

Geography Colloquium Series

Tuesday, February 5th, 12:30 to 1:45 pm
in Room 229 of the Department of Geography

John Paul (JP) Catungal

Social Justice Institute (GRSJ), UBC

Marketing the Philippines through the Sentimentalization of the Familiar / Familial Filipina



Through analysis of two recent advertising campaigns aimed, I examine how the figure of the familial Filipina is put to use to enable the global mobility of the intrepid Western tourist seeking adventure and of transnational corporations seeking new markets. Rather than interpreting this as a new development in the Filipina's place in the global economy, I argue that her very familiarity as a gendered and racialized global figure of care labour makes her useful as a synecdoche for Philippine hospitality and thus for opening the Philippines to global tourism and corporate markets.



John Paul (JP) Catungal is Assistant Professor of Critical Racial and Ethnic Studies in the Institute for Gender, Race, Sexuality and Social Justice. A queer, first-generation Filipino-Canadian settler living in unceded Coast Salish territories, JP is an interdisciplinary scholar trained in the nexus of critical human geography and intersectional feminist theorizing. His research concerns Filipinx and Asian Canadian studies ; feminist and queer of colour critique; migrant, anti-racist and queer community organizing; and the politics of education, mentorship, teaching and learning.