

**The Pleasures of Backwardness:  
Consumer Desire and Modernity in Eastern Europe**

University of California, Berkeley  
April 23-25, 2015

**Thursday, April 23**

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**Opening Event**

5:15 pm – 7:00 pm

Heyns Room, U.C. Berkeley Faculty Club

Introduction

JOHN CONNELLY

*Professor of History, U.C. Berkeley*

*Director, Institute of Slavic, East European and Eurasian Studies*

Keynote Address

**“To the ‘West’ and Back: Pleasure, Restraint and ‘Civilization’ in Eastern Europe”**

MARY NEUBURGER

*Professor of History, University of Texas*

*Director, Center for Russian, East European and Eurasian Studies*

Response

ALEXEI YURCHAK

*Professor of Anthropology, U.C. Berkeley*

Q&A

**Friday, April 24**

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All events to take place in Dwinelle Hall 370 (North Entrance)

**Session 1**

9:15 – 11:00 am

**“Conceptualizing Consumption in the PRL”**

BRIAN PORTER-SZÚCS

*Professor of History, University of Michigan*

**“The Making of the Non-Capitalist Consumer: Waste, Work and Well-Being in Socialist  
Lithuania and Hungary”**

DIANA MINCYTE

*Social Science, City University of New York-NYC College of Technology*

ZSUSZA GILLE

*Sociology, University of Illinois, Urbana-Champaign*

**“Culture Club: Media Messaging and Consumer Desire in the Workers’ States”**

PATRICK PATTERSON

*History, University of California-San Diego*

Discussant: *To be announced*

Coffee Break

11:30 pm – 12:00 pm

**“From Stalinism to Coca-Cola: A Collaborative Source Collection”**

MARK KECK-SZAJBEL

*European University-Viadrina*

Break for Lunch

**Session 2**

2:00 pm – 3:45 pm

**“The Price of Friendship: Consumption and Internationalism in the Eastern Bloc in the 1950s and 1960s”**

RACHEL APPLEBAUM

*Center for the Humanities at Tufts*

**“Demonstrating Polish Modernity in the USSR—*Pol’skie mody* ’58 Fashion Show in 1958”**

MILA OIVA

*Cultural History, University of Turku*

**“Consumer Assurance in Times of Crisis: The Provision of Coffee and Tropical Fruits during the Honecker Era and its Implications for the GDR’s Foreign Trade Relations”**

ANNE DIETRICH

*Center for Area Studies, University of Leipzig*

Discussant: *To be announced*

Coffee Break

**Session 3**

4:15 pm – 5:30 pm

**“A City without a Leisure District: Class, Gender and European Entertainment in Belgrade between the Two Wars”**

JOVANA BABOVIĆ

*History, University of Tennessee-Knoxville*

**“Capitalistic Consumer Cultures in Socialist Nowa Huta”**

DAGMARA JAJEŚNIAK-QUAST

*Center for Interdisciplinary Polish Studies, European University-Viadrina*

**Evening Colloquium**

7:00 pm – 8:30 pm

**“The Paradox of Progress: The Politics of Expectations and Outcomes in the Modern World”**

ANDREW JANOS

Political Science, University of California-Berkeley

Response: JOHN CONNELLY

**Saturday, April 25**

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All events to take place in Dwinelle Hall 370 (North Entrance)

**Session 4**

9:00 – 10:45 am

**“Consuming Popular Music in the Eastern Bloc: East German Punk and Politics of Alternative Consumption”**

JEFF HAYTON

*History, Wichita State University*

**“Bit, Kultura and the Ambivalences of Consumer Desire in Late Socialist Bulgaria”**

CRISTOFER SCARBORO

*History, King’s College*

**“More than Opium of the People: The Politics of Drink in Late Socialism”**

ESTHER WAHLEN

*History and Civilization, European University Institute in Florence*

Discussant: Mary Neuburger

**Session 5**

11:15 am – 12:30 pm

**“Spell of Glamour: Consumption Patterns in Post-Soviet Ukraine”**

TATIANA BULAKH

*Anthropology, Indiana University-Bloomington*

**“Virtue, Vice, and Necessity: Cultural Identity and the Problem of Socio-Economic Backwardness in the Russian Empire, the Soviet Union and post-Socialist Russia in Historical Perspective”**

LEONID KIL

*Political Science, University of California-Berkeley*

**Session 6**

2:30 – 4:15 pm

**“Czechoslovak TV-Serial *Nemocnice na kraji města* as Cultural Transfer between East and West in the Time of Late Socialism”**

INA PIŠOVÁ

*Institute of Czech Literature, Academy of Sciences, Prague*

**“Shifting Consumption Practices of Foreign Television Series and Non-Theatrical Films in Socialist and Post-Socialist Romania”**

ALICE BARDAN

*Department of Social Sciences, Loughborough University*

**“VCRs, Modernity and Consumer Culture Before and During the Polish System Transition”**

PATRYK WASIAK

*Institute of Cultural Studies, University of Wrocław*

Discussant: *To be announced*

Coffee Break

**Session 7**

4:45 – 6:30 pm

**“The Pleasures of Standing in Line? Kolejka and Historical Politics in Post-Communist Poland.”**

WINSON CHU

*History, University of Wisconsin*

**“Hungarian Retro and the Re-Mattering of History”**

KRISZTINA FEHÉRVÁRY

*Anthropology, University of Michigan-Ann Arbor*

**“The Meanings of Things: East German Consumer Goods after 1989”**

JUSTINIAN JAMPOL

*The Wende Museum and Archive of the Cold War, Los Angeles*

Discussant: *To be announced*