



Call for Participation
Bi-National Meeting - South Africa-Brazil Consumption Studies – Comunicon – 2014

October 8th 2014 – Escola Superior de Propaganda e Marketing – Programa de Pós-Graduação em Comunicação e Práticas do Consumo (PPGCom), São Paulo, Brasil

PPGCom-ESPM and the Critical Research in Consumer Culture (South Africa) Network invites applications for participation in a bi-national scholarly workshop focused on **Consumer Culture Studies** in Brazil and South Africa.

This bi-national meeting is a follow up to a South-South Consumption Studies Workshop which took place in Johannesburg, South Africa in November 2013, and it is a pre-conference workshop to the 2014 ComuniCon Congress to be hosted from 9-10 October 2014.

Scholars working on any aspect of consumption or consumer culture, broadly conceived, in South(ern) Africa or Brazil are invited to participate. The intention of the meeting is to share empirical and theoretical perspectives regarding current research, as well as to give opportunities for future projects of collaboration or comparison in the context of the exchange and collaboration between countries of the South Atlantic, in specific Brazil and South(ern) Africa.

An event focusing on comparison, contrast and exchange between Brazil and South Africa in the realm of consumption studies is justified by the present socio-economic context of these two countries. Both are mentioned as the future economic elite of the global capitalist system, both face challenges in improving the life quality citizens as a consequence of the economic growth, both countries regard themselves as global citizens, both are immersed in the global media flows that promote consumption. On the other hand, it is certain that the fulfillment of economic growth without limit in new liberal bases is not a sustainable development model and it will not turn out into enlarged social equality and mobility – as it is being proved by the collapse of some of the structures of free market in the northern hemisphere. How consumption and consumer culture play into these larger structural questions in Brazil and South Africa is a pressing question for social research.

The workshop can host a maximum of 16 participants. We hope to have an equal number of South Africa and Brazilian scholars participating. Applicants should send the following to encontrobinacional@espm.br (to Marcia Tondato) by **July 20th**:

- A one-page CV
- A two-page motivational statement, describing:
 - current research preoccupations
 - a working title for a 15-minute research paper
 - an account of how scholarly exchange between South Africa and Brazil may tie in to current or future research work
- Confirmation of availability from 8 – 10 October 2014

(PLEASE, SEND THE ASKED DOCUMENTS ONLY TO: encontrobinacional@espm.br)

We ask that all applicants demonstrate a coherent research agenda/focus in their motivational statement. Both established and early-career researchers are welcome to apply. Successful participants will be informed by **30 July 2014**, in order to allow for sufficient time for travel preparations. Participants will need to cover their own travel costs to and from Brazil. SIX accommodation subsidies are available for non-Brazilian participants—who should indicate their interest in their cover letter. Any inquiries can be directed to encontrobinacional@espm.br. Up to



THREE travel subsidies for South African participants are available. Enquiries for these should be directed to mehita.iqani@wits.ac.za.

Meeting conveners:

Dr. Marcia Tondato, Escola Superior de Propaganda e Marketing (ESPM) Sao Paulo, Brazil.

Dr. Mehita Iqani, Department of Media Studies, University of the Witwatersrand, Johannesburg, South Africa

Involved organisations

Escola Superior de Propaganda e Marketing (ESPM) Sao Paulo, Brazil: <http://www2.espm.br/>

Department of Media Studies, School of Literature, Language and Media, University of the Witwatersrand, Johannesburg, South Africa: www.wits.ac.za; www.mediastudies.co.za

Critical Research in Consumer Culture (CriCC) Network:
(www.consumerculturenetwork.wordpress.com).