

Behind the Mask

Vernacular Culture in the Time of COVID

Edited by

Ben Bridges

Ross Brillhart

Diane E. Goldstein

Utah State University Press

Logan

Contents

List of Figures vii

Acknowledgments ix

Introduction

Ben Bridges, Ross Brillhart, and Diane E. Goldstein 3

SECTION I:

THE VERNACULAR TO THE RESCUE: COMMUNITY, CREATIVITY, AND COPING WITH COVID-19

1. Rainbows, Snakes, and Scarecrows: Creative Vernacular Interventions in Response to COVID-19—A View from the United Kingdom
Andrew Robinson 35
2. Silver Linings: Chronicling Cultural Sustainability at the Geographic Center of North America
Troyd Geist, Pieper Bloomquist, and James I. Deutsch 76
3. Kneading Comfort, Community, Craftsmanship: Home Baking in the Coroniverse
Lucy M. Long and Theresa A. Vaughan 97

SECTION II:

THE FAILURE OF EXPERTS AND THE RISE OF VERNACULAR EXPERTISE

4. Beyond the Deliberate Infector: Emergent Categories of Infector Narratives during COVID-19
Sheila Bock 135
5. Fake Grannies, Extra Doses, and the One Hundred: COVID-19 Vaccine Hunting and Accessibility
Andrea Kitta 153

6.	Beyond Bat-Eating: Digital Discourses of Zoonotic Disease in the COVID-19 Era	
	<i>Julianne Graper</i>	170
SECTION III: WHEN VERNACULARS MEET		
7.	From Risk Semantics to Embodied Practice	
	<i>Anne Eriksen and Kyrre Kverndokk</i>	193
8.	Zoom, Zoom, Zoom: The Creation of Virtual Space, Culture, and Community during the Pandemic through Digitized Platforms	
	<i>Kinsey Brooke</i>	211
9.	Virtual Tarantella Folk Music and Dances: Local Resilience, Global Spectacle, and Digital Communities	
	<i>Incoronata Inserra</i>	229
	<i>Index</i>	255
	<i>About the Authors</i>	261