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Society for Latin American and Caribbean Anthropology

ANNELOU YPEIJ, CONTRIBUTING EDITOR

AAA Annual Meeting 2010: SLACA Program

By Andrew Orta (Program Chair)

SLACA has contributed a strong and varied program to this year's meeting, comprising 32 sessions on topics ranging from contemporary experiences of debt in the context of migration to the US, to indigenous urbanization in Amazonia, to the impact of multicultural ideals of citizenship on Latin American communities of African descent. Of special note are three invited sessions commemorating the work and recent passing of four of our colleagues:

- "Transnational Peoples and Worlds: The Legacy of Michael Kearney" (cosponsored with SANA, Friday, 1:45–3:30 pm)
- "Legacies in Motion: A Consideration of the Work and Impact of David Maybury-Lewis" (cosponsored with APLA, Saturday, 8:00–11:45 am)
- "Are Andean Women Still 'Más Indio'? The Re-Circulation of Gender and Indigenous Identities: A Session in Honor of Olivia Harris and Elayne Zorn" (Saturday 1:45–3:30 pm)

SLACeros approached the organizing theme of "Circulation" through a fascinating range of cases and frameworks. Suzanne Simon examines debates about wind park construction in Tehuantepec, Oaxaca, to study sociocultural challenges to the global spread of climate-friendly development technologies. Leigh Binford discusses the negotiation of neoliberal subjectivities by former insurgents and their supporters in postwar El Salvador. Roger Magazine and David Robichaux have organized a session focused on the circulation of goods and labor as central form of sociality in rural Mexico. Graduate students Taylor Nelms and Nicholas Welcome have submitted a panel taking up intensifying Latin American discourses of uncertainty and insecurity against the backdrop of global and regional economic crises. Suzanne Oakdale's panel brings together papers discussing the circulation and resignification of autobiographical narratives in the contemporary indigenous lowland communities.

And then there are the posters! Our schedule boasts three poster sessions, including a panel focusing on Maya women's textile production on backstrap looms over time and space; posters illustrating the intersection of cultural performance and identities in Latin American cases; and posters addressing ecotourism and development. Notable special events on our program this year include our Presidential Lecture by Gabriela Vargas-Cetina, "Music in Yucatan: Beauty, Politics and Organization" (Friday, 6:15–7:30 pm); an invited roundtable organized by Shane Greene and Marisol de la Cadena titled "Indigenous Politics in Latin America, beyond the 'Turn to the Left'" (Friday, 8:00–

9:45 am); and our Conversations Across the Americas session: "Natural Disasters of the Americas and Their Impact and Consequences" (Thursday, 7:30–9:30 pm). It will address New Orleans and the Gulf Coast (Jane Henrici), Haiti (Mark Schuller), Chile (Nia Parson), and Mexico (Arthur Murphy) with Anthony Oliver-Smith as discussant.

You can continue the conversations started at all of these sessions at our joint reception (with ALLA, ABA, AFA, AQA (formerly SOLGA), SAW and SANA) on Saturday beginning at 5:00 pm. This will be an amazing event in traditional New Orleans street-fair style in the Seventh Ward, integrating local community groups from the Neighborhood Story Project, Roots of Music, and Liberty's Kitchen. If you forget the time of the reception, we'll remind you at the SLACA Business Meeting on Friday at 12:15 pm.

SLACA Special Events

- SLACA Board Meeting I (Wednesday, 12:15–2:15 pm)
- JLA Board Meeting (Thursday, 9:00–10:15 am)
- Conversations across the Americas (Thursday, 7:30–9:30 pm)
- SLACA Business Meeting (Friday, 12:15–1:30 pm)
- Presidential Lecture (Friday, 6:15–7:30 pm)
- SLACA Board Meeting II (Saturday, 9:00–11:00 am)
- Joint Reception (Saturday, 5:00–7:00 pm)

Please send any comments, suggestions and ideas, including photos for future columns, to Annelou Ypeij at j.ypeij@cedla.nl or to CEDLA (Centre for Latin American Research and Documentation), Keizersgracht 395-397, 1016 EK Amsterdam, Netherlands.

