

Wednesday, 27 February 2019, 14:15-16:00

**Andreas Reckwitz**

(Europa Universität Viadrina, Frankfurt/Oder)

## “Hyperculture and cultural essentialism: Two modes of culturalization in late modernity”

In the globalized society of late modernity, ‘culture’ has become a central category of identity and description. Does this mean we are witnessing a global ‘clash of civilizations’? In his lecture, Andreas Reckwitz argues against Samuel Huntington’s diagnosis. Instead, he maintains that both in the global as well as in national contexts a conflict between two regimes of culturalization is taking place – regimes that are constructed in a contrasting manner: one culturalization relates to a hyper culture of individuals and markets, and another to a cultural essentialism of collective identities. How do those two forms of culturalization relate to each other?



Andreas Reckwitz is professor of comparative cultural sociology at the European University Viadrina in Frankfurt/Oder. He was awarded the Leibniz price for 2019 as one of the leading and most original analysts of contemporary society. His most recent book “Die Gesellschaft der Singularitäten” has attracted both scholarly and wider public attention. It contributes an interpretation of the new diversities shaping current societies.



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