

Airport Stories. Inequalities in the Global City

Lucas Schucht | Berlin/ Frankfurt am Main

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The study analyzes a marketing campaign ('Ja zu Fra!') that aims to increase the approval of Frankfurt Airport, seen here as a pivotal institution in the Global City, by pointing out the advantages it brings to the region. The target group of the campaign is the 'local' population of Frankfurt. The study focuses on the question of how this campaign can be read as part of a more general Global City discourse. Subsequently the advertising also functions as an entry point to the analysis of the structures of inequality that are produced and reproduced in the portrayal of a City as Global. Following the Sociology of Knowledge Approach to Discourse and Data Collection methods drawn from Grounded Theory the study identifies several dichotomous classifications that are instrumental to the marketing campaign and which reveal an attempt to position the greater Frankfurt region as a place successfully situated between modernity and tradition, the local and the global. In this context, the narrative of the campaign shows Frankfurt Airport to engender and facilitate this harmonization and to act as a savior of the 'local' population in the face of Global Competition. Informed by an analysis of coloniality and an intersectional perspective, the study reveals the underlying assumptions of the campaign. Permanent migration is made invisible and a sense of belonging is reserved for the white and autochthonous population, while global class differences and gender inequalities are being (re)produced and naturalized.