SIMON FRASER UNIVERSITY FALL CONVOCATION October 8 and 9, 2015

Convocation Address
By Dr. Sut Jhally

An award-winning professor of communication at the University of Massachusetts, executive director of the Media Education Foundation, and a prolific filmmaker and author

An honorary Doctor of Fine Arts, honoris causa, was conferred on Dr. Sut Jhally during the Faculty of Applied Sciences; Communication, Art and Technology; and Health Sciences ceremony on Thursday, October 8, 2015.

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Madame Chancellor, President, senators, faculty, staff, graduands, family and friends, students. It is a great pleasure to be here today to accept this honour. As Dr. Laba said, I got my PhD from Simon Fraser in 1984 and SFU has always seemed like home to me. I came of intellectual age here. I spent countless hours in the library. I have walked along this concourse hundreds of times. I sweated buckets and sometimes shed blood on the squash courts in the gym. I marveled at the mountains every time I drove up through the clouds. In many ways SFU made me the scholar I am.

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, I hope you will take one image and one name with you.

Antonio Gramsci was an Italian socialist battling Benito Musso

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The prosecutor at his trial said, "For twenty years we must stop this brain from functioning." But that attempt was not successful because even while he was in prison, without access to any books and having to get whatever he wrote past the prison censor, Gramsci kept thinking and writing about politics and about the conditions that would bring about a transformation in the society. Of special importance was his notion of hegemony as well as the idea that politics was not just about policies but also about language, identity and belonging.

He was a sick and broken man when he was eventually released from prison and he died at the age of 46 but his influence has been immense. His writings from prison were eventually published as *The Prison Notebooks of Antonio Gramsci* and the ideas contained in them have transformed the field that I work in, cultural studies, and