

# Table of Contents

## Acknowledgements — V

## Introduction: Cultural Turns – New Orientations in the Study of Culture — 1

- 1 Mapping the Study of Culture – German and Anglo-American Discourses — 1
    - The “Field” of the Study of Culture — 7
    - The Transformation of Theory – A Paradigm Shift? — 9
    - Refiguration through “Blurred Genres” — 12
    - New Orientations through “Heightened Scholarly Awareness”? — 14
    - Turns – A Shift from Object of Study to Analytical Category — 16
  - 2 Changing Currents of Theory – Changing Pioneering Disciplines — 18
    - The Linguistic Turn — 21
    - Cultural Turns after the Linguistic Turn — 23
    - The Impact of the Turn Orientations on the Study of Culture — 29
- References — 32

## Chapter I: The Interpretive Turn — 39

- 1 The Formation of the Interpretive Turn — 40
  - 2 The Meaning-Oriented Concept of Culture — 44
    - Methodological Approaches: Synecdochic Mode, Contextualization, Thick Description — 45
  - 3 The Metaphor of “Culture as Text” — 48
    - Self-Interpretation — 49
    - Critical Positions — 51
  - 4 The Interpretive Turn in Different Disciplines — 55
  - 5 The Interpretive Turn as “Cultural Critique” — 64
- References — 67

## Chapter II: The Performative Turn — 73

- 1 The Formation of the Performative Turn — 74
  - 2 The Anthropological Analysis of Ritual – An Impetus for the Performative Turn — 78
  - 3 Liminality and Cultural Innovation — 81
    - Ritual — 81
    - Social Drama — 84
  - 4 The Performative Turn in Different Disciplines — 86
  - 5 Further Developments of the Performative Approach — 93
- References — 96

**Chapter III: The Reflexive Turn/Literary Turn — 103**

- 1 The Formation of the Reflexive Turn — **104**
- 2 The Crisis of Representation — **107**
- 3 The Reflexive/Rhetorical/Literary Turn in Different Disciplines — **114**
- 4 Further Developments of the Reflexive Turn — **121**  
References — **126**

**Chapter IV: The Postcolonial Turn — 131**

- 1 The Formation of the Postcolonial Turn — **132**
- 2 Characteristics and Key Concepts of the Postcolonial Turn — **137**  
Writing Back (Re-writing), Re-mapping and Critique  
of the Canon — **138**  
Hybridity — **141**  
Third Space — **146**  
Identity — **148**
- 3 The Postcolonial Turn in Different Disciplines — **149**
- 4 New Critical Impetus for the Postcolonial Turn — **160**  
References — **164**

**Chapter V: The Translational Turn — 175**

- 1 The Formation of the Translational Turn — **176**
- 2 The Cultural Turn in Translation Studies — **178**
- 3 The Concept of Culture – Culture as Translation — **181**
- 4 Translational Pragmatics – Translation as a Social and Cultural  
Practice — **185**
- 5 Politics of Translation – Conflicts and Breaks in the Translation  
Process — **187**
- 6 Epistemological and Methodological Dimensions of the Translational  
Turn — **189**
- 7 The Translational Turn in Different Disciplines — **192**  
References — **203**

**Chapter VI: The Spatial Turn — 211**

- 1 The Formation of the Spatial Turn — **212**
- 2 Spatial Concepts and the Turn toward Spatial Thinking — **216**  
Social Spaces and Imaginary Geographies — **216**  
Transnational Spaces — **219**  
Thirdspace — **221**  
Spatial Representation and Modes of Mapping — **222**
- 3 Space as an Analytical Category — **225**

- 4 The Spatial Turn in Different Disciplines — 227
- References — 237

### **Chapter VII: The Iconic Turn/Pictorial Turn — 245**

- 1 The Formation of the Iconic Turn/Pictorial Turn — 246
- 2 From Art History to an Interdisciplinary Image Science? Positions of the Iconic Turn — 249
  - Art History or Historical Image Science? — 250
  - Visual Media Science — 252
  - Anthropology of Images — 253
  - Interdisciplinary Image Science — 255
  - Transcultural Image Studies — 256
  - Visual Culture/Visual Studies — 256
- 3 An Iconic Turn Instead of a Linguistic Turn – From Visual Knowledge to an Iconic Epistemology? — 259
- 4 The Iconic Turn/Pictorial Turn in Different Disciplines — 262
- References — 272

### **Outlook: Are the Cultural Turns Leading to a Turn in the Humanities and Study of Culture? — 279**

- 1 A Religious Turn versus Secular Criticism — 281
- 2 Neurobiological Challenges – Approaches and Limits of a Neuroscientific Turn — 285
- 3 Digital and Transcultural Challenges – Approaches of a Digital and a Global Turn — 288
- 4 Conclusion — 293
- References — 294

### **Index — 299**