

# Will the World's Most Beautiful Living Woman be Found In Sweden or Norway



**FACULTY COLLOQUIUM**  
**Wednesday**  
**October 7, 2015**  
**UC 222**  
**12-12:50pm**

## The Importance of Nordic Whiteness: Scandinavians in Chicago and Modern America

By Erika K. Jackson, Ph.D.  
 Assistant Professor of History

At this faculty colloquium, Dr. Jackson will discuss the topic of her book manuscript, *The Importance of Nordic Whiteness*, which explores ideological, gendered concepts of Nordic whiteness and Scandinavian ethnicity employed by native-born Americans in Chicago during the late 19th and early 20th centuries to construct societal hegemony. Her book advances a more comprehensive understanding of the Scandinavian-American experience by examining the process by which Nordics became the embodiment of whiteness. Rather than crafting an authentic persona of the common Nordic immigrant, Scandinavians chose to play upon the observations of the American media as a means of benefitting their cause. By the end of the 20th century, this exaggerated image of the idealized Nordic man and woman would loom as an inauthentic, sexualized stereotype. Scandinavian-Americans sought to separate themselves from. In this unique perspective, the Scandinavian struggle for racial and ethnic legitimacy would occur in reverse.

Please come with your lunch; bring your colleagues and students too!