



**Anthropology of Music  
Masterclass**

**June 27<sup>th</sup> – 30<sup>th</sup> 2018**



## Dear participants of the “Anthropology of Music” Masterclass and Lecture Series,

we would like to extend a warm welcome to all of you who attend and take part in shaping a premiere at the Department of Anthropology and African Studies (ifeas), Johannes Gutenberg-University Mainz. This is our very first edition of what we hope will develop into a well-established tradition. We are looking forward with excitement to three days of fruitful encounters and lively discussions on “valuing music”. We thank you for contributing and hope you will enjoy your participation at this masterclass as much as we did preparing it.

Your conveners,

Markus Verne

Cornelia Günauer

Hauke Dorsch

*with*

Clarissa Bach

Katharina Krämer

Maike Meurer

Tom Simmert

Moritz Zielinski

## **Thanks to:**

our sponsors, the Zentrum für Interkulturelle Studien, the Johannes Gutenberg-University Mainz and the Ministry of Science, Continuing Education and Culture of Rhineland-Palatinate;

our participants, discussants, chairs and helpers for their engagement;

Timothy Taylor for his contribution.

# Index

## **Time Table**

### **Valuing Music** — Triple Lecture by Timothy Taylor

1st Lecture: Capitalist and Paracapitalist Value of Cultural Goods

2nd Lecture: Musical Performance as a Medium of Value

3rd Lecture: Circulation, Value, and Exchange in the Movement of  
Music

## **Team: Note and Contacts**

### **Practical Information**

Restaurants in Mainz

Bars/Cafés in Mainz

Sights, Museums, and Theatres in Mainz

## **Important Information for Your Visit in Germany**

### **How to get to...?**

### **Campus Plan**

## Wi-Fi

user name: *mcavom*

key: **u8F7mJZA**

## Colors indicate rooms:

The workshops take place in the **Infobox** at the corner of Jakob-Welder-Weg and Johannes-von-Müller-Weg.

The lectures take place in the auditorium **HS 13** and **HS 15** at the forum universitatis 6.

The arrival and check-in will take place in the **African Music Archive (AMA)** at the Colonel-Kleinmann-Weg 2.

# Wednesday June 27th

16:00 Arrival at the JGU Mainz and Check-In

18:00 1st Lecture by Timothy Taylor: **Capitalist and Paracapitalist Value of Cultural Goods**

19:30 Opening Reception

# Thursday June 28th

09:00 Introduction to the Masterclass

09:30 1st Workshop: **Commodifying Music – Presentations**  
Chair: Hauke Dorsch

Henrique Souza Lima

**The Sonic Meme as a Capitalist Apparatus of Capture**

Omar Houssni

**Omar Souleyman – from Nightclub to Nobel Peace Prize.  
Genesis of a Genre and its Success in the West**

James Vail

**The Cassette Tape in the Digital Age**

11:00 Coffee Break

11:15 1st Workshop: **Commodifying Music – Discussion**  
Discussants: Thorsten Hindrichs, Carsten Wergin

12:30 Lunch at the Canteen



**14:00** 2nd Workshop: **Beyond the Market – Presentations**

Chair: Cornelia Günauer

Felix Morgenstern

**From Ethnic to Sonic Values: The Reception of Irish Traditional Music in Germany**

Georgia Vavva

**Low-Budget Cosmopolitanism: the Emergence of the Jazz Neighborhood of Kerameikos in Recession Athens**

Tom Simmert

**Labels, Pirates & Blogs: (De-?)Commodifying Music in Lagos, Nigeria**

15:30 Coffee Break

**15:45** 2nd Workshop: **Beyond the Market – Discussion**

Discussants: Peter Niedermüller, Markus Verne

17:00 Break

**18:00** 2nd Lecture by Timothy Taylor: **Musical Performance as a Medium of Value**

# Friday June 29th

**09:30** 3rd Workshop: **Staging Culture – Presentations**

Chair: Markus Verne

Godwin Ejembi Ogli

**Accentuating Cultural Values through Funeral Music**

Şebnem Sençerman

**Monopolization of the “Paracapitalized” Urban Market  
by a Zurna Virtuoso**

Rafique Wassan

**Contemporary Sufi Heritage in Sindh, Pakistan:  
Discourse, Performance and Representation**

Anaïs Verhulst

**Towards a Model of Valuing Music from an Intangible  
Heritage Perspective**

11:00 Coffee Break

**11:15** 3rd Workshop: **Staging Culture – Discussion**

Discussants: Cornelia Günauer, Melanie Wald-Fuhrmann

12:30 Lunch at the Canteen

**14:00** 4th Workshop: **The Politics of Music – Presentations**

Chair: Maike Meurer

Willians De Jesus Santos

**The Racialization of Musical Work**

Oded Erez

**Sounding Arabic: Questions of Sign Value at Home and  
Abroad in Transnational Pop Music from Israel**

Davies Lawrence

**God has given me the Gift for Writing the Blues:  
Authorship, Value, and Identity in the Life and Work of  
Blues Songwriter James Oden (1903-1977)**

