I. Neoliberalism: Social Construction of Utopia

A. Utopian narrative ("the story")

1. world is undergoing process of transformation: globalization
    a. inevitable historical process: **progress**
    b. end point: utopian capitalist world system
        i. globalized free market economy
        ii. democracy for all
        iii. global consumer culture
        iv. redefine and reorganize all institutions
    c. model for utopia: U.S.
    d. TINA
2. driving force: free market/capitalism
    a. natural and universal economic system
        i. **human nature**
            individual is self-interest-greedy
            individuals engage in pursuit of profit
        ii. realm of freedom
            allows individual to freely pursue self-interests
            allows individual to freely choose want they want as consumers
    b. governed by causal laws so outcomes are inevitable
        i. supply and demand
        ii. reinvestment of profit
        iii. workers will benefit
        iv. laissez faire
    c. ethical system
        i. pursuit of self-interest is **moral**
        ii. maximizes not only personal well-being, but social well-being
    d. progressive
        i. entrepreneurial spirit: freedom, free enterprise, material abundance
        ii. =s **scientific and technological development**

2. Social Construction of "Utopia"

1. Our course
    a. social construction of the **free market**
    b. social construction of the **individual**
    c. social construction of **science**
    d. social construction of **consumer**
2. Utopian narrative

    a. assumes all of the above as natural or given.
    b. **history** is inevitably moving in that direction
3. role of nation-state in socially constructing "utopia"
    a. create an economic and social environment for maximum profit taking by large corporations
    b. eliminate regulation of economic activity
    c. open domestic markets and eliminate protections (except for corporate patents and copyrights)
    d. privatize
        i. sell anything owned by the state: industries, properties
        ii. privatize government services, supports etc
    e. eliminate government supported social programs
    f. join global community by signing free trade agreements NAFTA, GATT, FTAA, CAFTA, TPP
    g. accept global regulatory system
        i. World Trade Organization
        ii. NAFTA Ch 11 Tribunal
    h. develop strong military and police force and use them to control populations
    i. redefine and restructure all institutions according to the principles of the free market
4. International Institutions and the social construction of the utopian
    a. World Trade Organization, IMF, World Bank
    b. loans to poorer countries to develop their infrastructure and resources for competing in global market place (ignore history)
        i. export infrastructure
        ii. Compliant domestic political and economic elite
    c. Structural Adjustment Plans (SAPs)
        i. privatization
        ii. deregulation
        iii. cutbacks in social services
        iv. export-driven economy (cash crops)
    d. cuts in government spending
        i. health care
        ii. education
        iii. entitlements
5. Global Corporate Owned Media: power of the image
    a. create global consumers and the "unreality" they will desire
    b. global "news"
        i. "wonders" of technology

        ii. disparage, denigrate, decontextualize and demonize resistance
6. American military
    a. train police and military in countries
    b. actively confront resistant populations
7. Higher education
    a. Restructure higher education according to free market principles
    b. train a compliant technical work force, compliant political elite
    c. social construction of ignorance and passivity: academically adrift