Developing Your Brand Before Engaging

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Agenda

1) Constructing academic identity

2) Networking academic identity
Constructing academic identity
Discursive Identity

Assumes that language and context are keys to understanding identity. What one “identifies with” is a way of talking about the self. We should not think of the self and identity apart from cultural meanings, which can be expressed in a variety of ways to others.
Your discursive identity is your *personal myth* (McAdams 1993) or brand.
For example...
The sociology of critical marketing
The influence of marketplace mythologies on consumer acculturation
Change in marketing and consumption systems
Exploring consumer rituals and rites of passage
The sociology of innovation legitimation
The market shaping of emotions
Marketing, Mutuality, Mindfulness
What’s yours?
To help you articulate this, reflect on the following questions:
What is the common thread in all of my work?
In what way is this common thread socially integrating?
In what way is this common thread distinctive?
How can I best articulate this common thread?
Construct two things together

• Personal website (Wordpress.com)

• Vita
Networking academic identity
A social network is a social structure made up of a set of social actors and a set of dyadic ties between these actors. These “ties” may be strong (creating small worlds) or weak (connecting small worlds).
The strength of the strong tie

Strong ties create small worlds, use these to help you articulate your discursive identity.
The strength of the weak tie

Weak ties connect small worlds, use these to help you disseminate your discursive identity.
Liquid Networks
Disseminating

- Conference paper which represents your brand
- Emails before to key connectors—inviting them
- Mini cards inviting connectors to your presentation
- Presentation (make it good)
- Post the presentation on your website
- Post a message on your professional Facebook and LinkedIn sites telling people that the presentation and paper are free for download on your website
- Begin again...
By the way, this presentation is free to download on my website...

www.jeffbmburray.com
People often say that this or that person has not yet found him or herself. But the self is not something that one finds. It is something one creates.

Thomas Szasz
See you in the network