15:30 Coffee Break

**15:45** 4th Workshop: **The Politics of Music – Discussion**

Discussants: Katelyn Best, Matthias Krings

17:00 Break

**18:00** 3rd Lecture by Timothy Taylor: **Circulation, Value, and  
Exchange in the Movement of Music**

20:30 Dinner at *Gaststätte Specht*

# Saturday June 30th

**09:30** 5th Workshop: **Valuing Music – Reflections**

Organizers/Chairs: Hauke Dorsch, Gesa zur Nieden

11:00 Coffee Break

**11:15** 5th Workshop: **Valuing Music – Résumé**

Organizers/Chairs: Hauke Dorsch, Gesa zur Nieden

12:30 Farewell lunch at *Baron*

## Anthropology of Music Triple Lecture 2018

# Valuing Music

Prof. Timothy Taylor, UCLA

June 27 – 29, 2018

Questions of value have concerned anthropologists for generations. However, only recently there have been concerted attempts to try to formulate a more general theory of value that can encompass both Marx's and Mauss's seminal writings. We are therefore glad to welcome Timothy Taylor, professor of ethnomusicology and musicology at the University of Los Angeles (UCLA). In a series of three public lectures held on three subsequent days, Timothy Taylor will explore questions of value with respect to music as a form of cultural production. To do so, he will link up to recent work by anthropologists like David Graeber, Michael Lambek, Fred Myers, Anna Tsing, and others.



**Timothy D. Taylor** is a professor for ethnomusicology and musicology at the University of California Los Angeles (UCLA). His numerous articles and books include *Global Pop: World Music, World Markets* (Routledge, 1997), *Strange Sounds: Music, Technology and Culture* (Routledge, 2001), *Beyond Exoticism: Western Music and the World* (Duke, 2007), *The Sounds of Capitalism: Advertising, Music, and the Conquest of Culture* (Chicago, 2012), *Music and Capitalism: A History of the Present* (Chicago, 2016); besides, he is editor, with Mark Katz and Tony Grajeda, of *Music, Sound, and Technology in America: A Documentary History of Early Phonograph, Cinema, and Radio* (Duke, 2012). A collection of essays, *Music in the World: Selected Essays*, was published in 2017 by the University of Chicago Press.

## Lecture 1

### **Capitalist and Paracapitalist Value of Cultural Goods**

Wednesday, June 27, 6 pm, Forum 7, HS 13

It is usually assumed that practices and ideological structures such as flamboyance and showmanship in performance, or the attitude held by artists characterized by Bourdieu as “the economic world reversed,” or various conceptions of authenticity, are epiphenomenal, distinct from either the aesthetic value or the economic value of cultural goods. Drawing on David Harvey’s claim that capitalism disciplines other forms of the production of value, this presentation asserts that such ideological structures are in fact disguised and stockpiled forms of capitalist value. The argument is that one of the ways that capitalism operates, at least in the realm of cultural goods, is by disciplining, or creating, forms of value that exist alongside it; they are forms of value that might be culturally viewed as something other than capitalist forms, but actually are disguised and stored forms of capitalist value that I call “paracapitalist”. Three case studies help make this argument: the rise of the virtuoso in western Europe in the late eighteenth to early nineteenth centuries as a new social personality; the history of provenance in the visual arts; and the process of designating a local cultural practice as a Masterpiece of the Oral and Intangible Heritage of Humanity by the UNESCO.

## Lecture 2

### **Musical Performance as a Medium of Value**

Thursday, June 28, 6 pm, Forum 7, HS 13

This presentation is an attempt to theorize musical performance as a medium of value. Drawing on anthropological theories of value, mainly from Terence Turner and David Graeber, this paper argues that musical performances, and those that are caught up in broader contexts such as festivals, rituals, or ceremonies, play important roles in realizing, consummating, establishing, or

reinforcing values held by those communities that engage in such performances. I define performance as something that takes place with an audience and that is something that is culturally and socially understood as a performance. Value is built up privately in preparations for performances, but is only realized or consummated in the moment of performance with the presence and interaction of audience members.

