I. Social Construction of Reality

A. Starting Point: We live in a socially constructed world.

1. Not inevitable, Not only possible world, Not “natural”

2. It is not, “it is what it is”

3. It was created by powerful groups (classes, corporations) despite

resistance.

4. socially constructed world is now a set of institutions, now global,

and power arrangements.

5. there is resistance but power of national and global ideological institutions, media education etc

6. more importantly power of image to create psychologies of acceptance.

7. need to name system of power: “Neoliberalism”

a. history is at an end (not quite!)

b. capitalism or free market system

c. TINA

d. free market + individual entrepreneurial freedom= human well-being

e. unfettered markets will bring benefits of consumer society to

all peoples

f. freedom is freedom to compete in marketplace and to reap rewards only market place can deliver

g. nation-state (now “neoliberal state”) limited but crucial function:

i. protect rights of property, military, police, legal, financial.

ii. create markets (privatization: land, water, education, social security, or pollution)

iii. use political, economic and ideological power to spread neoliberal practices, if necessary “force”.

iv. free trade agreements

v. global corporate media freedom

vi. technologies are progressive force p3.

8. All of above are based on assumptions about science, nature of capitalism, human nature, individual, and disparaging assumptions about other peoples and their ways of life and cultures.

B. Goal of course

1. Examine socially constructed nature of present reality.

a. free market

b. individual

c. science

d. progress

e. “other”

2. Examine ways in Neoliberalism became hegemonic, “common sense” truth for those it is negatively effecting.

3. Main focus first half is socially constructed nature of reality.

4. Main focus second half: social construction of “unreality” or means by

technologies of image, and theories of social control created reality today and its “subjects”.