

TRANS/FORMING CULTURES ANNUAL LECTURE SERIES 2007



Professor Toby Miller

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Madeover Nation: The United States of Reinvention?

Wednesday 11th July, 7:00 pm
Lecture Theatre CB02.04.13
University of Technology Sydney
(enter via the UTS Tower, Broadway)

In times of economic dynamism and uncertainty, consumerism merges with old myths about meritocracy and religion to inform the 'manufacture' of citizens and the nation. DH Lawrence identified *'the true myth of America'* as: *'She of the old skin, towards a new youth'*. The detritus of Europe needed remaking, and thus, in the North, the process continues. A society permeated by the 'American Dream', these dreams both reference and distort reality. They attract and please even as they horrify and disappoint. So I will look at the power of various forms of knowledge about people and their emotions as applied to the US, hoping that, if we are to understand an absurdly wealthy and wasteful country, we must *question* the pleasures of reinvention as well as embracing them, teasing out as we do so the mystification of moral panics, and the reality of risk society.



Toby Miller has taught media and cultural studies across the humanities and social sciences, both in Australia and in the US. His research areas include: media, sport, labour, gender, race, citizenship, politics and cultural policy via political economy. He engages in textual analysis, archival research and ethnography. He recently became editor of *Social Identities*.

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