



Feeling Canadian

Book Launch & Reading

Featuring Toronto author, academic, & activist

Marusya Bociurkiw

Thursday, February 16, 2012 • 7:30 PM

Aqua Books

274 Garry Street, Winnipeg, MB R3C 1H3

Free admission • Cash bar

More information: kelly@aquabooks.ca • 204-943-7555 • <http://Aquabooks.ca>

“My name is Joe, and I AM Canadian! How did a beer ad become a national anthem? When did Olympic opening ceremonies become an advertisement for national superiority? What do toques and canoes have to do with nationalism?”

Canadian couch potatoes need wonder no longer. In *Feeling Canadian* (Wilfrid Laurier University Press, 2011), award-winning Toronto-based author, media theorist, filmmaker, and professor Marusya Bociurkiw examines how affect (passionate sites of feeling) and consumerism work together to produce shows like *Canada: A People's History*, *North of 60*, and television coverage of the 2010 Olympics. As Canadian TV expert Michele Byers writes, “Providing anecdotes that most readers will be very familiar with, Bociurkiw’s analysis situates us firmly within the context of our own uneasy, ambivalent, and sometimes embarrassing viewing pleasures.”

The author tracks the rise of nationalist content on Canadian television after the 1995 Quebec referendum, looking at how Canadian television works overtime to resolve the messy contradictions of nationhood. She closely examines the coverage of and aftermath to 9/11, when racial profiling became embedded in Canadian news. Drawing anecdotally upon televisually-mediated childhood memories, her Ukrainian background, and more recent cross-media experiences, this book also makes use of humour and poetic writing.

With Canadian culture currently at the mercy of various election platforms and funding cuts, this timely book asks us to take a closer look at some of our most dearly held nationalist assumptions. The proliferation of screens, the rise of social media, and the ways in which audiences now move across platforms, open up, the author argues, opportunities for connection, empathy, and activism, and the creation of new post-national narratives on and off the TV screen.

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