



# World History Association of Texas

## Annual Conference

'A World of Things':  
Consumerism, Consumption, and Commodities  
Saturday, March 20, 2021  
Virtual Space Hosted by Texas A&M University - Commerce

8:30am - 9:00am

Opening Remarks

**John Humphreys**, Provost & Vice President for Academic Affairs  
Texas A&M University - Commerce

Introduction by **Sharon Kowalsky**, Department Head, History  
Texas A&M University - Commerce

9:00am - 10:30am

Session 1A: Cowboy Hats, Containers, and Canine Consumerism

Chair: **Nicholas Sprenger**, Rutgers University

Zoom Moderator: **Grace Slayter**, Texas A&M University - Commerce

**Daniel Quiroga**, Graduate Institute of International and Development Studies,  
Geneva

"Containing Globalization: A Material History of Postnational Governance through  
Shipping Containers (1956-2001)"

**Stefan "Steve" Rabitsch**, University of Graz, Austria

"The most recognizable piece of apparel on planet Earth': *Petasus americanus*, or  
toward a global cultural history of cowboy hats"

**Neil Humphrey**, The Ohio State University  
“The Standard Canine Food Throughout the World’: Canine Consumerism and Spratt’s Global Ascent”

9:00am - 10:30am

Session 2A: Objects in the Global Markets

Chair: **Jessica Brannon-Wranosky**, Texas A&M University - Commerce  
Zoom Moderator: **Heather Rodriguez**, Texas A&M University - Commerce

**Hailian Chen**, University of Leipzig  
“A “Useless” Metal Demanded by Chinese Mints and Global Markets: Rediscovering the History of Zinc in Eighteenth-Century China”

**Kristine Wirts**, University of Texas - Rio Grande Valley  
“Weapons and Bridal Chests: A Brief Study in the Gender Differences in the Objects of Early Modern Vevey”

**Raymond Hyser III**, University of Texas at Austin  
“Transplanting the West Indies: Coffee Cultivation, West Indies Planters, and the Environment of British Ceylon”

9:00am - 10:30am

Session 3A: People and Partition from Spanish America to Texas

Chair: **E. Mark Moreno**, Texas A&M University - Commerce  
Zoom Moderator: **Cynthia Ross**, Texas A&M University - Commerce

**Martin Gabriel**, University of Klagenfurt  
“Coerced Consumption or Constructive Credit? The repartimiento de comercio in Late Colonial Spanish America”

**Dawn Beard**, Texas A&M University - Central Texas  
“A Native Informant: The Caddo Tribe of Texas”

**Thomas Tripp**, St. Edward’s University  
“Plow for a Pencil: The Changes to Texas Agriculture During the Time of the Second World War”

9:00am - 10:30am

Session 4A: Lifestyles and Consumption

Chair: **Michael Kent**, Texas A&M University - Commerce

Zoom Moderator: **Abigail Parmer**, Texas A&M University - Commerce

**Tamar Arev**, The Academic College of Tel Aviv-Yaffo  
“Consumption of ethnic goods: the case study of Eritrean women in Israel”

**Surabhi Baijal**, Dr. B.R. Ambedkar University, New Delhi  
“Plastic and Modern Life Style”

**Yaniv Ron-El**, University of Chicago  
“The social meaning of consumption: Four sociological traditions and a new typology”

10:30am - 12:00pm

Session 1B: Americanization and Changing Patterns of Consumption in Post-War Turkey

Chair: **Mylynka Cardona**, Texas A&M University - Commerce  
Zoom Moderator: **Colleen Allen**, Texas A&M University - Commerce

**Semih Gökatalay**, University of California, San Diego  
“The Cold War and the Making of Business in post-war Turkey”

**Gözde Emen-Gökatalay**, Turkish School, San Diego  
“Gendering the Consumption and Marketing the Ideal of American Womanhood in Turkey in the early-to-mid 1950s”

**Reuben Silverman**, University of California, San Diego  
“Black Market Blues: Turkey’s Democratic Party and the Fight Against Inflation”

10:30am - 12:00pm

Session 2B: Memory and Materiality across World History

Chair: **Gina Bennett**, Texas A&M University - Texas  
Zoom Moderator: **Cynthia Ross**, Texas A&M University - Commerce

**Colin Snider**, University of Texas - Tyler  
“‘The Imposition of Progress:’ Commodifying the Space Race in Brazil”

**Mandy Link**, University of Texas - Tyler  
“Gendered memory: Irish women and remembering the First World War in Ireland”

**Meri Souliman**, University of Texas - Tyler  
“The Complex Religiosity of Alexander the Great and its Contribution to His Legend”

10:30am - 12:00pm

Session 3B: Streamlining the World History TEKS

Chair: **Robert Nelson**, Texas A&M University - Commerce

Zoom Moderator: **Grace Slayter**, Texas A&M University - Commerce

**David Fisher**, University of Texas Rio Grande Valley

“Streamlining the World History TEKS: Teachers vs. the State Board of Education”

