The Association of Carolina Emerging Scholars
Presents

Consuming and Consumption

December 4, 2015
ACKNOWLEDGEMENTS

The organizers of the 4th Annual Association of Carolina Emerging Scholars (ACES) Conference at the University of South Carolina Columbia, would like to thank the following for their support and contributions to this event:

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Bob Dyer, Palmetto College

Cover Image: “Mr. Creosote”

Thank you for your interest in the Association of Carolina Emerging Scholars. Your attendance makes this conference a success. We hope to see you again next year when ACES will be hosted at USC Salkehatchie. In the meantime, please follow us on Facebook at Association of Carolina Emerging Scholars - ACES

Bryan Love
Melody Lehn
Maureen Anderson
Michael Sumner
Jean Carrano

Suzanne Penuel
Steve Lowe
Kaetrena Kendrick
Mary Hjelm
Matthew Wilkie
The basis on which good repute in any highly organized industrial community ultimately rests is pecuniary strength; and the means of showing pecuniary strength, and so of gaining or retaining a good name, are leisure and a conspicuous consumption of goods.
—Thorstein Veblen, *The Theory of the Leisure Class*

“The mother of excess is not joy but joylessness.”
—Friedrich Nietzsche, *Human, All Too Human*

“What can be labeled, packaged, mass produced is neither truth nor art.”
—Marty Rubin, *The Boiled Frog Syndrome*

**Maître d’**: Et maintenant, would monsieur care for an apéritif, or would he prefer to order straightaway? Today, we have for appetizers—excuse me—uh, moules marinières, pâté de foie gras, beluga caviar, eggs Benedictine, tarte de poireaux—that’s leek tart—frogs legs amandine or oeufs de caille Richard Shepherd—C’est à dire, little quails’ eggs on a bed of puréed mushrooms. It’s very delicate, very succulent.

**Mr. Creosote**: I’ll have the lot.
From *The Meaning of Life* (1983)

**SAVE THE DATE!**
The Association of Carolina Emerging Scholars Conference
December 2016
University of South Carolina Salkehatchie
Please send abstracts and panel proposals to: cescon@mailbox.sc.edu
Like us on Facebook at Association of Carolina Emerging Scholars - ACES
CONSUMING AND CONSUMPTION

274 D and 274 O Wardlaw Building
December 4, 2015

8:30  Coffee and Registration

9:00  Welcome by Mary Hjelm
Remarks by Dr. Susan Elkins, Chancellor of Palmetto College

9:15-10:45
Session #1—Consumption as (Dis)Connection
Chair: Melody Lehn

Jill Goad, Shorter University
“Kathryn Stockett’s The Help: Policing the Consuming Body”

Danielle French, Kent State University
“I Eat You to Save You’: Consumption and Connection in A Heartbreaking Work of Staggering Genius”

Mackenzie Watson, University of South Carolina
“Mankind’s Consumption with Desire in Komatsu’s Take Your Choice”

Nancy C. Kennedy Coon, University of South Carolina Union
“Marlowe’s ‘Faustian Bargain’ Reimagined—Veblen’s Conspicuous Consumption and Cultural Framing of Environmental Discourse in the 21st Century”

10:50-12:05
Session #2—The Means of Consumption
Chair: Steve Lowe

Lauren Kirby, University of South Carolina Lancaster
“Gardening to Fight Consumption”

Colie Touzel, University of South Carolina Upstate
“Mending Consumerism With Permaculture Design Principles”

Tiffany Friedman, University of North Carolina at Chapel Hill
“Eat Their Words: A Corpus-Based Analysis of Grocery Store Discourse”
12:10-1:10  Luncheon and Keynote Address

Introduction of Dr. Stephen Criswell by Kaetrena Kendrick

"Cracklins, Hash, Benne Wafers, and Bogs: Eating South Carolina"
Dr. Stephen Criswell

1:15-2:45
Session #3— Caveat Vendor: The Business of Consumption
Chair: Suzanne Penuel

Diego Mora, The University of South Carolina Lancaster
“The Consumption of Physical Fitness”

Angela R. Williams, Limestone College
“Consumption of Accounting Services by Start-Up Businesses”

Kathryn Funderburk, The University of South Carolina Lancaster
“Technology Consumption”

2:50-4:20
Session #4—Science Fiction: Consuming as Destruction
Chair: Michael Sumner

Dayne Ware, The University of South Carolina Lancaster
“Plugging in to Gender Roles Established by a Consumer Culture”

Tania Dominguez, California State University Northridge
“A Consuming Beauty”

Tiffany J. Cutrone, The University of South Carolina Lancaster
“The Internal Fire: A World of Consumers”

Creighton Hinson Carter, The University of South Carolina Lancaster
“Darth Vader and Batman: The Two Sides of Emotional Consumption”

4:20
Closing Remarks

Announcement of the Denise Roy Shaw Founders Award Winner by Matthew Wilkie
Our Keynote Speaker

Dr. Stephen Criswell is Associate Professor of English and Anthropology at USC Lancaster, where he also serves as the Director of Native American Studies. A native of Gaston County, North Carolina, Dr. Criswell earned his Ph.D. in English and Folklore at the University of Louisiana. He is coeditor of an upcoming collection of essays on South Carolina folklife to be published by USC press and has published work on African-American family reunion traditions, Caribbean poetry, Southern music, and banana pudding.

The diverse communities that have shaped the history and culture of South Carolina are often best expressed through food and foodways. Dr. Criswell will provide the audience with an overview of the Palmetto State's culinary traditions, with particular emphasis on the state's tri-ethnic (African, European, and Native American) history.

Previous Keynote Speakers

2012  Dennis Covington, Professor of Creative Writing, Texas Tech University

2013  Aimee Parkison, Associate Professor of English, University of North Carolina Charlotte

2014  Dori Sanders, author of Clover
THE DENISE ROY SHAW FOUNDERS AWARD
is named in honor of Dr. Denise Roy Shaw, Professor of English at the University of South Carolina Union, and our four student founders: Matthew Wilkie, Elisa Gonzales, Geordie Geddings, and Michael Sumner.
Dr. Shaw prompted the creation of this conference by suggesting that these students, who wished more class time to share what they were learning, form a conference for the benefit of all undergraduate students in the Palmetto College Regional Campuses system.

Previous Award Winners
2012  Brandi Ballard, University of South Carolina Columbia
“Feeding the Southern Male Gargantua: Gluttony and Power in Fox’s Earth”

2013  Jessica Upchurch, College of Charleston
“I hate the way I don’t hate you’: A Comparison of The Taming of the Shrew and Its Reimaginings”

2014  Tyrie Rowell, University of South Carolina Lancaster
“Big Times”