UNIVERSITÀ DI NAPOLI L'ORIENTALE | DAAM DIPARTIMENTO ASIA, AFRICA E MEDITERRANEO

CSACTI LECTURES (Autumn Semester 2026)

Shamanism as a Cultural Brand in Inner and East Asia

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Eötvös Loránd University, Budapest

Thursday, December 3. 2026, 3:00 PM - 5:00 PM

Palazzo Corigliano, Antisala degli Specchi



This presentation will examine the traditional historical and religious roles of shamanism and explore how the phenomena documented in historical sources are reflected in contemporary popular culture. It will investigate how a belief system that was largely viewed as "superstition" or a "harmful principle" in the 20th century has evolved into an identity marker, a cultural brand, and even a marketable "commodity". The selected case studies will utilize both written and visual sources, as well as elements from contemporary pop culture, focusing specifically on the cultural phenomena of Mongolia and South Korea.

For participation online via Teams contact Bayarma Khabtagaeva **bkhabtagaeva@unior.it**