Society for Linguistic Anthropology

MARK ALLEN PETERSON AND JAMES STANLAW, CONTRIBUTING EDITORS

Circulating among the Language Panels in New Orleans

By Mark Allen Peterson (Miami U)

Circulation is the keyword of this year's meeting, and it appears in the title of several of the more than 40 panels devoted to language at the annual meeting in New Orleans.

There are eight language panels on Wednesday beginning at noon with "Time and Language among the Maya." At 2:00 pm, "Diaphonous Medium: A Semiotics of Hiding and Suggestion," is scheduled.

Two panels are scheduled for 4:00 pm: "Anthropologies of the Voice" and "Chronotopes and Morality." Another two are scheduled at 6:00 pm: "Circulation and Communicability" and "Language, Ideology and Identity." At 8:00 pm those looking for a language panel can choose between "Language Socialization in Institutional Contexts" or "Oratorical Practice: Voice, Politics, Poetics."

There are also two interesting non-SLA language panels Wednesday: "(Re)Circulating Language Ideologies," sponsored by the Council on Anthropology and Education at 2:00 pm and "Circulating Ideologies

about the Spanish Language," sponsored by the Society for Latin American and Caribbean Anthropology at 8:00 pm.

Thursday's language sessions open at 8:00 am with four concurrent sessions: "Circulation of Media Texts: Mediatization, Reflexivity, and Intertextuality"; "Multimodality and Stance in the Circulation of Directive Response Trajectories in the Family: A Cross Cultural Perspective"; "Minority Language, Ideology and Identity"; and "Language Genres and Contemporary Religion."

Also of interest to linguists is the 8:00 am panel "Latinos Challenging Deficit Discourses: Circulating Language, Literacies and Practices with Digital Technologies," sponsored by the Council on Anthropology and Education.

At 10:15 am one can choose between "Inhabited Spaces and Distances: Acadian and Cajun Circulations" or "Circulate-Able Selves: Introductions as Social and Political Discourse Genres."

Three concurrent sessions begin at 1:45 pm on Thursday, including "Performing the Mediterranean: Migration, Race and Identity among Shores"; "Narrative Flow from Place to Place in Time: In Memory of Ron Scollon"; and "Sung Performance and the Circulation of Linguistic Forms." A linguistic anthropology summary paper is offered as part of "Current Issues in Anthropology: Five-Field Update," sponsored by the Society for Anthropology in Community Colleges.

During the 4:00 pm slot are the panels "Interpellation across Borders" and "Narrative, Knowledge and Subjectivity." The SLA Executive Board meets at 4:15 pm.

All three SLA invited sessions fall on Friday. "Louisiana Language Activism and Practice" is at 8:00 am, organized by Shana Walton and Amanda LaFleur. The second, "Intersubjectivity: Cultural Limits, Extensions and Contruals," organized by Eve Danziger, is at 1:45 pm, and "Materialization: Gesture and Embodiment in the Semiotics of Emergence," organized by Michael Lempert, is at 4:00 pm.

There are many other Friday sessions, such as "Rethinking Dualisms, Oppositions, and Contradictions in Conversation" and "Politics of Dialect" at 8:00 am, followed by "Language-ing the Global Laborforce: Political Economies of Language and Migration" at 10:15 am, and the Music and Sound Interest Group Meeting at noon.

At 1:45 pm there are the two sessions "Re-Assembling Circulation for Publics and Imaginaries" and "Camera Excreta: Mediatized Abjection and Racialized Recontextualization."

There is a 3:30 pm panel titled "Crossing Mesoamerican Boundaries: The Linguistic, Ethnographic, and Practical Contributions of Robert M. Laughlin," sponsored by the Society for Humanistic Anthropology. If you attend that, however, you will miss the SLA panel "Territorialization of Language: Discourse, Policy, and Practice."

The SLA Business Meeting will be held at 6:15 pm on Friday, followed by the traditional cash bar reception at 7:00 pm.

