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## Pos-Neoliberalismo, Industria Cultural Educacao

By Cleberson Eduardo Da Costa

Createspace, United States, 2014. Paperback. Book Condition: New. Large Print. 203 x 133 mm. Language: Portuguese . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.O objetivo do nosso trabalho é realizar um estudo sobre as relações existentes entre o Pos-neoliberalismo, a Indústria cultural (Conceito desenvolvido por Theodor Adorno a partir da década de 1940) e a Educação, na medida em que estes (enquanto um trinômio ideológico capitalista) tem servido para legitimar e sistematizar a hegemonia do mesmo em escala global e/ou planetária na presente era pos-moderna. Ou seja, por meio de conteúdos éticos capitalistas sistematizados na psique das sociedades pos-modernas realizados via indústria cultural e/ou instituições ditas educativas, tem-se (sob a forma de valores e princípios capitalistas internalizados pelos cidadãos-consumidores), se cooptado membros da sociedade civil proletária global sem, todavia, nesse mesmo processo ideológico, socializarem e/ou redistribuírem-se também, de forma estrutural, os meios materiais de produção social da existência. Essa, para nós, evidencia-se como a e/ou uma das mais radicais e, ao mesmo tempo sutis, formas de hegemonia capitalista presente no século XXI. Sendo assim, nosso objetivo é também compreender como e que, por meio da ideologia do Sucesso Escolar, atrelado este à ideia de ascensão social, a educação passa...



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