# Subjection, Subversion, and the Politics of Neoliberalism: Routledge Studies in Social and Political Thought

Neoliberalism is a form of governmentality that has come to dominate the global political economy since the 1970s. It is characterized by a commitment to free markets, deregulation, and privatization. Neoliberalism has had a profound impact on our societies, shaping everything from the way we work to the way we consume.



Slogans: Subjection, Subversion, and the Politics of Neoliberalism (Routledge Studies in Anthropology)

by Luisa Magarian

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One of the most important aspects of neoliberalism is its focus on the individual. Neoliberalism promotes the idea that individuals are responsible for their own well-being and that the state should play a minimal role in providing social support. This emphasis on individualism has led to a decline in collective forms of action and a rise in social inequality.

In this book, we explore the relationship between subjectivity and politics in the context of neoliberalism. We argue that neoliberalism is a form of governmentality that produces particular forms of subjectivity, which in turn shape the possibilities for political action. We draw on a range of theoretical and empirical resources to develop a nuanced understanding of the ways in which neoliberalism shapes our lives.

#### **Chapter 1: Neoliberalism and the Production of Subjectivity**

In this chapter, we provide an overview of the concept of neoliberalism and its implications for subjectivity. We argue that neoliberalism is a form of governmentality that produces particular forms of subjectivity, which in turn shape the possibilities for political action.

We draw on the work of Michel Foucault to develop a theoretical framework for understanding the relationship between neoliberalism and subjectivity. Foucault argues that power is not something that is possessed by individuals or institutions, but rather something that is produced and circulated through a network of relationships. He also argues that power is not simply repressive, but also productive. It produces particular forms of knowledge, subjectivity, and social practices.

We apply Foucault's framework to the study of neoliberalism. We argue that neoliberalism is a form of governmentality that produces a particular form of subjectivity, which we call the neoliberal subject. The neoliberal subject is characterized by a belief in the free market, a commitment to individualism, and a desire for self-improvement.

We also argue that the neoliberal subject is a form of docile body. A docile body is a body that has been trained to obey the commands of authority

without question. The neoliberal subject is trained to obey the commands of the market. It is a body that is constantly striving to improve itself and to achieve success.

#### **Chapter 2: Subjectivity and Resistance**

In this chapter, we explore the possibilities for resistance to neoliberalism. We argue that resistance to neoliberalism can take many forms, from individual acts of defiance to mass social movements.

We begin by discussing the concept of resistance. Resistance is any form of action that challenges or undermines the dominant order. It can be overt or covert, individual or collective.

We then discuss the different forms that resistance to neoliberalism can take. We identify three main forms of resistance: individual resistance, collective resistance, and institutional resistance.

Individual resistance is any form of action that is taken by an individual to challenge or undermine neoliberalism. This can include anything from refusing to buy products that are made in sweatshops to participating in protests against government policies.

Collective resistance is any form of action that is taken by a group of people to challenge or undermine neoliberalism. This can include anything from organizing strikes to forming social movements.

Institutional resistance is any form of action that is taken by an institution to challenge or undermine neoliberalism. This can include anything from

changing the curriculum of a school to providing support for workers who are trying to organize a union.

We argue that all three forms of resistance are important in the fight against neoliberalism. Individual resistance can help to raise awareness of the problems of neoliberalism and to inspire others to take action. Collective resistance can be more effective than individual resistance, as it can bring together a larger number of people and resources. Institutional resistance can be particularly effective, as it can change the rules of the game and make it more difficult for neoliberalism to operate.

In this book, we have explored the relationship between subjectivity and politics in the context of neoliberalism. We have argued that neoliberalism is a form of governmentality that produces particular forms of subjectivity, which in turn shape the possibilities for political action. We have also argued that there are a number of different forms of resistance to neoliberalism, and that all three forms of resistance are important in the fight against neoliberalism.

We hope that this book will contribute to a deeper understanding of the relationship between neoliberalism and subjectivity. We also hope that it will inspire others to take action to resist neoliberalism and to create a more just and equitable world.



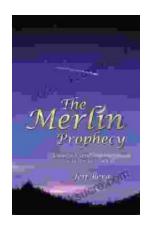
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