"Circulating Materialities of Contracting (Endangered) Languages" opens the Saturday sessions at 8:00 am. It is followed at 10:15 am by "Multilingual Practices, Stance, and Language Ideology in Children's Peer and Sibling-Kin Group Interactions" and "Representing Resilience and Resistance in the Context of Sexual Assault."

There are two panels at 1:45 pm: "Circulated Stances and the Role of Ethnography" and "The Tales We (and They) Tell: Stories in Circulation and the Regimentation of Genre." Two more at 4:00 pm are "Diglossia Revisited: Language Boundaries and the Sociohistorical Emergence of Meaning" and "Circulating Discourses of Past and Present: Linguistic Anthropology and History."

On Sunday at 8:00 am we have two sessions, "Circulating Discourses of Past and Present II: History, Literacy and Identity" and "Media and Multi-Modality." The meetings end with two 10:15 am sessions: "Border Significance: Transgressive Semiotics and Signs of the Multiplicity of Force Relations" and "Remembering Willard Walker: Anthropologist, Linguist, Native Americanist and Conservationist."

Please send your comments, contributions, news, announcements and ideas to Jim Stanlaw (stanlaw@ilstu.edu) or Mark Allen Peterson (petersm2@muohio.edu).

Society for Medical Anthropology

KATHLEEN RAGSDALE, CONTRIBUTING EDITOR

The American Academy of Family Physicians, Coca-Cola and Ethics: A "Consumer Alliance" Serving the Public's Health?

By Joshua Freeman (U Kansas School of Medicine)

Last fall, the American Academy of Family Physicians (AAFP) entered into a partnership agreement with the Coca-Cola Company (Coke) for support of its patient information website, FamilyDoctor.org. The arrangement produced a great deal of criticism, both within and outside of the family medicine community, and several members of the organization resigned in protest. Appropriately, the criticism continues because this corporate relationship, called—in true Newspeak—a "Consumer Alliance," continues. In the July/August issue of *Annals of Family Medicine*, Howard Brody reviews the ethics of the AAFP/Coke deal in terms of conflict of interest (COI) and responds to the reasoning put forth by AAFP in its defense:

- "Premature accusation," or "you can't know that we have a conflict until you see the content of the website." A COI exists regardless of whether a "bad" outcome is identified; it is simply a conflict between the primary set of responsibilities (in this case, of physicians' organizations' responsibility to look out for their patients' health) and a second, usually financially motivated, set of interests.
- "Other party of evil." The issue is not whether Coke is evil, but whether their interests may lie in opposition to the interests of the health of doctors' patients; "The physician has a duty to ... make dietary recommendations based on scientific evidence. The companies have an interest in selling more beverages ... regardless of the evidence."



Joshua Freeman

- "Wrong not to engage." Brody writes, "No one is suggesting that the AAFP not engage Coca-Cola if the engagement avoids conflicts of interest and the result of the engagement would be improved public health," but he cites Schafer in a 2004 issue of *Journal of Medical Ethics*, who notes "the propensity for engagement with industry, in such discussions, magically to convert itself into accepting large sums of money from industry."

In a response, AAFP President Lori Heim states that Brody misses the point, and Heim goes on to make the same arguments that Brody has already addressed and debunked. She refers to the AAFP "Code of Ethics," leaving many with the disturbing sense that AAFP's position is "we want the money, we don't think we are doing anything unethical with the money, and so stop criticizing us."

The AAFP is not the only health-related organization that has potentially undermined its public trust by taking money from corporations whose agendas are different from their own. The American Dietetic Association (ADA) has a partnership (consumer alliance?) with Hershey! I don't know which relationship is more outrageous, but as a family doctor and health educator, I take AAFP's relationship with Coke more personally because such an alliance undermines my credibility with patients, colleagues and students. While other family medicine organizations, including several to which I belong, expressed serious concerns about the AAFP/Coke deal, outsiders do not see these distinctions. When the AAFP, the largest family medicine organization in the US enters into such a corporate partnership, the entire discipline may be tainted. Money talks, but if AAFP's 55,000 active members (not including students, residents and retirees) each sent in \$10, it would be about the same amount as AAFP received from Coke. Are we family doctors that cheap? As far as the content on FamilyDoctor.org is concerned, check it out for yourself; note the red logo at the top becomes a complete Coca-Cola logo if you click on it.