12:00pm - 1:30pm

Keynote Address

“Sipping on Culture: Consumption and Identity in the Imperial World”

**Malcolm Purinton**, Emerson College



Introduction by **Raymond Green**, Dean of the Honors College  
Texas A&M University - Commerce

1:30pm - 3:00pm

Session 1C: Looming Modernity: A History of Commodities in the Soviet Periphery

Chair: **Jonathan Dreeze**, Cornell College

Zoom Moderator: **Colleen Allen**, Texas A&M University - Commerce

**Sohee Ryuk**, Columbia University

“Old Patterns on New Carpets: The Handicraft Industry in late Imperial Russia and the Early Soviet Union”

**Matthew Brown**, California State University, Long Beach

“Burying the Past, Growing the Future: Cotton Agriculture and the War on Feudalism in the Uzbek SSR, 1917-1941”

**Nicholas Seay**, The Ohio State University

“Cotton Modernity: Rural Subjectivities and the Materiality of Cotton Growing – a View from the Tajik-Soviet Press”

1:30pm - 3:00pm

Session 2C: Papers About Paper

Chair: **Christopher Morris**, University of Texas at Arlington

Zoom Moderator: **Heather Rodriguez**, Texas A&M University - Commerce

**William Hansard**, University of Texas at Arlington

“This Way To The Big Show: Billposters, Billing Wars, and Labor in the American Circus Industry”

**Kevin Moskowitz**, University of Texas at Arlington

“‘Gray is Beautiful:’ The Failure of Recycling in Fort Worth, 1970-1985”

**Eric Spenk**, University of Texas at Arlington

“Censoring Superheroes: How the Comic Code Authority Forced the Manipulation of Cold War Themes in Comic Books”

1:30pm - 3:00pm

Session 3C: Vulnerable Populations in North America

Chair: **Derrick McKisick**, Texas A&M University - Commerce

Zoom Moderator: **Abigail Parmer**, Texas A&M University - Commerce

**Katje Armentrout**, Purdue University

“Rumspringa or Revolt: A Midwestern Case Study”

**Curtis J. Keltner**, Texas A&M University - Central Texas

“Prophetic Traditions: The Tenskwatawa Witch Hunts”

**Paul Ruiz-Requena**, University of Texas at Arlington

“From Beyond the Border: La Prensa and the Recasting of Mexicans in the U.S., 1913-1925”

3:00pm - 4:30pm

Session 1D: Globalized and Nationalized Wine Cultures: Two Case Studies (Hungary and Romania)

Chair: **Cynthia Ross**, Texas A&M University - Commerce  
Zoom Moderator: **Cynthia Ross & Colleen Allen**, Texas A&M University - Commerce

**Alexander Maxwell**, Victoria University of Wellington, New Zealand  
“The Hungarian Wine Industry from National Pride to Ethnic Conflict”

**Sacha E. Davis**, University of Newcastle, Australia  
“Localising the Global: Transylvanian Saxon Particularism, Viniculture, and “good” and “bad” transnationalism (1860s-1930s)”

3:00pm - 4:30pm

Session 2D: Imperial Formation and Soviet Disintegration

Chair: **Christopher Rowback**, Texas A&M University - Commerce  
Zoom Moderator: **E. Mark Moreno**, Texas A&M University - Commerce

**Anthony W. Baker**, Indiana State University  
“An analysis of the rhetoric in the Ming Shi-Lu on the events leading to the Ming-Hò War, and its relation to Chinese imperial ideology”

**Uta Raina**, Norwich University  
“Commodifying Artifacts in the Age of Empire: Intersections of the Local with the Global OR What Peruvian Objects Reveal about Germany”

**Leah Valtin-Erwin**, Indiana University Bloomington  
“Hungry for Alternatives: Retail Globalization and the (Re-)emergence of Communist-Era Goods in Eastern Europe after 1989”

4:30pm - 5:00pm

Closing Remarks

**Laura J. Mitchell**, University of California, Irvine  
President, World History Association

Introduction by **Cynthia Ross**, Texas A&M University - Commerce

Webinar ID: 914 7190 6097  
Webinar: <https://tamuc.zoom.us/j/91471906097>

5:00pm - 6:00pm

Social Hour

Hosted by the WHAT Organizing Committee

**Cynthia Ross and E. Mark Moreno**

Many thanks to the WHAT Organizing Committee – Dr. Cynthia Ross, Dr. Sanja Kadrić, Dr. E. Mark Moreno – Dr. John Humphreys, Dr. Sharon Kowalsky, Dr. Raymond Green, Dr. Malcolm Purinton, Dr. Laura Mitchell, the Chairs, Panelists, Zoom Moderators, Coy Martin at the College of Humanities, Social Sciences and Arts, and Jeremy Gamez at the Center for IT Excellence. Your hard work made this conference possible!



**TEXAS A&M UNIVERSITY-COMMERCE**

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