

# WHAT IS THIS NEOLIBERAL ISM?

And why should I care?

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# CONTEXT



- CDN Job stats: Oct 2016 Employment rate 61.5%  
(LFS table 282-001; ages 15>)
- Since 2001(to 2010) Canada's most profitable corporations have been sitting on close to \$750 billion in uninvested cash-flow (Fanelli and Meades 2011)
- 47.9% of all wealth in Canada is in top 10% population (Broadbent Institute, 2014), bottom 50% less than 6% all wealth
- In 2012, 53.1% of total taxation (on income, profit, capital gains) is paid by individuals and 15% by corporations (OECD, 2012)
- Are 15,545K Librarians and Archivists in Canada (NHS, 2011)
- 1052.8 registered Masters students Fall 2014 in 7 of 8 Cdn schools (AB n/a) (Albertson, Spetka and Snow, 2015).

# ACTIVITY



## Scenario:

Imagine there is only one pen/pencil available at each table. But each person will need to use that pencil to write their own paragraph on a topic.

## Directions:

- You have 3 minutes to discuss how you will each get to use the pen/pencil.
- When you agree on the use of the pencil, stop. Do NOT actually write anything. Put up your hand to indicate you're finished.

# ACTIVITY CONT'D



# CHANGE...

To the State:

- “..conditions for its [neoliberalism] existence must be *constructed* (sic)” (Mirowski, 53), so “**redefine the shape and functions of the state**” (56) to support this;
- **Mask the coercive nature** of the neoliberal version of the state with legitimacy, since rational actors would otherwise reject it;
- Arose a need for tools for “economic and political **discipline of nation states** (62)” thus new roles for IMF, World Bank, WTO, [and free-trade agreements];
- Capital has a “natural right to flow freely across national boundaries [and] ...**labour enjoys no similar right** (62)”;
- “unchecked **expansion of the penal sector**” (66);

Government icon Image: <https://developer.ibm.com/apimanagement/wp-content/uploads/sites/23/2014/11/government-icon-jonglei.png>



# CHANGE... CONT'D

Market dominance:

- Neoliberals claim their market society is '**natural**' and **inexorable state** of mankind" (55), and scientific evolution is its process, obviating a socially constructed market (2009, 437);
- **Any problem has a market solution** as the market contains all relevant information (2009, 435) and "the market always surpass[es] the state's ability to process information" (2009, 435);
- "**Corporations can do no wrong**, or at least they are not to be blamed if they do" (64). Re-engineered the corporation, including the corporation as an individual;
- **Inequality** is necessary(63) and is "one of its strongest motor forces for progress (63)"; there is a "...lack of correlation between reward and effort (63)";
- **Definition of freedom "recoded and heavily edited"** (60) so freedom of choice is within the market (economic-based, consumer culture), disallowing non-market options. "Conveniently, 'freedom' does not extend to principled rejection of the neoliberal insurgency (61)";

Add to Cart Image: <http://www.pngmart.com/image/28755>

ADD TO CART



# CHANGE...CONT



Our selves:

- **Revise what it means to be human** (58-59) so [not about] human rights and citizenship [but] the supposed freedom of the individual based on their ability to sell themselves in the labour market as a commodity [exploitable labour];
- There are no more classes since **individuals are both employer and worker**; corporations are now people (59-60);
- Neoliberal “political/economic theories...as a moral code (66)” continues as an ongoing project.