## Lecture 3

# Circulation, Value, and Exchange in the Movement of Music

Friday, June 29, 6 pm, Forum 7, HS 15

This presentation is an attempt to move beyond the common metaphor of “flows” to describe how music moves in an era commonly thought of as globalized. “Circulation” seems to be a term in frequent usage these days, referring to people as well as goods, an idea has a long history going back to Marxist ideas about the movement of money and is still useful with respect to cultural goods such as music. Drawing on Marx and anthropologists who have studied value and exchange, this paper argues that things circulate because they have value, and circulation therefore manifests as constant exchanges — of time, money, goods, and more — that constantly (re)make social life and relations. Radio serves as a case study in this paper, especially as it plays an important role in the indie rock scene in southern California. Returning to classic theories of the audience as commodity from Dallas Smythe, which are still useful if released from a strict Marxian framework into broader conceptualizations of value, I argue that Smythe’s conception is predicated in the idea of exchange, and that Smythe’s insights can be extended and updated from radio and other broadcast media to the circulation of digital media today.

# Discussants/Chairs

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# The Team



Moritz

Markus

Hauke

Clarissa

Katharina

Cornelia

Maike

Tom

# Team: Note and Contacts

**Dear Guests,**

we, the organizing team — Clarissa, Cornelia, Katharina, Maike and Moritz — hope you will enjoy the Anthropology of Music Masterclass and Lecture Series at the Johannes Gutenberg-University in Mainz. With this brochure we intend to provide you with some useful information for your participation and your stay in Mainz.

Please feel free to contact us if you need any help.

Our mobile phone numbers:

+49 (0) 176-84 50 20 16 *Moritz*

+49 (0) 157-87 86 34 44 *Katharina*

+49 (0) 175-22 21 10 5 *Clarissa*

Best Regards,

Clarissa Bach, Cornelia Günauer, Katharina Krämer, Maike Meurer and Moritz Zielinski

## Restaurants

(€ main dishes below 10€; €€ up to 15€; €€€ above 15€)

*Saturdays lunch will be here:*

**Baron** (Central European; €-€€)

Johann-Joachim-Becher-Weg 3, 55128 Mainz; tel. -38 58 50

**Hanoi** (Vietnamese; €-€€)

Leibnitzstraße 46, 55118 Mainz; tel. -69 32 39 5

**Madiba Afrika** (East, West African; €€)

Heugasse 6, 55116 Mainz; tel. -30 45 12 5

*For Thursday, we booked a dinner table, please feel free to join us at 8:30 at the:*

**Im Herzen Afrikas** (East African, Eritrean; €€)

Gaustraße 38, 55116 Mainz; tel. -38 08 11 1

*For those who stay also the Saturday evening, please feel free to join us at 7:00 for dinner at the:*

**Stadtbalkon** (burger, steak, pizza, lava grill, cocktails; €€)

Gutenbergplatz 2, 55116 Mainz; tel. -69 87 74 7

**L'Osteria** (pizza, Italian; €€)

Holzhofstraße 7, 55116 Mainz; tel. -69 37 44 0

*On Friday we invite you to dinner at 8:30 at the:*

**Gaststätte Specht** (German; €€)

Rotekopfgasse 2, 55116 Mainz; tel. -23 17 70

**Hinz&Kuntz** (German; €€)

Fischtorstraße 1, 55116 Mainz; tel. -14 44 70 7

**Ban Thai** (Thai; €€-€€€)

Neutorstraße 16, 55116 Mainz; tel. -22 01 22

**Da Vito** (Italian, pasta manufacturer; €€-€€€)

Holzstraße 1, 55116 Mainz; tel. -22 91 03

**Al Cortile** (Italian; €€€)

Karthäuserstraße 14, 55116 Mainz; tel. -61 78 78

**Zum Goldstein** (German; €€€)

Karthäuserstraße 3, 55116 Mainz; tel. -23 65 76

**Heiliggeist** (German; €€€)

Rentengasse 2, 55116 Mainz; tel. -22 57 57

**Weinhaus zum Beichtstuhl** (German; €€€)

Kapuzinerstraße 30, 55116 Mainz; tel. -55 38 11 1

**Hof Ehrenfels** (vine bar, restaurant, hotel; €€-€€€)

Grebenstraße 5-7, 55116 Mainz

## Bars/Cafés

(€ beer/coffee under 3,50€; €€ from 3,50€; €€€ from 4€)

