

CFP: Frames and Framing in Antiquity

Organizers: Prof. Dr. Sven Günther (IHAC, NENU) / Elisabeth Günther, M.A. (Institute for Classical Archaeology, University of Erlangen, Germany)

Location: Institute for the History of Ancient Civilizations (IHAC), Northeast Normal University, Changchun (China)

Date: 15.-17.11.2019

Submission Deadline: 15.06.2019

Confirmation Date: 30.06.2019

At the latest, framing and frames have entered the public discourse since the scandalous framing report of the German public broadcaster ARD in February 2019. Based on models from the field of sociology, psychology, and communication studies – and particularly inspired by the the works of Erving Goffman (Goffman 1974), Charles Fillmore (Fillmore 1976) and Marvin Minsky (Minsky 1980) – ‘frames’ describe how people understand, react to and are influenced by situations and activities (frame analysis). The phenomenon of ‘framing’ assesses how individuals or institutions might use, modify or challenge existing frameworks by creating new frames. Thus, the concept of framing is a useful tool for a broad range of disciplines, especially in communication and media studies (Müller / Geise 2015; Ziem 2014) and linguistics (Busse 2012).

In recent years, frame analysis has also gained attention in the field of ancient studies, particularly in ancient history (economy: Günther 2017) and linguistics (Georgakopoulos 2018) as well as classical archaeology with a specific focus on visual studies (Platt / Squire 2017; Haug 2017). However, the model’s full potential is yet to be exploited as it is still not comprehensively tested against the various ancient sources.

While frame analysis is often perceived as a rather static model used mainly for categorization, the conference will explore the dynamics of frames. New experiences and expectations cause changes within frameworks and have societal impact on both an individual and group-specific level. The conference therefore aims to verify reactions to such changes in ancient sources, particularly regarding the reception of and dealing with ancient objects, inscriptions, images, coins, concepts, and so forth.

The conference attempts to assess the theoretical tool-set by analyzing the dimensions of frame models on three levels:

- 1.) authors and the creation of frames
- 2.) sources and different media as frameworks
- 3.) reception processes influenced by frames and framing

Applicants are welcome to discuss aspects of politics, law, society, economy, culture or religion, but should not limit themselves to one particular source material. Instead, applicants should follow a comparative approach and attempt to correlate different source material, media or settings with each other. Applications from teams covering different fields of expertise are especially welcome.

Proposals of c. 300 words should be sent, together with a CV, to the conference organizers: sveneca@aol.com or svenguenther@nenu.edu.cn / elisabeth.guenther@fau.de. The deadline is 15.06.2019. Successful applicants will be informed by 30.06.2019.

The conference will be held at the Institute for the History of Ancient Civilizations (IHAC), Northeast Normal University, Changchun, China. Funding for travel costs (partly) as well as accommodation is available. Selected articles shall be published as a special volume of the *Journal of Ancient Civilizations (JAC)* after a full double blind peer-review process within one year after the conference (submission deadline for papers: 31.03.2020).

Bibliography

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Haug, Annette (2017): Bilder und Geschichte im 8. und 7. Jahrhundert v. Chr. Ein diskursanalytischer Ansatz, *JdI* 132, 1-39.

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Platt, Verity / Squire, Michael (eds.) (2017): *The Frame in Classical Art. A Cultural History*, Cambridge.

Ziem, Alexander (2014): *Frames of Understanding in Text and Discourse. Theoretical Foundations and Descriptive Applications*, Amsterdam.