

Gender Advertisements, frame analysis, or sociological installation (2)

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先端課題研究11: 「脱文脈化」を思考する

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[A] GA as “sociological installation”

1. not as documentation but as a dull “mobile emitter”

... although the pictures shown here cannot be taken as representative of gender behavior in real life or even representative of advertisements in general or particular publication sources in particular, one can probably make a significant negative statement about them, namely, that **as pictures** they are not perceived as peculiar and unnatural. (GA25)

GAでジェンダーに出会う (... 経験/加担する)

- a) hologram: program/subroutines
- b) “genderism”: hyper-ritual in glimpsed world
- c) “dull”: not “a portrait” but “a symptom” (GA5)

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2. orientations: evidence or demonstration/installation

a) evidence: gender as an effect or “the virtual”

... What the human nature of males and females really consists of ... is a capacity to learn to provide and to read depictions of masculinity and femininity and a willingness to adhere to a schedule for presenting these pictures, and this capacity they have by virtue of being persons, not females or males. (GA 5)

★ a schedule/practices for the portrayal of gender

b) through demonstration to installation

... Arrangements which hold for many live scenes (or many pictured ones) lie ready to be uncovered in one example, but not direct evidence concerning their actual distribution. (GA: 22)

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[B] FA as apparatus or design

1. “経験する” as framing

- a) “framing practices”の効果に出会うこと
 - ★ “lived-world” を編み続けること：経験&活動
 - b) practices: tracking/episoding
 - 1) “輪郭/rim”作り [negative definition]
 - 2) “working consensus/definition”作り [positive definition]
 - 3) 出来事継起→framing/troubles→“結果オーライ”
- ... I assume that **definitions of a situation** are build up in accordance with **principles of organization** which **govern events – at least social ones – and our subjective involvement** in them; **frame** is the word I use to refer to such of these basic elements as I am able to identify (FA 10-11)

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2. orientations: “phenomenological practiology” (?)

- a) “mobile emitter”の分析ツール化（洗練）
 - 1) subroutine：framing practices の分解掃除
 - 2) focus：“events - redundancy - constraint”
 - 3) 文献学的再構成（→“ゴフマンの文脈論再考”…みたいな）
- b) installation trace or exercise
 - eg. “doing mind” at walk with dog (photo essay)
 - 1) for making-the-obvious-obvious
 - 2) 私/主観の記述の通貫/突破：経験のかたち

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... We are the vehicles of society; but we are also overheated engines prone to keep firing even though the ignition is turned off. (FA 552)

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