**Nirgendwo (bar/student pub; €)**

Boppstraße 9, 55118 Mainz

**Haddocks (bar/student pub; €)**

Frauenlobstraße 29a, 55118 Mainz

**Neustadt Apotheke (café, bar; €-€€)**

Frauenlobplatz 5, 55118 Mainz

**Hafeneck (pub, restaurant; €-€€)**

Frauenlobstraße 93, 55118 Mainz

**Krokodil (café, restaurant, student pub; €-€€)**

Neckarstraße 2, 55118 Mainz

**Laurenz (vine bar, restaurant; €€-€€€)**

Gartenfeldstraße 9, 55118 Mainz

**Gutleut (café, bar, event location; €€-€€€)**

Ludwigsstraße 4, 55116 Mainz

**Spiritus (cocktail bar; €€€)**

Neutorstraße 5, 55116 Mainz

**The Big Easy (bar, restaurant; €€)**

Jockel-Fuchs Platz 3, 55116 Mainz

**Altstadt Café (café, bistro, all day breakfast; €)**

Schönbornstraße 9a, 55116 Mainz

**Wilma Wunder (café, bar, restaurant; €€)**

Markt 11, 55116 Mainz

**Oma Else (café, bar, restaurant; €€)**

Jackobsbergstraße 12, 55116 Mainz

**Kaffeekommune (German café & barista championship winner 2016; €€-€€€)**

Breidenbacherstraße 9, 55116 Mainz

**Dicke Lilli, gutes Kind (café; €-€€)**

Breidenbacherstraße 9, 55116 Mainz

**Weinhaus Spiegel (vine bar, restaurant; €€)**

Leichhof 1, 55116 Mainz

# Sights, Museums, and Theatres

**Romanic Dom at Mainz + Marktplatz (historic market place)**

Markt 10, 55116 Mainz

**Augustinerkirche (baroque church) + Augustinerstraße + Kirschgarten**

Augustinerstraße 34, 55116 Mainz

**Parish church St. Stephan (Chagall-windows)**

Kleine Weißgasse 12, 55116 Mainz

**Zitadelle + Museum of City History + Römisches Theater (roman theatre)**

Windmühlenstraße, 55131 Mainz

**Temple of Isis and Mater Magna**

Römerpassage, 55116 Mainz

**Mainz Rathaus (town hall by Arne Jacobsen and Otto Weitling)**

Jockel-Fuchs Platz 1, 55116 Mainz

**Gutenberg-Museum for Book and Printing**

Liebfrauenstraße 5, 55116 Mainz

**Landesmuseum Mainz (museum for art and history of Rhineland-Palatinate)**

Große Bleiche 49-51, 55116 Mainz

**Kunsthalle Mainz (museum for contemporary art)**

Am Zollhafen 3-5, 55118 Mainz

**Roman-Germanic Central Museum**

Im Kurfürstliches Schloss Mainz

**Museum for Ancient Seafaring**

Neutorstraße 2b, 55116 Mainz

**German Cabaret Archive**

Neue Universitätsstraße 2, 55116 Mainz

**Staatstheater Mainz (opera, plays and dance)**

Gutenbergplatz 7, 55116 Mainz

**Unterhaus (cabaret theatre)**

Münsterstraße 7, 55116 Mainz

**PAD — Performance Art Depot**

Leibnitzstraße 46, 55118 Mainz

# Important Information for Your Visit

German emergency call: **112**

German Police: 110

Area code Germany: 0049-

Area code Mainz: (0)6131- (in this brochure every phone number is written without the area codes)

## Pharmacy:

**Bahnhof Apotheke** (monday to saturday, 8:00 – 20:00 h)

Bahnhofplatz 1, 55116 Mainz; tel. +49 (0) 6131-97 20 95 0

## Taxi Mainz:

Central taxi call Mainz: +49 (0) 6131-910 910

## Hotels:

### **City Hotel Schottenhof**

Schottstraße 6, 55116 Mainz; tel. +49 (0) 6131-23 29 68 or +49 (0) 6131-23 29 69

### **Superior Hotel Hammer**

Bahnhofplatz 6, 55116 Mainz; tel. +49 (0) 6131-96 52 80

## How to get to...?

### **From central station Mainz (“Hauptbahnhof”) to University (“Univer-sität”)**

**By foot:** University campus is within a 15-minutes walking distance. Follow Binger Straße and Saarstraße.

**By tram/bus:** All trams leaving from platform A (located in front of the station building) will pass the university campus. Take trams 51, or 59 (direction Lerchenberg or Hochschule Mainz) to reach the campus within 2 stops. You can also take the bus 57 (direction Bretzenheim) departing from platform F.

