Research Committee RC54
"The Body in the Social Sciences"

NEWSLETTER
May 2010
Contents of newsletter

1. Objectives of RC54
2. Office bearers
3. Editorial
4. President's Remarks
5. Announcements
6. Membership
7. Concluding remarks

1. Objectives of RC54

Research Committee 54 on The Body in the Social Sciences (hereafter RC54) has been established at the First World Forum of Sociology (Barcelona, 5-8 September, 2008) in accordance with article 4 of the Statutes of the International Sociological Association (hereafter ISA). Its general objectives are to promote high quality research on the body and the embodiment in sociological theorization, providing a vital forum for those conducting research on the body.

The RC54 studies are extended to all societies, all cultures in the present and the past, all religions, without exclusion of races, ethnicities, human practices and beliefs. In its structure, it recognizes the aspirations of sociologists in all parts of the world and endeavours to support and strengthen the free development of sociology in co-operation with similar associations of social scientists studying the same subject.

2. Office bearers

The Board of RC54 elected for the term 2006 to 2010 is:

Board 2006-2010

President
Bianca Maria Pirani, "Sapienza", University of Rome, Italy

Vice-President
Thomas S. Smith, University of Rochester, US

Secretary

Nicola Porro, University of Cassino, Italy
Treasurer
Chris Speed, Edinbourgh College of Art, UK
Board Members
Roberto Cipriani, University of RomaTre, Rome, Italy
Carlo Donolo, "Sapienza", University of Rome
Devorah Kalekin-Fishman, University of Haifa, Israel
Roberto Motta, University of Recife, Brazil
Ivan Varga, University of Queens, Toronto, Canada

3. Editorial

This first newsletter of RC54 for 2010 is the last issue under the current board of RC 54. It contains a call for nominations for office bearers for the new term from 2010 to 2014 as well as the programme for the XVII WorldCongress of Sociology in Gothenburg, Sweden, 11 to 17 July 2010.
We trust that the direct contact at the Congress would provide an opportunity to share ideas and reflect on developments and trends in the field. The final session for the Research Committee at the Congress will either provide an opportunity to conduct the business of the research committee, orbe a reception where RC54 members can engage with each other and continue dialogue from the sessions that were held. Whether this last session is a business meeting, reception or a combination of both, please attend it if you are in Gothenburg.
Although we do not have any contributions written in French or Spanish for this issue I do hope that we will be able to increase the number of such contributions in the newsletter in future. Please send contributions for inclusion in the newsletter to the editor. Once the elections for the new board have been held you will be informed about whom to contact in this regard. The following time table applies provisionally:
Iissue Date Submissions End of August/Beginning of September May to mid-August
End of November/Beginning of December September to mid November

4. President's Remarks

I hope all of you are planning to attend the upcoming ISA World Congress of Sociology in Gothenburg, Sweden, July 11-17, 2010. In this newsletter, you will see that RC 54 has 13 interesting paper sessions on the program. Please plan to come to as many of these sessions as you can. The discussions are always stimulating.
Also, very important, is our Business Meeting, which will be held on Friday, July 16, 17:45-19:45. At this meeting we will elect 4 Regional Representatives to the next Board of RC54. We need your participation to secure the future of RC54 Finally, you will see in this newsletter a call for nominations for our next President and next Secretary/Treasurer. Please send us your nominations as soon as possible.

5. Contributions

We submit you the first RC54 book published on December 2009 by the American publisher University Press of America.

Acting Bodies and Social Networks: *A Bridge between Technology and Working Memory*(two volumes) *(Paperback)*. Edited and introduced by Bianca Maria Pirani & Ivan Varga, University Press of America, Lanham, Maryland, December 2009.

"This broad and insightful collection of scholarship will establish the basic directions of theory and research on the body. essential reading for those concerned with the body, self, identity and culture."—Lauren Langman, Professor of Sociology, Loyola University of Chicago

Acting Bodies and Social Networks analyzes the complex interactions of body, mind and microelectronic technologies. Internationally renowned scholars look into the nature of the mind - a combination of thought, perception, emotion, will and imagination - as well as the ever-increasing impact and complexity of microelectronic technologies. The proliferation of these technologies facilitates a profound change in the boundaries between bodies and technologies. These technologies expand the temporal and spatial existence of humans; today, people can instantly communicate all over the world and overcome time and space restraints by using the latest available microelectronic technologies. The first volume, *The Body as Social Icon*, examines how memory is affected by the new technology and the related theoretical issues while the second, *Mapping Bodies in a Networked Space*, deals with the influence of the new technologies on everyday life practices. At the "information portal," the brain's capacity is loosing its ability to retain information. In 2004, a number of well known neuroscientists, including Nobel laureate Eric Kandel, wrote a review about the ethical dilemma computer technologies raise, stating that "humanity's ability to alter its own brain function might well shape history as powerfully as the development of metallurgy in the Iron Age." **By introducing the concept of *acting body*, this book contributes to discussion concerning the future development of *Homo sapiens*. We consider the acting body as a *bridge* between technology and working memory, which entails a radical change in our approach to the social sciences.**

