

## Call to establish a Network on **Mainstream American Culture (MACNet)**

We would like to introduce our initiative, a network of anthropologists working on Mainstream American Culture (MAC). “Mainstream” means not to focus on specific minorities such as Native Americans, African-Americans, migrants etc, but rather on topics such as the Cheerleader, Cheesecakes, Shopping Malls, Baseball and the like.

Our objective is to address the last regional blind spot of European anthropology by encouraging field-based research on mainstream American culture, and bringing together existing scholarship. This is important because it will help us to close a knowledge gap on this specific, world-affecting region, and will also contribute to our understanding of the creation of ‘the West’ in academia.

MACNet has several goals:

- firstly, encouraging fieldbased research on mainstream american culture and thereby creating more knowledge about the only remaining regional blind spot for european anthropologists.
- Then, closer examination of MAC tells us something about the creation of “the West” in academia.
- And also, it reflects what is going on in real life, as through the globalization of images, products, and identities, American forms of culture are transferred worldwide.
- Plus, by studying the interconnectedness between anthropology and its embeddedness in specific – American – practices and discourses, we not only will obtain greater knowledge on how our objects of study are shaped and how they are theorized, but also how American ways of shaping, analyzing and theorizing influence the perception of culture in other cultural contexts.

In brief, and here MAC is inspired by Gustavo **Lins** Ribeiros and Arturo **Escobars** project of “World Anthropologies”: we will enhance our knowledge about the transfer of culturally shaped knowledge (here: American anthropology) on other cultural contexts (here: non-American disciplines).

Several colleagues have already contacted us to join the network. At the moment, our research staff is collecting a more systematic inventory of colleagues already working on the United States, from anthropological perspectives and with anthropological methods. Such an inventory would not only help us in widening the network, but would also provide an overview of the fields, topics and themes of research already studied, and point to the ones overlooked or neglected so far.

If you are interested in joining MACNet, please contact:

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