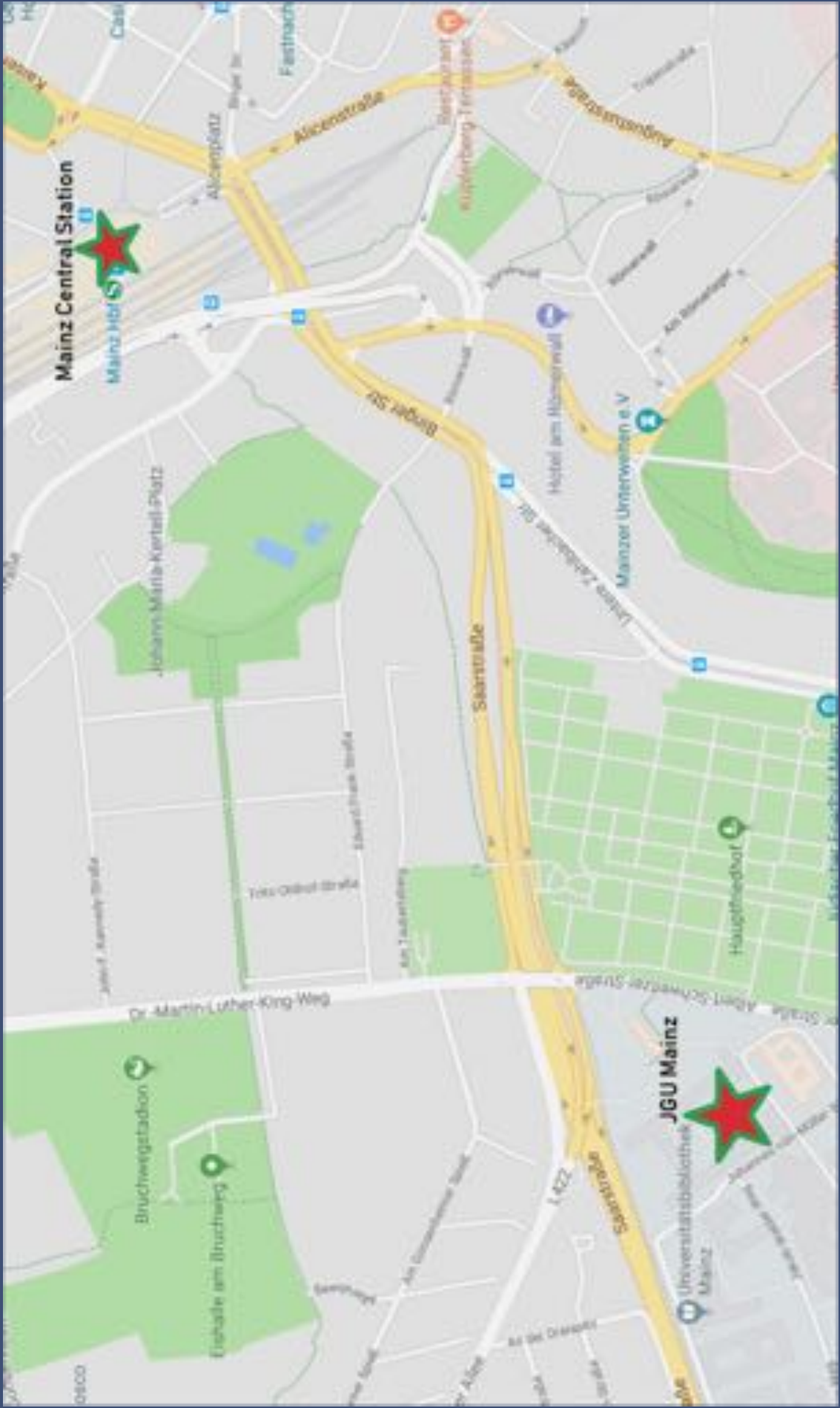
Tickets for the tram/bus can be purchased at the ticket machines on the platform. Here you can either purchase a „Sammelkarte“ (5 travels = 11,40) or a single ticket „Kurzstrecke“ (One way = 1,75 Euro).

