

The Centre for Culture, Identity and Education (CCIE)  
[www.ccie.educ.ubc.ca/](http://www.ccie.educ.ubc.ca/)  
and the David Lam Chair in Multicultural Education  
<http://www.multicultural.educ.ubc.ca/>

present

Hello kitty:

*the work of nature in the age  
of digital communication*

**Dr. Jody Berland,  
York University**



Monday  
**November 19, 2007**  
**12:30 – 2:00 pm**  
**Ponderosa Centre, Dogwood Room**  
**[http://www.maps.ubc.ca/PROD/index\\_detail.php?locat1=192](http://www.maps.ubc.ca/PROD/index_detail.php?locat1=192)**

No one can fail to notice the increasing visibility of animals in contemporary image culture. My current research examines these images and comments on the relationship between human beings and nature. I focus here on the relationship between young people and cell phones, a subject of interest to corporate planners, educators, and parents alike. I take as my starting point the current advertising campaign using pictures of animals to market cell phones and other mobile digital communication devices. My strategy is to resituate the relationship as a form of triangulation: human, animal, phone. Why do young people connect to animals via phones, or to their cell phones via pictures of animals? What are the implications of this ménage à trois? I offer a “reading” of this campaign and then proceed to critique the limits of such analysis. I argue that teaching and learning in cultural studies needs to elaborate and complicate its perimeters to accommodate the challenges of both cell phone culture and environmental crisis.

***RSVP by email to: [ccie@interchange.ubc.ca](mailto:ccie@interchange.ubc.ca) - A light lunch will be provided.***