

Todd Madigan

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EDUCATION

Ph.D. Sociology (in candidacy) <i>Yale University</i> (junior fellow, Center for Cultural Sociology) Dissertation Committee: Professors Jeffrey Alexander, Ronald Eyerman, and Philip Smith	May 2019 New Haven, CT
M.A. English 3.97 GPA <i>San Francisco State University</i>	2002 San Francisco, CA
B.A. Philosophy 3.87 GPA (summa cum laude) <i>San Jose State University</i>	1995 San Jose, CA

PUBLICATIONS

“Cultural Trauma, Collective Memory and the Vietnam War”
(with co-authors Ronald Eyerman and Magnus Ring)
pp. 11-31 in *Croatian Political Science Review*, Vol. 54 No. 1-2 June 2017

Synopsis:

A comparative analysis of the Vietnam War narratives that circulate within the societies of each of the war’s three principal antagonists (i.e., Vietnamese Communists, Vietnamese Americans, and the broader American society). Within each of these three social groups we conceptualize arenas of collective memory where various groups struggle to promote their particular narrative of the war, and as we trace these struggles, we also explore whether each group has experienced cultural trauma. (This article is a distillation of the book-length project, *Vietnam: A War, Not a Country*.)

ARTICLES UNDER REVIEW

“Farewell to Genre: Plot, Meaning, and the Syntax of Eudaemonic Paths”
Current status: revise and resubmit

Synopsis:

The concept of a social narrative’s *genre*—as a rather muddled stand-in for plot structure—fails to fulfill the functions sociologists have claimed of it. Instead, what analysis of narrative structure *can* tell us is best seen through attention to its *eudaemonic path*, the trajectory of a protagonist's complete movement between states of fortune. I develop this concept and argue that it provides strong explanatory insight regarding the content that is included in or syntactically precluded from particular social narratives.

“The Tourist Remembering of the Vietnam War”
(with co-author Brad West)
Current status: revise and resubmit

Synopsis:

Drawing on our multi-year ethnographic studies of transnational tourism at the Cu Chi battlefields in Vietnam, we explore how utilizing Bakhtin's concepts of *carnival* and *dialogism* elucidates the power of performative tourism in the framing and interpretation of war history.

WORKS IN PROGRESS

Vietnam: A War, Not a Country
(with co-authors Ronald Eyerman and Magnus Ring)
Manuscript is in the final stages of completion

Synopsis:

A comparative analysis of the Vietnam War narratives that circulate within the societies of each of the war's three principal antagonists (i.e., Vietnamese Communists, Vietnamese Americans, and the broader American society). Within each of these three social groups we conceptualize arenas of collective memory where various groups struggle to promote their particular narrative of the war, and as we trace these struggles, we also explore whether each group has experienced cultural trauma.

"Iconic Anchoring: Theorizing the Discrepancies Between Visual and Verbal Representations of Mass Uprisings in Revolutionary Vietnam"

Synopsis:

I develop the idea of *iconic anchoring*, a phenomenon that occurs when (1) a particular concept becomes strongly associated with a particular image; (2) this concept—or more correctly, the word or expression that signifies this concept—then changes its meaning; (3) when these circumstances coincide, there are instances when the bond between an image and its initial meaning is so strong that the image resists signifying the term under its new meaning.

"Perfect Fools: Sanctity, Madness, and the Theory of Ambiguous Performance"

Synopsis:

The theory of social performance is unable to explain why behavior such as that of the so-called *holy fools* gives rise to significant interpretive confusion. This inability is due to both a restricted notion of performance as univocal and to an over-emphasis on actors' intentions. I develop the theory of *ambiguous performance* in order to highlight the syntactic rules prohibiting certain types of behavior combinations, combinations that when they occur lead to meaningless cultural structures.

RESEARCH INTERESTS

My dissertation develops the theory of *cultural syntax*, a concept whose purpose is to identify and delineate the rules of meaning making in social life. Up until now, most culturally-minded sociologists have devoted themselves to investigating (1) the meanings that permeate the social world and (2) the cultural structures that crystalize when these meanings are patterned in particular ways. However, this double focus misses an important aspect of the social world, namely, that there are only certain patterns of meanings that do in fact coalesce, and these extant patterns follow what can be thought of as syntactic rules. In the process of developing the theory of *cultural syntax*, I hope to make significant theoretical contributions to a number of different disciplinary areas, including collective memory, collective identity, cultural trauma, social performance, social narratives, and visual culture.

RESEARCH EXPERIENCE

Dissertation Research in Vietnam	2017 (spring)
Research Assistant to Rene Almeling	2013 to 2016
Dissertation Research in the United States	2013 (summer)
Research Assistant to Jeffrey Alexander	2012 to 2013

TEACHING EXPERIENCE & CREDENTIALS

Instructor

Gateway Community College: <i>Introduction to Sociology</i>	2019 (spring)
Yale University: <i>Foundations of Modern Social Theory</i>	2017 (summer)
San Jose State University: <i>Community Action and Service</i>	2008 (spring & fall)

Teaching Fellow

Professor Rene Almeling, Yale University: <i>Senior Essay & Colloquium</i>	2018 (spring)
Professor Jeffrey Alexander, Yale University: <i>Cultural Sociology</i>	2017 (fall)
Professor Vida Maralani, Yale University: <i>Inequality in America</i>	2015 (spring & fall)
Professor Ronald Eyerman, Yale University: <i>Sociology of Social Movements</i>	2014 (fall)

Certificate for College Teaching

2018 (fall)

PRESENTATIONS

International Conference on China in Transition, Fudan University, China "Iconic Anchoring"	2018
ASA Annual Meeting: Interpretive Sociology Conference, Philadelphia, PA "Iconographic Anchoring"	2018
Eastern Sociological Association Annual Meeting, Baltimore, MD "Iconographic Anchoring"	2018
ASA Annual Meeting, Montreal, Canada "Farewell to Genre"	2017
Sociology Seminar Series, Lund University, Sweden "Vietnam: A War, Not a Country"	2017
Eastern Sociological Association Annual Meeting, New York, NY "Unfinished Odyssey"	2015
Global Conference on Trauma, Prague, Czech Republic "Vietnam: A War, Not a Country"	2014
<i>Meisterklasse</i> , Konstanz, Germany	2013

“Perfect Fools”

ACADEMIC FELLOWSHIPS

Fudan University Cultural Sociology Visiting Fellow	2018
MacMillan International Dissertation Research Fellowship	2017
Konstanz <i>Meisterklasse</i> Grant	2013

PROFESSIONAL SERVICE

ASA Interpretive Sociology Conference Program Committee Member Assisted with the programming and organization of the conference	2017 to 2018
Editorial Assistant for Jeffrey Alexander, Yale University	2017 to present
Editorial Assistant for Ronald Eyerman, Yale University	2017 to present
Panel Organizer and Presider Eastern Sociological Society annual meeting: <i>Thinking Iconically</i>	2018
Reviewer <i>Cultural Sociology</i> <i>American Journal of Cultural Sociology</i>	2016 to present
Panel Organizer and Presider Eastern Sociological Society annual meeting: <i>Trauma and Narrative</i>	2015