The Griffith Business School, Department of Marketing
Invites you to a seminar:

“Making Magic: Fetishes in Contemporary Consumption”
by Dr Karen Fernandez

When: 4pm – 7 pm, Wednesday 3rd November
Where: Room 3.46 (Board Room), S01 (Conservatorium)
Afternoon tea will be served: please RSVP

Abstract:
Fetishes—magical objects of extraordinary power and influence—are sought by aspiring performers for their value as usable objects. Our interpretive research extends the current static perspective of fetishes by proposing a dynamic cyclical model of fetishization appropriate to an age of mass-production. We examine how musicians use contagious and imitative magic to imbue replica guitars with power. Iconically and indexically signified magical thinking causes their replicas to radiate aura and thus transforms them into fetishes. We suggest that although all replicas with aura become fetishes, the cyclical fetishization process is only perpetuated when empowerment is public, sustained and authentic. Our research explains a source of value that marketers have not yet fully leveraged.

Speaker:
Dr Karen V. Fernandez (PhD, Kansas, MBA Pittsburg State, BCom Melbourne) is a Senior Lecturer and Masters Advisor in the Marketing Department at the University of Auckland. Karen’s research interests are focused on the relationships consumers have with their possessions, and more recently, on sustainable consumer behaviour. She has published in the Journal of Consumer Research, the Journal of Advertising, the Journal of Business Research, Qualitative Market Research and Consumption, Markets and Culture.

For questions/enquiries: please contact Dr Helene Cherrier: h.cherrier@griffith.edu.au
Please RSVP by 29th October to Preethi at: p.weerasinghe@griffith.edu.au