Table of Contents

Foreword

***Roberto Cipriani* xi**
Introduction
***Bianca Maria Pirani, Ivan Varga* xv**
Bodies in Technology xv
The Invention of Technology xviii
The Body is the Medium of Knowledge xxiv
Acting Bodies and Social Networks: a Bridge between Working Memory and Technology xxx
Bibliography xl

Volume One *The Body as Social Icon*

First Part Icon as Utopia 3
1 Utopian Bodies
***Mark Featherstone* 5**

What is the Utopian body? 5
Pumping iron, or, the utopian body in history 9
The global no body and the vulnerable body in pain 16
Filmography 22
Bibliography 23

2 Obama as Charismatic Icon
***Jeffrey A. Halley, James P. Ordner* 25**
Introduction 25
Max Weber and Charismatic Authority 25
Charisma and Icon 27
Creating a Social Space for Charismatic Authority 28
Obama as Polysemic Icon 29
Image at a Standstill 35
Bibliography 36

3 A Social Icon: the "Squart"
***Pierre Bouvier* 37**
Squart Rue de la Bourse (Paris) 40
Bibliography 41
iv Table of Contents

4 Philosophy as Memory
***Gaspare Mura* 43**
Bibliography 50
5 Icons, Symbols, Cultures
***Ivan Varga* 53**
General Considerations 53
The Body as Icon and Symbol 55
Notes 59
Bibliography 60

6 Increasing Diversity in a Changing Europe
***Umberto Melotti* 61**
Introduction 61
Diversity, migration and political cultures in France, Britain and Germany 63
The case of Italy 69

The communitarization of the migration policies and the management of diversity 76
The convergence of migration policies in EU countries 81
Bibliography 84

Second Part Social Icons of the Body: Empirical Case-studies 87
7 The Play Actors: Fleeing Bodies, Remaining Prudishness or. Body under control?
***Chan Langaret* 89**
Body kept distant and under control 89
Training and techniques of acting 90
Awareness of the presence on stage and relation to the technique 92
Body instrument of the artist - physical limits 93
The links with the personal life - the manners to enter the skin of the character 95
The instigator of the vocation - sensation, pleasure, feelings 97
Embody: give substance to the character. 98
Fill the skin of the character 98
Notes 101
Bibliography 101

8 Body Cult and Consumption: Fashion and Beauty in the Construction of Lifestyles
***Ana Lucia de Castro* 103**
Body: both a product and producer of culture 103
Body, fashion and identity 105
Table of Contents v
Body cult in numbers:
the recent evolution of the beauty industry 106
The research field 113
Motivation 115
Notes 118
Bibliography 119

9. Because also I am Worthy: the Male Body on the Stage
***Salvatore Polito* 121**
The male body as significant area in the media 122
The aesthetical visibility of the masculine body from the maquillage to the surgery 124
Performance, bodies and masculinity 127
Conclusions 129
Notes 130
Bibliography 131

10. Spectacular Boobs. A indepth look at Sex-themed Restaurants and their FemaleWaitresses
***Natalie Haber-Barker* 133**
Sexual Desire as a Commodity: "Sell me Some Sex Today" 133
Sexuality and Ideology: "Why does it make us feel so good?" 135
Culture and Spectacle: "The Hunger for the Bunny and all the Others" 137
Consumption and Desire: The Addiction to the Image 139
Conclusion: Sexual Desire Still Sells; What Happens Now? 141
Bibliography 142

11. Southern Bodies: Bodies, Gender and Sexuality in World Society
***Raewyn Connell* 145**
The sociology of the body 145
Modernity, globalization and imperialism 147
Imperialism and embodiment 149
Gender and sexuality on a world scale 151
Conclusion 154
Bibliography 155

12. How Do I Change His Nappy?
Disabled Mothers and Cyber-community
***Claudia Malacrida* 157**
Bodies, Disability and Cyberspace 157
Gendered Aspects of Stigma and Cyberspace 159
Access to Democracy and the Public Sphere 160
Social Networks and Access in Virtual Space 161
Narratives, Identity and the Internet 163
The Study – An On-line Parenting Support Group 165
vi Table of Contents
Overview of the Support Group Data 166
Bodies, Stigma and Cyberspace 168
Access to Democracy and the Public Sphere 170
Narratives, Identity and the Internet 173
Notes 175
Bibliography 175

