The Anthropology Graduate Student Association Presents:

Brown Bag Lecture
Thursday, November 7th
3:30
221 Jessup Hall

Presentation:
Sarah Raine

Abstract: The Naxi people of China’s southwestern Yunnan province are an ethnic minority culture known internationally for their unique system of pictographic writing. Traditionally, this writing was used as a ritual script by an elite class of cultural and spiritual leaders known as Dongba. As interest in the Naxi culture has attracted both foreign and domestic tourism, this cultural knowledge has become a commercial commodity, constituting a change in use and requiring a change in access to this cultural knowledge. These commercial interests intermix with interests of cultural preservation to influence the spread of Dongba knowledge to new groups, including those involved in the tourist industry and the foreign and domestic tourists to whom they cater. My brownbag presentation will provide an overview of my summer research conducted in the city of Lijiang and a preview of my AAA paper focusing on the language interactions and ideologies involved in the dissemination and negotiation of Naxi cultural knowledge in tourism-related settings.