



Contemporary  
**Turkish** Studies

**LSE Contemporary Turkish Studies Research Seminar**

Wednesday, 14 January 2015

18.30-20:00

Venue: NAB.1.07, New Academic Building, First Floor, LSE

## **“Creative Aspirations and Mediated Desires: Understanding Women's Exercise Craze in İstanbul”**

**Speaker: Dr. Sertaç Sehlikoğlu**

(University of Cambridge)

**Chair: Associate Professor Esra Özyürek (LSE)**

As an excerpt from a larger study on İstanbulite women's *spor merakı* (exercise craze) based on ethnographic research conducted in 2011 and 2012, Dr. Sehlikoğlu addresses the relational aspect of İstanbulite women's desires that leads them to exercise craze as a form of global trend. She refers to a collection of encounters and vignettes from İstanbul and traces İstanbulite women's *exercise craze* through impactful media personalities, including day-time TV programmes and their hosts. By examining the ways in which women's desires are mediated, articulated, and processed by their particular interaction with media, Dr. Sehlikoğlu aims to understand the *how* of women's everyday aspirations. She anthropologically questions: How do women desire and what do they desire? What is the role of the media in the making of women's desiring selves? More importantly, how do women embody agency in this process of manifesting their desiring selves?

**Sertaç Sehlikoğlu** has recently completed her PhD in social anthropology at the University of Cambridge. Her dissertation explored the ways in which Muslim İstanbulite women manifest their desiring selves, their self-fashioning, and aspirations through exercise, at women-only spaces. Sehlikoğlu's academic interests are leisure, subjectivity, desire, agency, and female normativity. She has published on leisure, sports and sexuality in the Middle East in collected volumes and in journals, including *Leisure Studies* and *Feminist Media Studies*.

**This event is free and open to all. No ticket is required.**

For further information about the LSE Contemporary Turkish Studies and its seminars and other activities, please contact:

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