

International Conference 25. – 27. June 2009

— Call for papers —

**EDDIC GODS AND HEROES —
THE MILIEUX AND MEDIA OF THEIR RECEPTION**

DFG-Projekt „Edda-Rezeption“
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Since the 18th century eddic myths have been reproduced, represented and adapted for use in various ways, first in European countries and then worldwide. Their spread has coincided with the development of a great diversity in the media available, culminating in the rise of the so-called "new media" whose character often makes it impossible to classify a particular example of "eddic reception" as belonging to any one given linguistic or national cultural context. Via computer games and "myth portals", in mangas or in music ("pagan metal") Norse or eddic myths spread without regard for national borders and language barriers.

Despite this worldwide circulation the myths themselves are often used as a means towards the establishment of a particular identity. Myths are pressed into the service of many different contexts and ideologies, sometimes ones which are diametrically opposed to one another. Thus the Norse goddess Idunn has lent her name to numerous journals, to several insurance companies, to choruses and sports clubs and to enterprises which produce yeast and cosmetics. Idunn is also the patroness of fruitgrowers and of the transfer of electronic data. The god Baldr is invoked as a representative of pacifism, but also as a representative of white supremacy. Brynhild oscillates between the role of a Fury and the role of a liberator.

Aim of the conference

The goal of the conference is to shed light upon the conditions which lead to the utilization of eddic myths in such a protean manner and also to identify the areas in which eddic myths have chiefly been used. The conference will examine these aspects of the problem from an international perspective using comparative and interdisciplinary methods. It will focus upon the period from the mid-19th century to the present.

The themes of the conference can be summed up in two key words:

Milieus in which reception occurs ...

... for example youth subcultures, political movements, the educated bourgeois establishment (*Bildungsbürgertum*), the "back-to-nature-movement" (*Lebensreformbewegung*), the role-play groups, etc.

In which milieus and socio-cultural contexts have the myths been used, and what do the myths represent or what is their function?

Is the use of Norse myth a phenomenon associated with popular culture, subcultures or the culture of an elite?

How is the international character of Edda-reception reconciled with a function in the creation of national or regional identity or of the identity of a particular group?

Media through which reception occurs ...

... for example opera, *Singspiel*, literature, art, journals, computer games, internet, cards as collector's items, etc.

Which media are the preferred vehicles in which milieus?

Do developments in the media employed change the manner in which the myths are employed?

What is the aesthetic effect of the interaction between myths and media?

Call for papers

We would welcome contributions to the conference from the broadest spectrum of fields possible: study of literature, cultural studies, media studies, musicology and art history, religion, sociology and related fields. The lectures may be held in German, English, Danish, Norwegian and Swedish. Abstracts of not more than one page should be sent to us by June 15, 2008.

We plan to publish the papers contributed to conference in the series *Skandinavistische Arbeiten* (Universitätsverlag Winter, Heidelberg).

Kindly submit abstracts of proposed contributions to the following e-mail address:

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