



University of Ljubljana, Faculty of Arts

Department of Ethnology and Cultural Anthropology

The second doctoral students' international conference

Ljubljana, Friday, May 26, 2023

**Anthropological Perspectives on Culture: Memories, Heritage, and
Identities in the Postmodern Societies**

Univerza v Ljubljani, Filozofska fakulteta

Oddelek za etnologijo in kulturno antropologijo

Drugi mednarodni posvet doktorskih študentov in študentk

Ljubljana, v petek, 26. maja 2023

**Antropološki vidiki kulture: spomini, dediščina in identitete v
postmodernih družbah**





About the conference:

The conference collectively explores various aspects of culture, music, memory, identity, and social behavior in different contexts, offering insights into their significance and transformations in the postmodern world.

O konferenci:

Na mednarodnem posvetu bomo skupaj raziskali različne vidike kulture, glasbe, spomina, identitete in družbenega vedenja v različnih kontekstih ter ponudili vpogled v njihov pomen in preobrazbo v postmodernem svetu.

Organizing committee: prof. dr. Rajko Muršič, Anja Pogladič, Martina Vuksan

The conference is organized in the room P3, Zavetiška 5, and at the following Zoom link:
<https://uni-lj-si.zoom.us/j/94562598823?pwd=SloxTGNWUTIWM09tY1Z4Ly9nSIFoZz09>

Meeting ID: 945 6259 8823

Passcode: 160064

Schedule:

9.10-9.20 Welcome Address

9.20-10:20 Session 1:

1. **Maria Sokolova:** Your Shelf, Yourself: Normative Discourses on Home Museums
2. **Shreya Ramnath:** Sounding Authenticity in Carnatic Music: How a New Generation of Artists Repurposes the Classical
3. **Anja Pogladič:** Understanding Influencers of Conspiracy Theories





Coffee break: 10:20 – 10.50

10.50 – 11:50 Session 2:

1. **Martina Vuksan:** Shaping a Postmodern Subcultural Identity and the Meaning of Belonging: A Relational Perspective on Establishing a Punk Subculture in Slovenia
2. **Sarra Chahbane:** An Anthropological Look at FIFA World Cup 2022: Football's Cultural Significance in Morocco and its Influence on Moroccans' Identity
3. **Kaoutar Akhoullou:** The Role of Moroccan Traditional Music in Preserving Culture Memory and identity: Gnawa Music as a Case Study

Coffee break: 11:50-12:20

12:20 – 13:20 Session 3:

1. **Angela Giattino:** Hybrid Knowledge, Hybrid Identities in Amazonian Youth
2. **Meryem Madili:** From Slavery to Stardom: A Mystical Ethnic Group in Morocco
3. **Rachid Lebyed:** Ethnography of the Daily Life During the Month of Ramadan in Morocco

Lunch 13:30

ABSTRACTS

Maria Sokolova, Department of Cultural Studies, Faculty of Social Sciences, University of Ljubljana, Slovenia

Your Shelf, Your Self: Normative Discourses on Home Museums

The renaissance cabinets of curiosities in rich homes across Europe gave life to modern institutional museums. Today, fascinated by the poetics of the ordinary and equipped with a cultural studies lens, we observe our own familiar bookshelves and cupboards – these new





cabinets of curiosities – filled with cheap souvenirs, postcards and family photographs; we bring the museum circle back home. It always takes an effort of observation for a home museum to emerge conceptually, though less an effort to be assembled.

This conference presentation outlines the phenomenon of creating a dedicated home space for memory making and examines how the normative discourses about curating such spaces manifest themselves in routine private memory-making practices. It conceptualizes sets of memory objects displayed and archived by private people as home museums. Although the owners of such collections often do not consider them as museums, their functions speak for themselves: preserving, exhibiting, voicing and celebrating (hi)stories.

Keywords: private memory making, nostalgia, objects of memory, home museums, media

Shreya Ramnath, Department of Sociology and Social Anthropology, Central European University, Austria

Sounding Authenticity in Carnatic Music: How a New Generation of Artists Repurposes the Classical

The southern Indian classical form of Carnatic music is seeing an explosion of virtual activity—in the form of experimentation, innovation both within the system and transcending genre boundaries, and transnational musical alliances. This presentation argues that a new generation of artists locates authenticity less in faithfulness to the classical canon and conventions and more in values of self-reflection, self-discovery, originality, and a concern for social and political issues. It also demonstrates how, in a dramatic departure for a traditional artistic system that has publicly and consciously disavowed political affiliations, these practitioners *repurpose, reconfigure and reflect* on Carnatic music in the virtual realm in ways that best align with their “modern”, cosmopolitan selves, reflecting how authenticity is both





the experience of feeling congruent to one's sense of true self and a quest for stability and identity amidst the frenzied forces of postmodernity.

