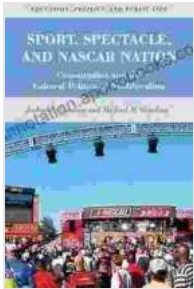


Consumption and the Cultural Politics of Neoliberalism: A Critical Examination of Education Politics and Discourse



Sport, Spectacle, and NASCAR Nation: Consumption and the Cultural Politics of Neoliberalism (Education, Politics and Public Life) by Cheryl Fall

★★★★☆ 4.4 out of 5

Language : English
File size : 1668 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 302 pages



Abstract

This book explores the ways in which consumption has become central to the cultural politics of neoliberalism, examining how education politics and discourse have been shaped by and contribute to this shift. It argues that neoliberalism has produced a new form of consumer citizenship, in which individuals are increasingly expected to consume as a way of participating in the economy and society. This has profound implications for education, as schools and universities are increasingly pressured to produce students who are ready to consume and contribute to the economy.

The book draws on a range of theoretical perspectives, including critical theory, cultural studies, and political economy, to analyze the ways in which consumption has become central to the cultural politics of neoliberalism. It examines how education politics and discourse have been shaped by this shift, and explores the implications for students, teachers, and the broader society.

Chapter 1: The Rise of Consumer Citizenship

This chapter examines the historical and theoretical roots of consumer citizenship, arguing that it is a relatively new phenomenon that has emerged alongside neoliberalism. It explores the ways in which neoliberalism has created a new emphasis on consumption as a way of participating in the economy and society, and examines the implications of this for education.

Chapter 2: The Commodification of Education

This chapter examines the ways in which education has become increasingly commodified under neoliberalism. It argues that schools and universities are increasingly pressured to produce students who are ready to consume and contribute to the economy, and explores the implications of this for teaching and learning.

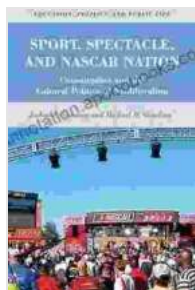
Chapter 3: The Consumerization of Students

This chapter examines the ways in which students have become increasingly consumerized under neoliberalism. It argues that students are increasingly expected to consume as a way of participating in the economy and society, and explores the implications of this for their well-being and educational experiences.

Chapter 4: The Resistance to Neoliberal Education

This chapter examines the ways in which there has been growing resistance to neoliberal education policies and practices. It explores the role of students, teachers, and parents in this resistance, and discusses the potential for alternative forms of education that are not based on consumption.

This book concludes by arguing that the rise of consumer citizenship under neoliberalism has had a profound impact on education. It has led to the commodification of education, the consumerization of students, and the erosion of traditional educational values. However, it also argues that there is growing resistance to neoliberal education policies and practices, and that there is potential for alternative forms of education that are not based on consumption.



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