



A cooperation between the IFK, the Institute for Social Anthropology (ISA) of the Austrian Academy of Sciences, the Department of Social and Cultural Anthropology of the University of Vienna.



**Ulf Hannerz** is Professor emeritus of Social Anthropology, Stockholm University, Sweden, and a member of the Royal Swedish Academy of Sciences, the Austrian Academy of Sciences, and the American Academy of Arts and Sciences. He formerly chaired the European Association of Social Anthropologists and directed the Swedish Collegium for Advanced Study in the Social Sciences (SCASSS). He has carried out field studies in West Africa, the Caribbean, and the United States, as well as a multi-site study of the work of foreign correspondents in the news media.

Publications (among others): *Anthropology's World: Life in a Twenty-First-Century Discipline*, London 2010; *Foreign News: Exploring the World of Foreign Correspondents*, Chicago 2004; *Transnational Connections: Culture, People, Places*, London 1996; *Exploring the City: Inquiries toward an Urban Anthropology*, New York, NY 1980; *Soulside: Inquiries into Ghetto Culture and Community*, New York, NY, 1969.

#### The Eric Wolf Lectures

The international ERIC WOLF LECTURES have so far been held eight times since 2002. The researchers who are invited to speak have all made significant contributions to their respective fields. It is hoped that the Eric Wolf Lectures will serve Eric Wolf's legacy and advance the liberal and broad-minded development of a transnational cultural and social anthropology.

**Previous Lecturers** (chronologically): Marshall Sahlins, Jane Schneider and Peter Schneider, Judith Okely, Thomas Hylland Eriksen, Aihwa Ong, Jean und John L. Comaroff, Vjajayanthi Rao, Margaret Lock.\*

\* visit <http://tiny.cc/ericwolfllectures> for a detailed list

## THE 9<sup>th</sup> ERIC WOLF LECTURE



### Writing Futures: An Anthropologist's View of Global Scenarios

Ulf Hannerz (Stockholm University)

Monday, 10<sup>th</sup> of November 2014, 6 p.m.

**Festsaal der ÖAW**

A-1010 Vienna, Dr. Ignaz Seipl-Platz 2

### **Main Books**

*Wolf, Eric R. (1999):  
Envisioning Power:  
Ideologies of  
Dominance and  
Crisis, Berkeley.*

*Wolf, Eric R. (1982):  
Europe and the  
People Without  
History, Berkeley.*

*Wolf, Eric R. (1969):  
Peasant Wars of the  
Twentieth Century,  
New York.*

*Wolf, Eric R. (1966):  
Peasants, New York.*

*Wolf, Eric R. (1959):  
Sons of the Shaking  
Earth, Chicago.*

*Cole, John W./Eric R.  
Wolf (1974): The  
Hidden Frontier:  
Ecology and Ethnicity  
in an Alpine Valley,  
New York.*

**Eric Robert Wolf** was born in Vienna on 1 February 1923. Because of his Jewish family background he was forced to emigrate under the Nazi regime. He first went to England and then to the USA, where Eric Wolf was raised for the most part in New York. A soldier in the US army, he fought against Mussolini in Italy and Nazi Germany. After World War II he studied anthropology at Columbia University, and then taught at the University of Michigan, Lehman College and finally at the CUNY Graduate Center in New York. Eric Wolf died on March 6, 1999 in New York.

Eric Wolf did field research in Latin America and in Europe. His most important monograph was “Europe and the People Without History”, in which he showed that non-Europeans were not isolated, but involved in global processes of world history from at least the year 1400.

Eric Wolf was a McArthur Prize laureate, a member of the American Academy of Fine Arts and Sciences and held an honorary doctorate from the University of Vienna. He is considered one of the most important anthropologists of the 20th century, standing for cultural and social anthropology that is cosmopolitan and liberal-minded. His importance for anthropology lies in his focus on themes such as power, politics and colonialism, which he analysed from a comparative view-point. The goal of anthropology was, in his opinion, to explain the socio-cultural diversity of the world. This meant that societies were to be examined within their respective historical context and as part of a continuing process of exchange, not as isolated and closed entities. In many respects, Eric Wolf was a pioneer in the anthropology of a globalized era.

## **Writing Futures: An Anthropologist's View of Global Scenarios**

Toward the end of the twentieth century, the Cold War ended and “globalization” became a key word in public discourse. The new configuration allowed people to ask, with relief or anxiety, what might happen next. A small but lively intellectual industry rose to the challenge, creating scenarios for a born-again world. As the world turned, new worlds could be imagined, assumes Ulf Hannerz.

9/11 sparked another wave of global commentary. Hot wars in Central Asia and the Middle East, followed by economic upheavals that spread rather unevenly across the world, affected shifts in global centers of gravity. This again generated more new scenarios for the world. Often the future visions could be encapsulated in striking catch phrases: “the end of history,” “the clash of civilizations,” “Jihad versus McWorld,” “soft power,” and others. The 2014 Eric Wolf Lecture scrutinizes world scenarios as a genre of creative writing, while also considering their role as a set of representations of the world, which are now circulated, received, and debated in a worldwide web of social relationships. As a contemporary sociocultural phenomenon, the scenarios emerge from a zone of knowledge production where academia, media, and politics meet. The authors are “global public intellectuals.” While anthropology has contributed little to world scenarios directly, these writings deserve attention for the way they offer a “big picture” of the world and mobilize cultural understanding.

**Open Discussion with Ulf Hannerz on Tuesday**

**Chair: Ayşe Çağlar**

**11th of November 2014, 4.00-6.00 pm**

**IFK, Reichratsstraße 17, 1010 Vienna – free admission**

### **Introduction and Welcoming Address**

**Helmut Lethen**  
*IFK International  
Research Center for  
Cultural Studies at the  
University of Art and  
Design Linz in Vienna*

**Andre Gingrich**  
*Institute for Social  
Anthropology (ISA) at  
the Austrian Academy  
of Science*

**Ayşe Çağlar**  
*Department of Social  
and Cultural  
Anthropology at the  
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