This lecture points beyond discussions of how folklore is disseminated in "the media"—including social media—by drawing attention to what can be learned from research on "mediatization," particularly as emerging in Latin America and Europe. Rather than projecting folklore and "the media" as distinct Bourdieuan social fields, it suggests that we attend to heterogeneous and shifting relationships between folklorization and mediatization by looking analytically and ethnographically at parallels between critical efforts in both arenas to rethink fundamental disciplinary objects and replace a focus on products in favor of processes.

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