

sites

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CONTENTS

<i>Editorial</i>	v
KEREKERE AND INDIGENOUS SOCIAL ENTREPRENEURSHIP <i>Trisia Farrelly & Alisi Talatoka Vudiniabola</i>	1
PARADISE LOCKED: The 1918 Influenza Pandemic In American Samoa <i>John Ryan McLane</i>	30
DOCTORS AND ALL BLACKS: How Depression and its Treatment is Framed in New Zealand GP-Targeted Advertising <i>Susan Wardell</i>	52
PAKEHA IDENTITY AND WHITENESS: What Does it Mean to Be White? <i>Claire Gray, Nabila Jaber & Jim Anglem</i>	82
EUGENICS AND UTOPIA: Social Imaginaries of Technologies for Deafness <i>Alana Best, Corinna Howland, Jenny Snapp & Julie Park</i>	107
REPRODUCTION, ETHICS AND HERITABLE DEAFNESS: Three South Island Families Express Their Views <i>Ruth P Fitzgerald, Hayley Bathard, Rosie Broad, & Michael Legge</i>	129
LEFT BEHIND BY THE NATION: ‘Stranded Pakistanis’ in Bangladesh <i>Dina M. Siddiqi</i>	150
Book Reviews	184
Biographical Notes	199
Notes for Contributors	203

EDITORIAL

This issue begins with an insightful analysis of *kerekere* (indigenous Fijian mode of exchange) and social entrepreneurship. Farrelly and Vudiniabola proffer a sophisticated account of *kerekere* that problematises dichotomous categorisations in economic anthropology, and present a compelling case for emic ethnographic accounts of contemporary economic activity in Fiji. The second Pacific-focused contribution in this issue explores the 1918 influenza epidemic in American Samoa. In his compelling article, McLane argues that a number of factors - including isolation and the working relationship between the US Navy and traditional Samoan elites – contributed to the implementation of effective quarantine in this Pacific polity.

Shifting temporally and geographically to contemporary New Zealand, Wardell assesses how depression and its treatment is framed in GP-targeted advertising. Focusing on pharmaceutical advertisements and a public health campaign in health professional publications, she notes that these texts not only rely on medicalised and paternalistic framing of depression, but also reinforce New Zealand-specific gendered stereotypes and incorporate localised cultural motifs in representations of depression. Continuing the discussion around identity that emerged in earlier issues of this journal, Gray *et al.* argue that the assumption of a Pakeha self-identity by their study participants obscures the cultural capital (and concomitant privileges) associated with whiteness in New Zealand. Two further New Zealand-based studies include the ethnographic research of Best *et al.* and Fitzgerald *et al.* Best *et al.* elucidate the social imaginaries of technologies for deafness, while Fitzgerald *et al.* explore participant views on reproductive decision-making and genetic testing. Both articles draw on rich, qualitative data and provide sagacious insights into experiences of deafness in contemporary New Zealand.

Finally, while Siddiqi's study of Bengali nationalism is somewhat outside the usual geographical focus of the journal, her percipient assessment makes an important theoretical contribution to broader examinations of citizenship, belonging and national identity.

Editorial

The publication of the current issue marks the end of my term as editor of *Sites*. The last four years have presented numerous challenges and opportunities, and I am extremely grateful to a number of people who have made invaluable contributions to the production of the journal. Firstly, I want to thank the members of the *Sites* board who have provided direction and guidance during my time as editor. I particularly wish to thank Ruth Fitzgerald and Chrys Jaye for their patience and pertinacity. I wish to thank the people who work tirelessly to maintain the high quality of the journal: the reviewers, the copyeditors and our layout editor, Les O'Neill. Thank you to Digital Service Co-ordinator Allison Brown and my colleagues in the Department of Anthropology and Archaeology at the University of Otago.

Finally, I want to acknowledge the help of Julie Park in preparing this final issue of the journal and wish her all the very best as the incoming editor of *Sites*.

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