

Neoliberal culture: living with american neoliberalism

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NEOLIBERAL CULTURE Neoliberal Culture Order ID. 1025817 Ventura's book on Neoliberalism comprises of a framework that sheds light on the Neoliberal culture practiced in the United States. It moves us away from the conventional understanding that portrays Neoliberalism to be policies involving the economy as well as politics which tend to favor free markets, and directs our focus towards Neoliberalism as a sort of culture that serves to shape American society. The book adopts a case study approach by analyzing the five main components that are key players to help us get an in-depth understanding of the Neoliberal culture practiced in the United States. These components include - 1) Globalization, 2) biopower, 3) Corporatocracy, 4) Hyper- legality and 5) Erosion of a Welfare- state society. According to Ventura (2012) Neoliberalism, besides being a set of ideologies that favor corporatism, is also a kind of governing vehicle that represents the well being of the population that closely nurtures and guides people, to view themselves as products, while they accept market principles as the guiding signposts of their lives. The author explains that Neoliberal culture is a 'structure of feeling' that is not merely a rationality or ideology from an economic standpoint, but is a concatenation of the above. This concept guides us to go beyond the market by making use of innovative approaches and technology that gradually serves to change the mindset of people thus making it the center of human existence.

References

Ventura, Patricia (2012). Introduction: Neoliberal Culture: Living with American Neoliberalism. Ashgate Publishing Group: Oxon, GBR.