

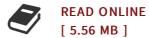
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Pos-Neoliberalismo, Industria Cultural Educação

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 e realizar um estudo sobre as relacoes existentes entre o Pos-neoliberalismo, a Industria cultural (Conceito desenvolvido por Theodor Adorno a partir da decada de 1940) e a Educacao, na medida em que estes (enquanto um trinomio ideologico capitalista) tem servido para legitimar e sistematizar a hegemonia do mesmo em escala global e/ou planetaria na presente era pos-moderna. Ou seja, por meio de conteudos eticos capitalistas sistematizados na psique das sociedades pos-modernas realizados via industria cultural e/ou instituicoes ditas educativas, tem-se (sob a forma de valores e principios capitalistas internalizados pelos cidadaosconsumidores), se cooptado membros da sociedade civil proletaria global sem, todavia, nesse mesmo processo ideologico, socializarem e/ou redistribuirem-se tambem, de forma estrutural, os meios materiais de producao social da existencia. Essa, para nos, evidencia-se como a e/ou uma das mais radicais e, ao mesmo tempo sutis, formas de hegemonia capitalista presente no seculo XXI. Sendo assim, nosso objetivo e tambem compreender como e que, por meio da ideologia do Sucesso Escolar, atrelado este a ideia de ascensao social, a educação passa...



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