

# Affective Media Practices of Dance, Video and Social Media: The Creation of 'Home' in the Transnational Setting Mexico-USA

The contribution focuses on the negotiation of affective media practices based on the case study of a female dance group from Los Angeles which performed a dance reserved to men during the Santiago patron saint fiesta in Yalálag, Mexico, in 2016. It departs from an understanding of affects as being mobilized by actors who engage in practices either routinely or strategically with the aim of "doing affects" when mediatizing them. The research analyzes traditional media practices such as Zapotec dances and their remediatization via digital means of communication to show how gender and ethnicity are redefined in the

context of migration in the 21st century. Affects that are generated by media practices prove to be a driver of these processes of a political dimension within the Mexican-US transnational community.

*Ingrid Kummels, Thomas John (Freie  
Universität Berlin)*

[kummels@zedat.fu-berlin.de](mailto:kummels@zedat.fu-berlin.de)

[thomas.john@fu-berlin.de](mailto:thomas.john@fu-berlin.de)

