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Squeaky cheese and gooseberry jam. Multisensory food memories contributing to dining event.

The article examines how cultural and personal multisensory memories can be employed in contemporary dining and acoustic design. The study is based on the scholarly principle of the applied ethnomusicology, which is to broaden the use of research knowledge beyond the academic context and aims to influence social interaction and empowering of communities. The interviews on food, environmental sounds and music of the post-war Ostrobothnia, Finland were transcribed and content-analysed to identify the meanings related to ingredients, raw materials, cooking techniques and dining situations in both everyday and festivity contexts. A multisensory dining event was then produced based on childhood food memories, where the soundscape and photo streams were designed to reflect the analysed data. The feedback showed, that memories of the past could be utilised in constructing emotionally and intellectually rewarding experiences thus enhancing the feeling of community while remembering the multisensory past.

(Ab)Normal Aging. Constructing the Boundaries of Pathological Aging in Finnish Psychiatric Case Histories of the 1930's

Aging has carried multiple dichotomic meanings throughout the history. It is natural to age but, on the other hand, especially medicalization has associated aging with sicknesses and other unnatural changes in body and mind.

The article approaches the dilemma of (ab)normal aging by examining 135 case histories of elderly patients hospitalized in a Finnish mental institution during the 1930's. Focus is mainly on the lay interpretations written down into the case histories. By analyzing these notes, it is asked how the family members interpreted the deviant signs in elder persons' behavior and, further, when "normal" symptoms of aging became pathological in lay thinking.

The aim of the article is to offer one perspective for constructing the boundaries between normal and pathological aging. It is illustrated, for example, that although the medical diagnosis of the patients was related to aging (e.g. dementia), the idea of pathological aged body did not necessarily serve as a meaningful or understandable cause for deviant behavior in lay thinking.

Near, far, near. The material resistance in art practice

Three-dimensional visual art practice involves the body, materiality, and continuous movement. This will be demonstrated via empirical research data and portrayed in the art-making process through a narrative framework. In addition, the artistic process is analyzed through a multidisciplinary theoretical analysis, which combines phenomenological philosophy and the perspectives of new materialism and experience research, and through the methodology of artistic research. In the exemplary art-making experience, the chiasmatic relationship between the artist and the work of art reveals the resistance of material making, which opens the possibility for the artist to change working perspectives. The aim of the article is to indicate that the variation of complementary perspectives in art practice complements each other additionally in experience research.

Silent and silenced resistance: Case study of Ghost Bike in Siilinjärvi

This article is a case study on ghost bike as political act and its societal counter-reactions in 2016. The data consist of qualitative media, document and interview data. The key result of this study is the ghost bike as a relatively new form of political activism in Finland faced a moral panic as a societal reaction. The new political activism broke norms and traditions concerning means of activism, death, and use of space in countryside. The ghost bike, as a new form of symbolic and political resistance, did not achieve socio-political goals of the organizer of the act: to improve traffic safety and security. Instead, the local community and authorities defined the ghost bike itself as a deviant and an illegal act, without political content, causing a risk for safety of the community and traffic security.

“What the World Wants Today ... Is the Real Thing”. Mad Men, New Sincerity and the Happily Ending Seduction Narrative

Matias Nurminen discusses how seduction narratives are re-inventing themselves as narratives that can end happily. Deviating from the earlier tradition of tragic endings, seducers break off from the compulsive cycle of seduction and facilitate happiness for others. Nurminen interprets this shift to be part of the cultural movement of new sincerity that is seen as a successor for the postmodernism. How do these new seduction narratives make readers participate in ethical discussions that are inherent for the new sincerity? The target text is the drama series *Mad Men* (2007–2015). In the series, the seducer character Don Draper faces endings, which are in dialogue with the audience and demand a judgement on his fate. Boundaries of fiction and reality are muddled with metaleptic shifts in the narration. In line with new sincerity, the endings of *Mad Men* are indecisive, and they break down irony.

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SOCIETY FOR CULTURAL STUDIES IN
FINLAND

PUHEENJOHTAJA / CHAIR
Anna-Kaisa Ek, Jyväskylän yliopisto
✉ anna-kaisa.r.ek@jyu.fi

SIHTEERI / SECRETARY
Maija Rämö
☎ 050 599 8842
✉ c/o Humanistinen osasto
Itä-Suomen yliopisto
PL 111
80101 Joensuu
✉ sihteeri@kultut.fi
<http://kultut.fi>

POSTITUSLISTA / MAILING LIST
✉ kultut@lists.jyu.fi

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