

Lecture as part of the Teaching Assistantship Programme 2019

## **Imagology: Stereotypes in Literature**

### **Organizational details**

Instructor: Oriol Guni

Date: 11.07.2019, from 16.00 to 18.00 h

Location: Campus Wirtschaftswissenschaften, Licher Strasse 68, D-35390 Giessen, room020 (HS 020)

### **Content**

The lecture is designed to shed light on the theory of method of imagology, which is described as the discursive study of the stereotypical attributions of national character and it is also concerned with the study of cross-national perceptions and images as expressed in literary discourse. The lecture will initially focus on a chronological approach, presenting how imagology has developed in the course of history, including the internal changes that the concept has sustained, and then the lecturer will also present the latest developments in this field. The lecturer aims to offer several examples or case studies to make the concept more tangible for the participants, including old and new stereotypes that have appeared consistently in literature. Also important for this lecture, are the intersections of imagology with other media and the workings that such stereotypes have from a cultural approach. A special attention will be devoted to intersections of the discourse of the national and ethnic essentialism with other more recent developments such as identity politics.

Key words: Imagology, stereotypes, ethnotypes, national identities, nationalism, ethnicity

### **Learning Targets**

- An outline of the theory of imagology
- To highlight the forms and functions of its method
- To offer a perspective that covers not only literature, but also culture and other mass media
- How to conceptualize imagology considering the demise of Eurocentrism

### **Target group**

Students, Doctoral Candidates and Postdocs of all Faculties

### **Course language**

English

**Registration** No registration needed