

Oil, Media and Gender: The cultural infrastructure of Iran's petro-modern cities during oil boom

Keywords: Urban Transformation, Oil Industry, Petroculture, Media, Gender

Chair of history of architecture and urban planning

Area of Research: Energy Humanities and Petroculture



Research Summary: The main objectives of the research is to reveal how oil development during Iran's oil boom (the 60's and 70's) has triggered urban transformation from traditional city to modern one from both spatial and socio-cultural aspects. I approach the subject through the lens of media as one of the best reflection of socio-cultural characteristics of the society. So, I want to investigate to what extent Media directly and indirectly affected the process of urban transformation by creating positive image of oil industry and changing people's mindset in order to accept petro-modern lifestyle. During Iran's modernization, coincidence of both the active presence of woman in the society and the emergence of oil industry has created intertwined relationship between woman and new space, modern society, media and more importantly oil industry. Shortly, I will develop my research with investigation of how oil has translated into cityscape, media and gender.

Research Methodology: This is an interdisciplinary research between architecture and urban planning and socio-cultural infrastructure of petro-modern cities. Therefore the main methodology of research is focusing on media of the time such as technical and popular magazines (mainly feminist magazines), films, advertisements and artistic works to get comprehensive understanding of the urban transformation.

Key Publications: Until now no publications were submitted



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Main Question: How media was used to change the cultural infrastructure of traditional patriarchal society of Iran in order to create a positive image of oil industry as a fundamental mechanism toward modernity?

Deliverables: Urban transformation through the lens of media.

Link(s): <http://www.tudelft-architecture.nl/chairs/history-of-architecture-and-urban-planning/staff>

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