



**Prof. Rosalind Gill (City University London)  
„Culture, Subjectivity and Neoliberalism“**

**Public Lecture: Mo 14.11.2016**

Universität Zürich, Rämistrasse 59, 8001 Zürich, Raum: RAA E 12  
18:15–19:45

Neoliberalism has become one of the key terms for analysis of the current era. In the West the notion has become virtually hegemonic, whilst it is increasingly applied in Russia, China, and parts of Asia and Africa. The understanding of neoliberalism that circulates widely is one which regards it in political and economic terms as remaking ‘all aspects of existence in economic terms’ and in doing so ‘quietly undoing... democracy’ (Brown, 2015: 17). A number of writers have commented on the extraordinary resilience of neoliberalism – what Colin Crouch has called its ‘strange non-death’ – and its ability to colonise more and more diverse spheres of existence. Despite this there have been few attempts to think about neoliberalism in cultural terms. In this talk Prof. Gill will be looking at cultural neoliberalization, drawing on examples from a range of different sites and studies. She argues that we have to consider neoliberalism as simultaneously a political and economic phenomenon but also one that is reshaping culture, affect and subjectivity in profoundly important ways.

**Graduate workshop\*: Di 15.11.2016**

Universität Zürich, Rämistrasse 59, 8001 Zürich, Raum: KO2 F 152  
09:00–13:00

\*Registration until 01.11.2016: [ieva.bisigirskaitė@uzh.ch](mailto:ieva.bisigirskaitė@uzh.ch)