Keywords: Culture, Classical, Cosmopolitan Identity, Authenticity, Caste

Anja Pogladič, Department of Ethnology and Cultural Anthropology, University of Ljubljana, Slovenia

Understanding Influencers of Conspiracy Theories

The presentation is a short overview of influencers' behavior on social media, focused on self-presentation and conspiracy theories. The overview is part of the literature review for doctoral dissertation. Social media users post different things daily and they are presenting themselves through their posts. Some of them have many followers and they have the power to influence what others think or do. They are called the influencers. Influencers could act as marketing tools, but they are also social relationship assets with which brands can collaborate to achieve their marketing objectives. Their large followings on social media are a good basis for spreading conspiracy theories and because influencers are more »popular« than many scientists, people tend to trust them too much. They are highly responsible for what they say and how they present themselves on social media, because their behavior can have serious consequences. People trusting influencers more than scientists and neglecting science is one of the main characteristics of post-truth society. In post-truth society misleading or false information (often shared on social media) influence concepts empirically studied and theorized by academic research. This phenomenon puts science in an inferior position in relation to individual's opinion and could mean the degradation of science.

Martina Vuksan, Department of General Anthropology, Charles University, Czech Republic





Shaping a Postmodern Subcultural Identity and the Meaning of Belonging: A Relational Perspective on Establishing a Punk Subculture in Slovenia

Unlike the British punk subculture's social and economic concept of "others," the same concept in the case of Slovenian punk subculture did not rest on class, race, and unemployment. It rather shaped its first otherness in the form of a reaction to the existing ideology and culture. The presentation focuses on how and why a postmodern theoretical perspective can be applied on the research of Slovenian punk rock that emerged in 1976. It is based on the relational perspective and developed on postmodern subcultural theories, which emphasize the fluidity of subcultures, individualization of subcultural actors, and the role of cultural consumption and globalization in shaping subcultures, as opposed to the early 20th-century modern subcultural theories that are based on social structures such as economy, class, and ethnicity, as well as youth deviance and crime.

Keywords: Relational perspective, postmodern, subculture, punk, Slovenia, socialism, communism, Yugoslavia, subcultural theory

Sarra Chahbane, Sidi Mohamed Ben Abdullah University, Faculty of Arts and Humanities
Dhar El-Mahraz Fez, Morocco

An Anthropological Look at FIFA World Cup 2022: Football's Cultural Significance in Morocco and its Influence on Moroccans' Identity

Since the late nineteenth and early twentieth centuries, sport has occupied a tenuous position in the field of anthropology. According to sports anthropologists, sport is more than just a physical activity but rather a cultural performance. This cultural aspect of sport has been widely witnessed in the biggest international tournament of football, the world cup, and more precisely the FIFA World Cup Qatar 2022. Accordingly, this paper seeks to explore, describe,





analyze, and interpret the cultural significance of Football in Morocco and its influence on Moroccans' identity. To carry on this study, we used netnography to delve deeper into the way Moroccans underwent this FIFA World Cup experience by virtually observing not only their actions and reactions to different games in this event but also the way different international media outlets perceived, described, and covered the positive experience of the Moroccan national football team, being the first African and Arab country to qualify for the FIFA World Cup semi-finals.

Keywords: Sport Anthropology, Football as a cultural practice, FIFA World Cup 2022, Moroccan's national team, netnography

Kaoutar Akhoullou, Sidi Mohamed Ben Abdullah University, Faculty of Arts and Humanities
Dhar El-Mahraz Fez, Morocco

The Role of Moroccan Traditional Music in Preserving Culture Memory and identity: Gnawa Music as a Case Study

Cultural memory and identity are pivotal elements of maintaining a sense of continuity and belonging in the postmodern world. This presentation explores the role of Gnawa music, in preserving cultural memory and identity in the postmodern era. Depending on the fieldwork conducted in Morocco, this study examines the ways in which the traditional music of Gnawa is used as a vehicle for transmitting cultural values, beliefs, and practices across generations. Through an analysis of Gnawa Music this presentation demonstrates the ways in which Gnawa music serves as repository of cultural memory and identity, as well as sites of creative innovation and expression. Additionally, this presentation considers the challenges of maintaining Gnawa music in the face of modernization and globalization. Ultimately, this study argues that Gnawa music plays a critical role in preserving Moroccan cultural memory





and identity, while also providing a means of creative expression and innovation in a rapidly changing world.