Volume Two *Mapping Bodies in Networked Space*
First Part The Body and its Prosthetics: Laboratories 181
1 . . . *a body under the bushes*: Ghosts in the Machine
***Alan Dunning, Paul Woodrow* 183**
The body and its selves 183
Notes 202

Bibliography 203

2. About the Technological *Bricoleur*
***Tatiana Mazali* 205**
Techno-user profiles 206
Beyond the empirical data: towards the unpredictable uses 213
The technological Bricoleur 216
Notes 222
Bibliography 223

3. Cyborg Identity and Contemporary Techno-utopias: Adaptations and Transformations of the Body in the Age of Nanotechnology
***Marina Maestrutti* 225**
The evolution of machines: a competitive kind of natural evolution 226
The human body amid inadequacy and hybridization 228
Converging technologies and the stake of body enhancement 231
The body as project: the continuity of the modern challenge 236
Notes 237
Bibliography 239

4. Body becoming architecture: A continuum for the body's interface with architecture through digital networks
***Chris Speed* 241**
The homeless building 241
How the building lost its sense of place. 242
Recovering our sense of place within architecture 244
Case study of architecture as body, body as architecture through the use of digital networked systems 257
Notes 258
Bibliography 258
Table of Contents vii

5. Resistances of the Body. The Presence of the Human Body in the Authomated World
***Caroline Moricot* 261**
Introduction 261
The plane, an automated world 263
Historical detour: a progressive sidelining of the body 264
The project of the automat 267
The paradox of automation 268
Defining resistance as a mode of regulation of large technical systems 269
First posture of resistance of the body: the testing of its robustness 272
Second posture of resistance of the body: body habits and the

question of change 275
Third posture of resistance of the body: to know, in certain circumstances, not to listen to its senses 277
The body, what remains when all has been automated! 278
Notes 279
Bibliography 281

6. Social Bodies and Locative Technologies
***Gianni Corino* 283**
What are locative technologies? Anyone, anywhere, anything 284
Public sphere and social bodies 287
The enactments of social bodies: locative art/locative media art 290
Notes 294
Bibliography 295

Second Part Technology, Physiology and Memory 297
7 Neurosociological Foundations of Social Networks: Distress dependent Synaptic Architecture in Social Systems
***Thomas S. Smith, David Silon* 299**
Introduction 299
Hyperstructures 301
Synaptic networks 304
Some conclusions 309
Notes 310
Bibliography 312

8. Technology, Memory and the (Mind)Body: Towards the Integration of the Biological and the Cultural in the Analysis of Human Social Behavior
***Sidney M. Greenfield* 315**
Introduction 315
A paradigm to integrate mind and body 319
Notes 324
viii Table of Contents
Bibliography 325

9. Technology and the Body in Aboriginal Identity Making
***Diane Hafner, Deborah Brian* 327**
Research with the Lamalama 329
Technology and tradition among the Lamalama 332
The Old People, the story, and the embodiment of culture 334
Of phones and photos: patterns of communication and the functions of technology 337
Technologies of identity making 340

Conclusion 342
Notes 343
Bibliography 344

10. Bodies in Canyoneering: an Essay on Socio-geographic Mapping
***Andr´e Suchet* 347**
The elimination of the economic hypothesis 348
Cultural hypothesis 350
Conclusion 355
Notes 356
Bibliography 357

11. Bodies in Action: Performing Identity in Dating Sites
***Begonya Enguix Grau, Elisenda Ard´evol* 361**
Bodies and identities in (and) cyberspace 361
Analysing Online Settings: bearwww.com 365
Body and online identity performance 369
Notes 370
Bibliography 370

12. From the Developing Mind to Developing Technology
***A. Frisiello, M.C. Piccirillo* 373**
Introduction 374
Anthropomorphism 374
The relational mind 376
The relational side of technology 378
Affective human factors 379
Clinical practice 381
Conclusions 384
Notes 385
Bibliography 385
Postscript (*Thomas Spence Smith*) 387
Bibliography 393

5. Announcements

Call for nominations.

The Board of RC54 is seeking nominations for the office of President of RC54 and for the office of Secretary and Treasurer of RC54. The President, the Secretary and the Treasurer will each serve 4 year terms beginning immediately after the 2010 World Congress in Gothenburg and ending after the next World Congress in 2014. Nominees must be members in good standing of both ISA and RC54. If you wish to nominate someone, please check with the person, first to be sure that he or she is willing to stand for election and serve if Elected.

6. *The XVII ISA World Congress of Sociology, 11 to 17 July 2010* RC54 has 14 scheduled sessions. This programme is listed below:

JULY 12 (Monday) 15:30-17:30
JULY 16 (Friday) 17:45-19:45
Session 14: This time slot will be either a reception for RC54 members or a business meeting.