Employment contract Image: <http://www.aspirantsg.com/contract-pmes-the-woes-of-2nd-class-employees-in-singapore/>



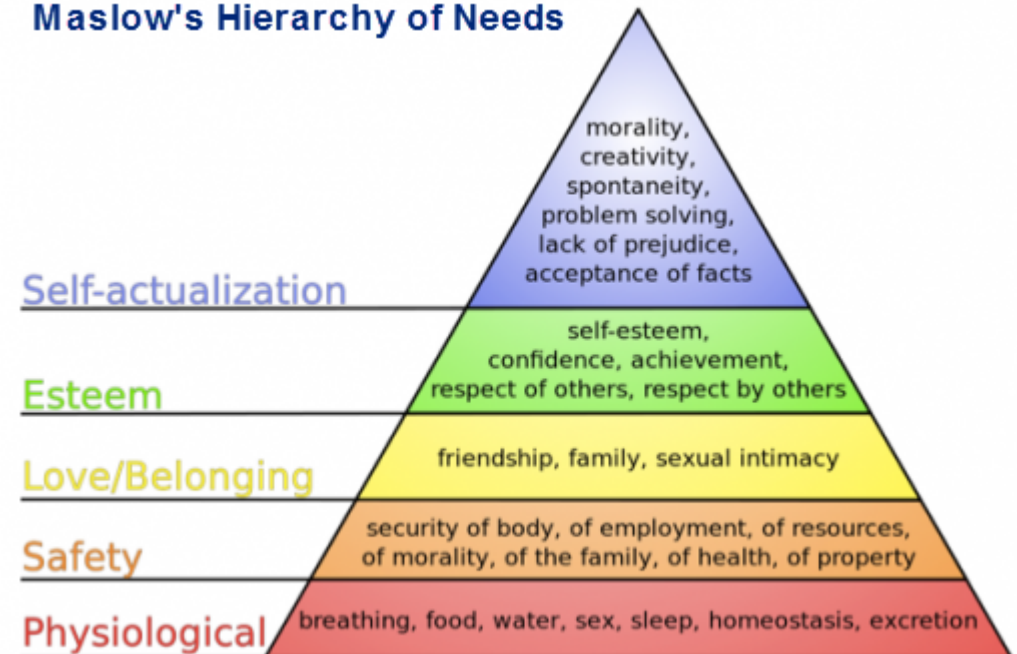
# IN YOUR WORKPLACE?

- Systemic and value-based changes including undermining or privatizing public/common good
- Undifferentiated, interchangeable, inexpensive labour; centralization of expertise in few hands
- Increasing attacks on unions and de-unionization
- Living hand-to-mouth, if even that
- Budget cuts, staff cuts, austerity agenda
- Demonization of the less fortunate
- Precariousness of information

Image of Maslow's Hierarchy of Needs:

[http://deloitte.wsj.com/cfo/files/2014/10/Maslow\\_hierarchy\\_needs\\_1-513x369.png](http://deloitte.wsj.com/cfo/files/2014/10/Maslow_hierarchy_needs_1-513x369.png)

## Maslow's Hierarchy of Needs



Source: Wikipedia

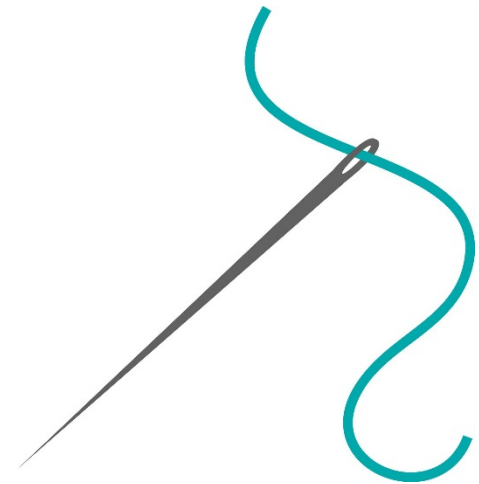


# THE BEGINNING?

- Can you think of any movements that have occurred/are occurring against neoliberalism and its values?
- Or, alternately, can you think of examples of neoliberal values being opposed?

Needle and thread Image:

[https://clipartfest.com/download/ANd9GcR\\_Mep1ss0XszNSSBRNhlujY2wUp8cJU1UjCThr9wXURqFoTsvYwjsDAOTk.html](https://clipartfest.com/download/ANd9GcR_Mep1ss0XszNSSBRNhlujY2wUp8cJU1UjCThr9wXURqFoTsvYwjsDAOTk.html)



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