

Communication Repertoires and Cultural Memory in Everyday Urban Life in Vietnam



“I joined a group on Facebook, which is called ‘the old people of Saigon’, [...] they posted a lot of photos or stories about Saigon before the war [...] when I look at the photos, I can see, I have the feeling that the old Saigon was a better version than the Saigon right now. Because you can see [...] From what my father told me, people were more civilized and polite and well - behaved and everything was kind of perfect before we union, before the communist came down here.”

An (23), student, HCMC

Talk

by Christina Sanko

visiting scholar

Centre of Media, Communication
and Information Research (ZeMKI),
University of Bremen, Germany

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The talk presents PhD research on communicative processes within the Vietnamese urban population and how these forge the construction of cultural memory in everyday life. Informed by theoretical approaches in memory (Erl 2011) and communication studies (van Dijck 2007), the project investigates particularly how media representations, media practices and interpersonal communication construct memories within and across different generations (Mannheim 1959) in urban centres of Vietnam. In the talk, I discuss insights from four months fieldwork in Hanoi and Ho Chi Minh City (formerly Saigon), including methodology, software-assisted analysis of qualitative data and preliminary findings.