Brody concludes: "Family physicians are widely trusted by their patients and communities. Merely by having chosen our specialty, family physicians have demonstrated a commendable commitment to putting the health needs of their patients ahead of personal financial gain. They deserve to be represented nationally by an organization that fully reflects those high ethical commitments and standards." I couldn't agree more.

To submit contributions to this column please contact SMA Contributing Editor Kathleen Ragsdale (kathleen.ragsdale@ssrc.msstate.edu).

Society for Psychological Anthropology

JACK R FRIEDMAN, CONTRIBUTING EDITOR

Circulating Psychological Anthropology: 2010 AAA Annual Meeting Preview

This year's AAA Annual Meeting continues to highlight innovative research in psychological anthropology. The SPA is sponsoring or cosponsoring 11 sessions that creatively and robustly engage with the conference theme of "Circulation." Indeed, in an exciting move that marks a growing interest in issues of transnational flow,

many panels seek to shake up older approaches to the study of political, economic, semiotic and demographic circulation by bringing important considerations of psychology to bear on these topics.

Several panels continue a long tradition in the SPA of exploring how the normal and the pathological are understood within local and global models of clinical practice. These panels share an interest in exploring how the circulation of psychiatric designations of pathology ("Culture and PTSD," Nov 19, 8:00–11:45 am; "The Anthropology of Impulsivity," Nov 20, 1:45–3:30 pm) and treatment ("Globally Circulating Psychologies and Their Discontents," Nov 18, 8:00–9:45 am) are negotiated at the local level, frequently leading to a complex interplay of resistance and accommodation to these circulations ("Ethics, Translation, and Government in Therapeutic Encounters," Nov 17, 6:00–7:45 pm, cosponsored by SCA; "Circulating Psychiatry: Embodied Histories, Diagnoses, and Recoveries," Nov 20, 8:00–9:45 am).

The interest in the study of youth remains strong this year with two fascinating panels representing this focus in the SPA. One session organized by the Anthropology of Children and Childhood Interest Group ("Centering Youth: Negotiating Intersections, Borders, and Identities," Nov 21, 8:00–9:45 am) explores the ways in which borders are experienced by youth and how these experiences intersect with, and frequently clash with, global circulations. In another session ("Youth in Flux: Exploring Youth Mental Health in Times of Change," Nov 17, 4:00–7:45 pm), the panelists bridge questions of psychopathology and youth by considering not only the different, local ways in which mental distress can manifest itself but also examining how "the social position of youth alleviate or exacerbate the stress associated with rapid economic and cultural change."

While many SPA panelists concern themselves with the circulation of ideas and practices, others consider the circulation of bodies through the experience of migration ("Liminality and the Lifeworld: Toward a Critical Phenomenology of Migration," Nov 21, 10:15 am–noon). Drawing on critical phenomenology, this session complements political economic accounts of migration by analyzing how "broad structures and processes affect the thinking, feeling, and sensing individuals whose lives play out in the balance." Another SPA session ("Development, Education, and Medicine: Transnational Discourses and National Policies on the Uptake," Nov 19, 4:00–5:45 pm) considers how the notion of globally accepted circulations of "best practices" are "replicated or resisted by particular communities 'on the ground.'" From classrooms in Sri Lanka and Morocco, to village development in Pakistan, to medical settings in India and Romania, this panel "works to lay bare the contours of particular local adaptations of transnational discourses and ideologies, often as mediated through state-level politics."

Taking up the theme of circulation on multiple levels of analysis, another session ("Emotion and Intersubjectivity," Nov 18, 1:45–3:30 pm) considers how circulation of emotions and empathic engagement reveals the coconstructed nature of intersubjectivity "from the micro-interactions of individuals to a wider community of egos existing in concert with and for each other." Examining psychiatric diagnostic categories, interpersonal power dynamics, educational practices and private memories and imaginaries, this panel explores the nature and limits of boundaries and circulation.