reflect on the training process itself as well as the products of their own research. Toward the first objective, we will explore two questions: What are the limitations and challenges of a four-field training program? What are the benefits and synergies of such a field studies design? Toward the second objective, we follow several lines of inquiry: What do students' findings reveal about the ways in which various subfields may contribute to anthropological knowledge related to legacies and the dialectics of past-present entanglements? What are the political and ethical stances of asserting heritage, which implies a shared past, in an era of profound differences? Finally, how do these emerging anthropologists' findings contribute to shaping the discourses and practices as well as marking, maintaining or altering distinctions—or resisting them altogether—in "multiply occupied" places?

Organizers:

Elizabeth L Krause (University of Massachusetts Amherst)

Chairs:

Krista Harper PhD (University of Massachusetts Amherst)

Abstracts of Papers Presented

El Futuro Tiene Raíces: Finding Roots, Producing a European Capital of Culture

Grace C Cleary, University of Massachusetts Amherst

A prominent slogan in Córdoba's bid to become European Capital of Culture, "the future has roots" captures the essence of the Spanish city's campaign to win international heritage recognition. How the city found these roots and used them to connect people to shared pasts is a central focus of this paper. As its case study, this paper describes the city's last few months as a candidate for the European Capital of Culture contest, focusing specifically on how it chose to define itself as "European," and how it highlighted its "European dimension," an important component to winning the contest. While Córdoba's multicultural past, one which involves Roman, Muslim, Jewish, and Christian heritages, is well known, the author sought to learn more about the ways in which these multicultural pasts were connected to the present, and above all, how they could be used as part of Córdoba's strategy to market itself as a European Capital of Culture. By attending city-sponsored cultural activities, visiting museums and heritage sites, volunteering on the campaign, and conducting interviews with campaign workers and local people, the author sought to identify and explore the visual and discursive strategies that the city employed during its bid to become European Capital of Culture. By analyzing the marketing of this city's diverse, and sometimes contested heritages, this paper provides insight into the power relations inherent to heritage production, as well as a better understanding of the ways in which heritages are created.

From Artifact to Narrative: Combining Methodologies to Trace National Identity through Cypriot History

Jill C Bierly, University of Massachusetts Amherst

This paper combines methodologies of archaeological interpretation with ethnographic inquiry to compile impressions of the Cypriot national identity narrative(s). It considers individual perspectives in order to explain how the ancient past is represented in contemporary Cyprus. The crux of this paper is a discussion of the benefits and consequences of this non-traditional interdisciplinary approach and the challenges that arose during fieldwork. This project necessitated the careful selection of specific heritage sites and the inclusion of varied voices. With the juxtaposition of archaeological and ethnographic methodologies the researcher has created a new direction for her research that incorporates visual thinking strategies with perspectives of national identity. This direction has challenged the researcher and her interviewees to contemplate questions that evoke their impressions of contemporary heritage preservation on the spaces and artifacts of antiquity. This

paper reflects on the preliminary analysis of data collected in response to the questions that surround the development of Cypriot identity narrative(s). To what degree is there continuity in the way ancient and contemporary populations formed connections with specific spaces, objects or historical figures? Have the Cypriot heritage sites sensitively represented Cypriot identity throughout history? The inherent tension of these two methodologies has delineated the connections archaeologists and curators have made between ancient and contemporary identity narratives. The ultimate goal of "From Artifact to Narrative" is to document perspectives and trace patterns as to how the past, through the aegis of archaeology, is viewed in contemporary Cyprus.

Contemporary Flamenco between Heritage Tourism and Cultural Identity

Seung ho Chung, University of Massachusetts Amherst

Contemporary flamenco in Spain has a twofold meaning: a quasi-national symbol that serves as a heritage tourism product and a traditional Andalusian symbol that inspires local cultural identities. This contemporary contrast needs to be reexamined in light of the play between local meanings of flamenco and Spain's international image. UNESCO declared flamenco one of the "Masterpieces of the Oral and Intangible Heritage of Humanity" in 2010, which means flamenco has become legitimized as a world heritage treasure. What is the current status of flamenco in Spain? Is flamenco no more than a tourism commodity within a larger commercial tourism industry? How should the relationship between flamenco and Andalusian identity be understood? This study analyzes how contemporary flamenco is being represented, consumed and commemorated in the continuum from local commemoration to the national tourism industry. Through a qualitative field research project in Spain, flamenco is examined in various contexts such as museum exhibits, tourism events, monuments, religious ceremonies, local festivities, flamenco schools and local communities in order to find a pattern of collective memory on flamenco. The institutional and commercial aspects of flamenco, which affect its reception by the public including tourists, is compared with the artistic and spiritual side of flamenco in the context of local memory and commemoration. This study attempts to understand the heterogeneity of flamenco in connection with two aspects of flamenco: a modus vivendi and an art form.

"We Have Entrusted Our Hopes, Dreams and Memories to the Sea": Locating Reverberations of Turkey's Marmara Earthquake in Public Places and Mental Health Policies

Mackenzie L Jackson, University of Massachusetts Amherst

This project investigates the relationship between social memory of trauma and political-economic forces that traverse "local" and "global" configurations of meaning and power as they shape health interventions. Drawing from social memory studies and the anthropology of public policy, this paper poses the following questions: how is social memory of trauma built into public spaces and policies? How are these varying forms of memorialization in dialogue with each

other? How do people and institutions reflect on past traumas in order to prepare for traumas yet to unfold? I will address these questions with information gathered during a two-month pilot study in Turkey's Marmara region, and from analysis of the discourse contained in and surrounding Turkey's National Mental Health Policy, which makes repeated reference to the Marmara earthquake of 1999. By examining sites and materials of commemoration and conducting interviews with municipal officials, I have attempted to identify central themes and points of contention in the production of social memory regarding the Marmara earthquake. Mental healthcare professionals were interviewed about the status of mental healthcare in Turkey, the role of psychiatry in trauma response and future directions for mental health policy. In addition to highlighting the ways in which memory of a trauma was built into public spaces and policies in Turkey, this study raises questions about different conceptualizations of social memory and their respective uses in the anthropology of public policy.

Disarming History: The Pedagogy of Reconciliation and Democratic Citizenship in the Balkans

Dana N Johnson, University of Massachusetts Amherst

Across southeast Europe, secondary-school teachers are being trained in techniques for teaching their students to approach national history critically, and with an awareness of the outlook of the Other. This paper will present some preliminary results from pilot field research conducted amongst the constellation of transnational actors engaged in changing the way that controversial history is written and taught across the Balkan region. How are decisions reached within the regional networks of history teachers, professional historians and Western donors undertaking these projects? How are these efforts situated within the context of regional reconciliation? By tending to the “circuits of power and knowledge” (Alonso 1988) in the production of social memory, this research will interrogate the field of power in which new “forms of democratic belonging” (Greenberg 2010) are being negotiated. How are discourses of democracy and Europeanness deployed? And how are such projects linked to changes in the larger processes of imagining the nation and citizenship in the shadow of the European Union? Through a multi-sited ethnography of initiatives engaged in producing alternative educational materials, this research attempts to bring a critical heritage perspective to the analysis of how contentious episodes in the Balkan past are literally being rewritten.

Discussant

Pamela L Ballinger, Bowdoin College

Discussant

Lawrence J Taylor, National University of Ireland, Maynooth