Keywords: Gnawa music, Morocco, cultural memory, identity, cultural values, traditional music

Angela Giattino, Department of Anthropology, London School of Economics and Political Science, UK

Hybrid Knowledge, Hybrid Identities in Amazonian Youth

Based on thirty months of fieldwork in Peruvian Amazonia, this presentation explores how young urban indigenous people become socialized persons through the acquisition of different forms of knowledge, both inside and outside academic settings in the city. Young Amazonians are often invested, by their families and society at large, with the moral duty to carry on their elders' cultural heritage. At the same time, their education, inside and outside formal institutions, raises fears of cultural loss and concerns that deference to scientific notions might erase traditional forms of knowledge. Therefore, indigenous graduates face relevant deep-seated issues and predicaments of belonging during their studies, as well as during processes of acquisition of what they define as traditional, ancestral indigenous knowledge. What emerges from the new doctoral data is that knowledge has come to be a pivotal site for struggles around indigenous identity, authenticity, and belonging, but also a vehicle for young peoples' hopes and aspirations for the future, as well as their longing for an idealized past. Building on growing debates on the hybridization of indigenous cultural identities within multicultural settings, Angela's contribution focuses on the relevance of knowledge acquisition for young Amazonians' processes of identity formation and negotiation.

Keywords: Amazonia, youth, indigeneity, Peruvian Amazonia





Meryem Madili, Department of Ethnography and Cultural Anthropology, University of Debrecen, Hungary

From Slavery to Stardom: A Mystical Ethnic Group in Morocco

Morocco is known for its cultural and ethnic diversity. This presentation spotlights mystical ethnic group in Morocco who baffled many people from all over the globe; descendants of slaves who traced their origin to Sub-Saharan countries (Mali, Guinea, Ghana, Senegal, Niger). It also refers to a spiritual type of music that can be used as a method of healing with special rituals. The Gnawa are part of an ethnically and historically complex hybrid community that gradually emerged in the late nineteenth century with the slow disintegration of Moroccan slavery. Through travel, exchange, and negotiation, these former slaves merged aspects of various cultural influences from Sahelian and North Africa and, by the late nineteenth century, their identity crystallized, and they started to market their culture. Gnawa rituals and beliefs centre on the 'lila' or 'derdba', two names for an all night, trance-based, spirit possession ceremony. The event engages the senses to incite possession trance in paying clients, in some invited family or friends, and potentially in other spectators who are present. The types of possession beliefs and trance activities that feature in this ritual share many similarities with other African and syncretic practices.

Keywords: Gnawa, ethnic group, Morocco, slaves, Sub-Saharan

Rachid Lebyed, Faculty of Arts and Humanities Dhar El-Mahraz Fez, Sidi Mohamed Ben Abdullah University, Morocco

Ethnographic Synopsis of the Daily Life During the Month of Ramadan in Morocco



ODDELEK ZA ETNOLOGIJO IN KULTURNO ANTROPOLOGIJO

FILOZOFSKA FAKULTETA, UNIVERZA V LJUBLJANI



This presentation aims to provide an ethnographic synopsis of the daily life during the month of Ramadan in Morocco. The researcher employed observation and participatory observation techniques to collect data, immersing himself in the events and providing a detailed description of daily life during Ramadan in public spaces. Significantly, this includes the period from preparing for the arrival of Ramadan to the celebration of Eid al-Fitr which spans thirty days and involves various forms of social transformation. Moreover, the presentation attempts to document social behavior in various public spaces through focused description. The researcher explored markets, commercial streets, mosques, governmental buildings, and all public spaces to observe and record various forms of behavior and identify contradictions that deviate from religious norms that form the basis of the philosophy of fasting in Islam. In conclusion, the presentation records the various behavioral customs that characterize daily life during Ramadan, highlighting the significant days of the month and its distinct stages.

Keywords: Ramadan, Morocco, observation, social behavior, religious norms, behavioral customs.