### **From Frankfurt Airport regional train station (“Regionalbahnhof”) to Mainz Central Station by Train**

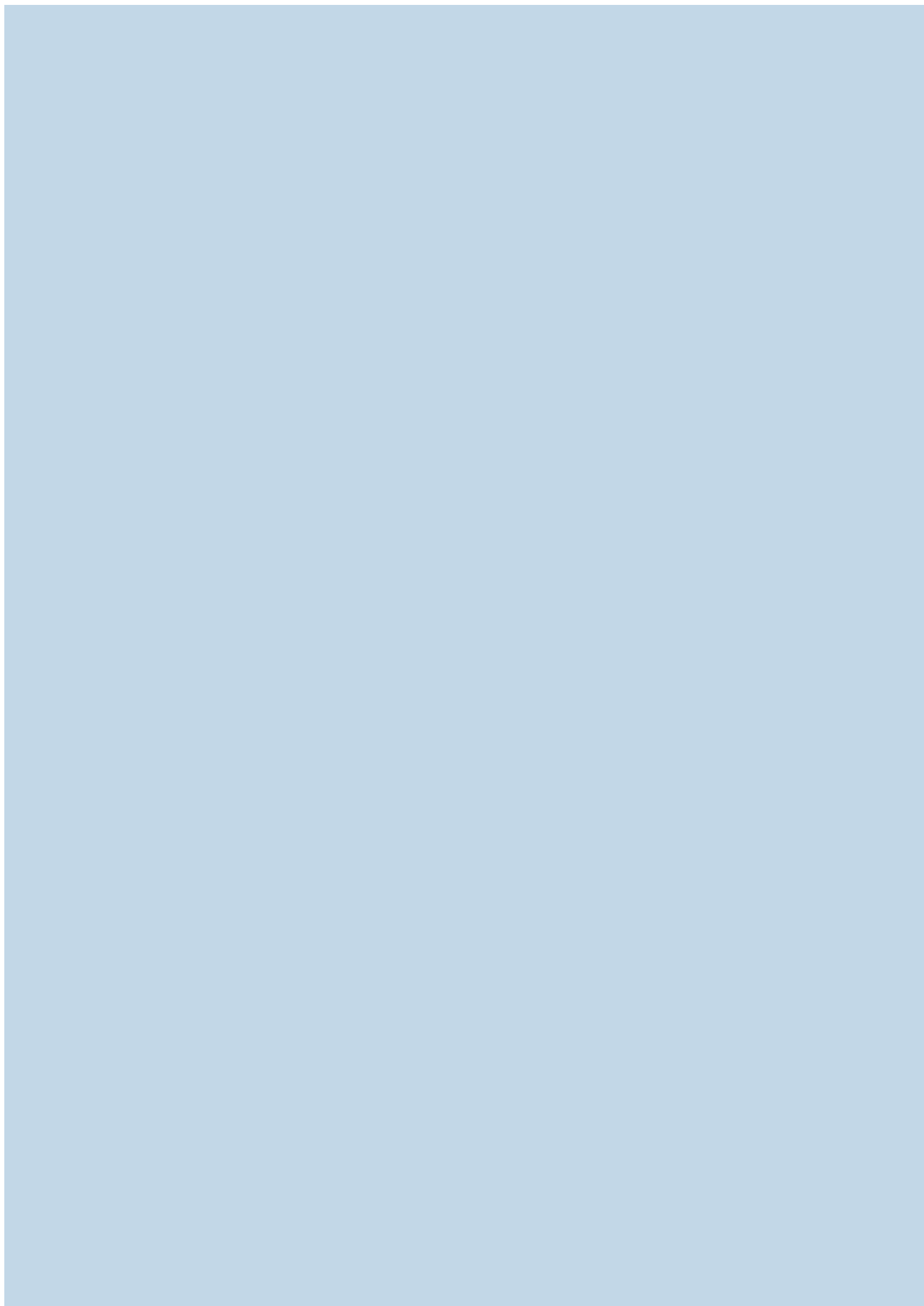
There is a direct train connection between Frankfurt Airport and Mainz Central Station. Please take S8 from Frankfurt Flughafen Regionalbahnhof (Frankfurt airport regional station) to Wiesbaden Hauptbahnhof (Wiesbaden Central Station). Please do not board S1 or S9, which are also traveling to Wiesbaden, but do not stop at Mainz!

