Griffith Business School

The Department of Marketing invites you to a seminar

“Active Embodiment: More than wearing resistance”

by Dr Jan Brace-Govan

When: 2 – 4 pm, Wednesday 26 October 2011
Where: Room 1.12 (Board Room), N63 (Business 3 bldg - Nathan)

Abstract:

Physically active bodies are of great significance to advertising and marketing communication through links to highly valued body images and accomplishments. However, there are differences in the amount of access that individuals enjoy to some physical pursuits. Although women tend to be treated as having an undifferentiated corporeality, this paper suggests a typology of bodystyles that encompasses alternative kinds of physicality that are the result of engagement with bodywork.

Speaker:

Dr. Jan Brace-Govan is a Senior Lecturer at Monash University, Melbourne and Director of the Honours Course. Her research has focussed on the conceptualization of the consumer which is central to the development of marketing theory. Brace-Govan has investigated the experiences of exemplars and activists who challenged the social order and actively engaged in change. She has critiqued conventional views of empowerment for women through her work on active embodiment (Brace-Govan 2002; 2004; 2010). Activists are often noted for their leading role in shifting mainstream views (Phipps and Brace-Govan 2011), but, importantly for marketing, specific goods or channels can play an enabling role too. Her recent work has considered a disposal channel that enabled moral identities to be claimed by the organizations and the customers (Brace-Govan and Binay 2010).

Jan has published 26 articles and has presented her research at over 60 national and international conferences. Her research has appeared in journals such as Journal of Public Policy and Marketing, European Journal of Marketing, Marketing Theory, Journal of Consumer Behaviour, and the Sociological Review.

For catering purposes please RSVP by 20th October to Preethi at: p.weerasinghe@griffith.edu.au