A ticket from Frankfurt Airport to Mainz Central Station via S8 can be purchased at the ticket machines on the platform for 4,90 Euro (one way).

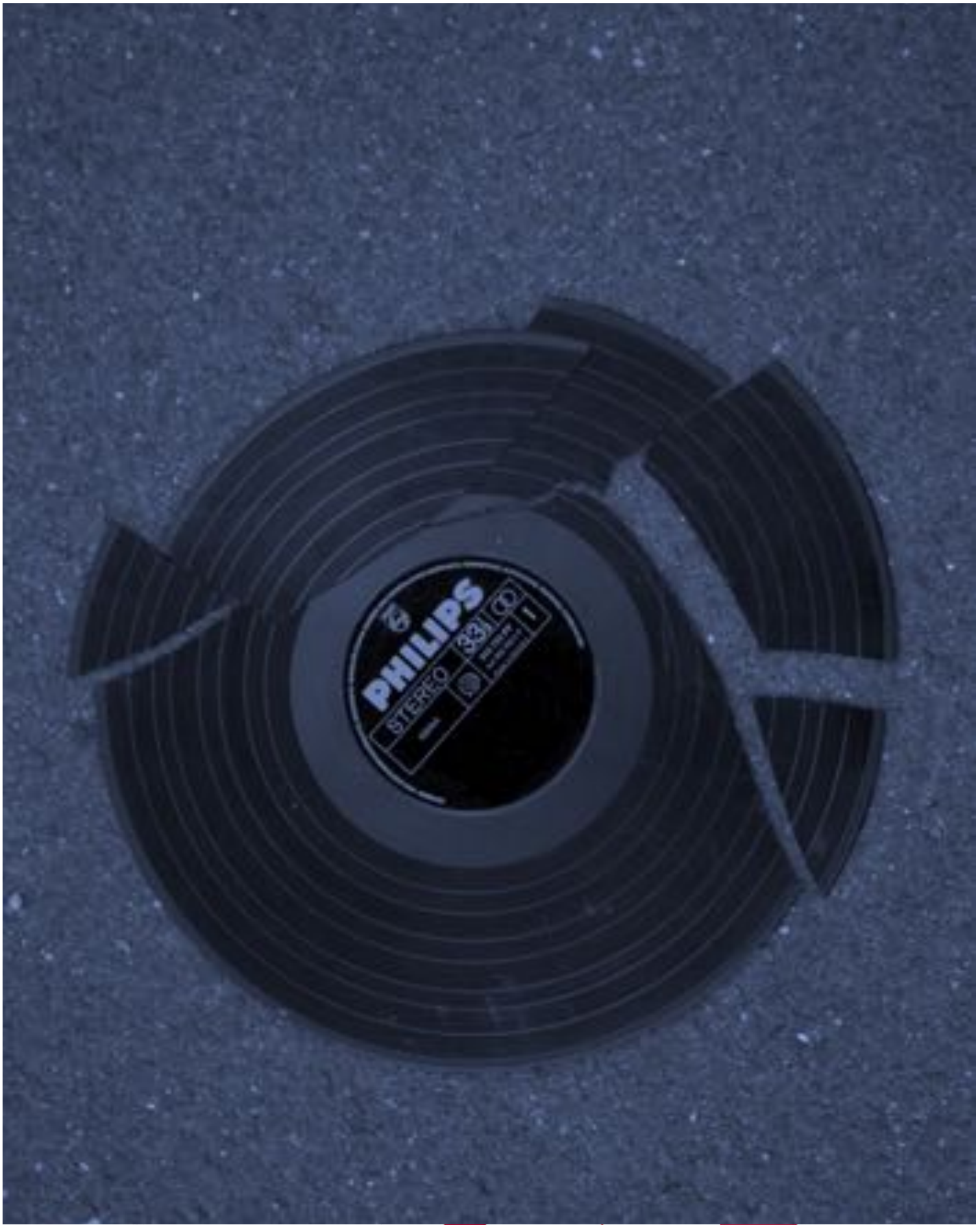












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Institut für Ethnologie  
und Afrikastudien

JG|U  
JOHANNES GUTENBERG  
UNIVERSITÄT MAINZ

ZIS

Zentrum für  
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AMA 

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