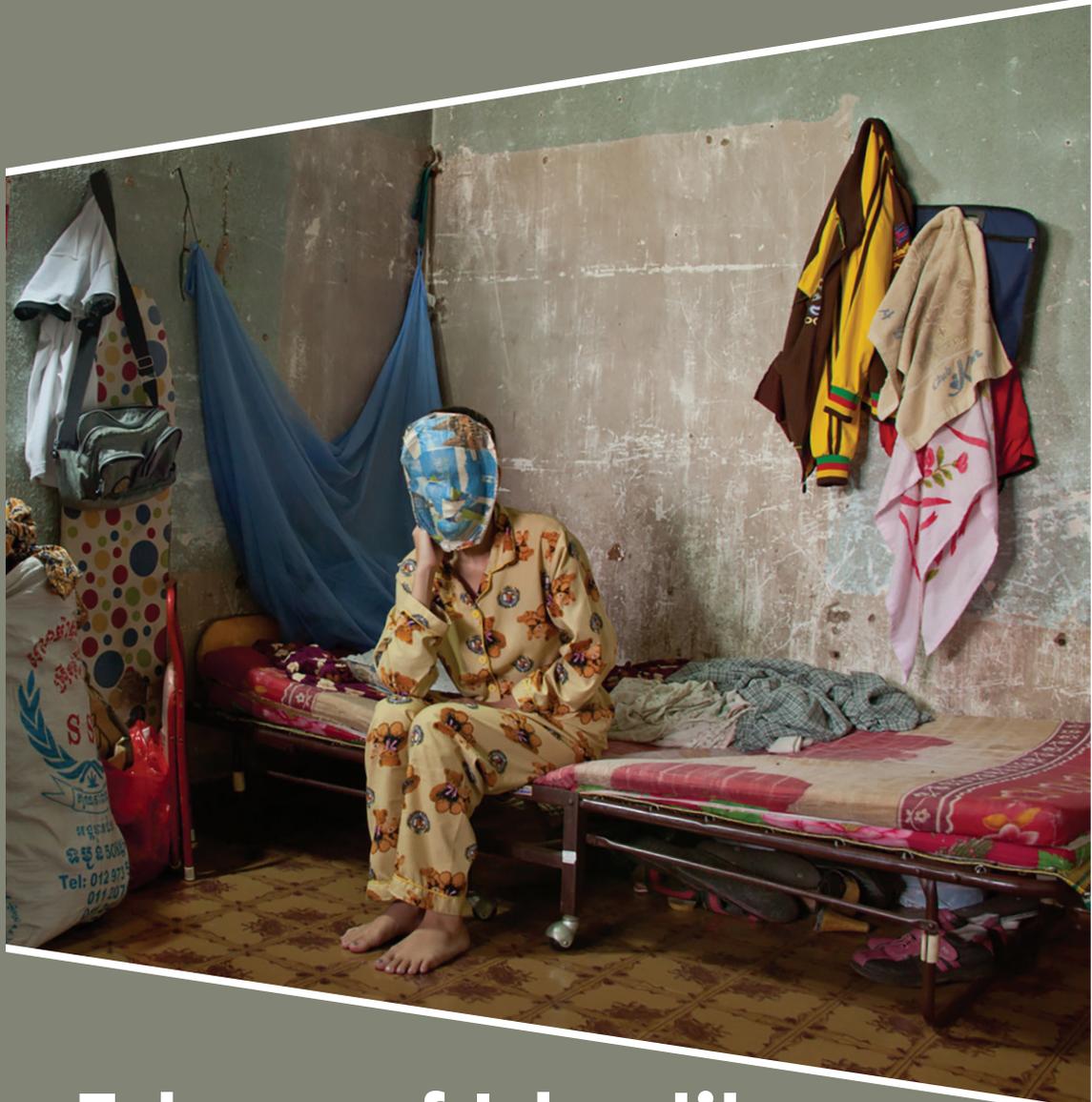


In recent decades neoliberalism has emerged as the ruling economic, political and cultural ideology of our time. Originally construed as an economic philosophy, neoliberalism is better understood today as a broad worldview that emphasises free-market policies, deregulation, individualism, self-management and personal resilience at the expense of more collective, social-democratic policies and principles. Neoliberalism is a pervasive ideology that has shaped our lives for more than 40 years, from the wide-ranging organisational structures of our global economy to our most intimate bodily practices. In this engaging and accessible volume, Jonathon Louth and Martin Potter bring together researchers working in and across Europe, Asia, Australia and North America to elucidate on the manifold ways in which neoliberalism produces our subjectivities. Taking in nations and citizenship, urban transformation, gender, work, (dis)ability, sexual performance and cognitive function, this volume demonstrates the astonishing scope of neoliberalism to inform and delimit our identities on both macro and micro levels of social and personal life. Combining thoughtful theoretical accounts with fascinating fieldwork and spanning areas of inquiry including the UK, Bosnia and Herzegovina, Pakistan, Cambodia, Japan and Australia, Edges of Identity provides a remarkable collection of global perspectives on the impact of neoliberalism in contemporary international contexts.

This tenth volume in the Issues in the Social Sciences series is an absorbing introduction to the practical affects and lived realities of neoliberal ideology that will appeal both to readers encountering neoliberalism for the first time and expert scholars in the Social Sciences and Humanities.



Edges of Identity: The Production of Neoliberal Subjectivities • Edited by Jonathon Louth and Martin Potter

CHESTER

Edges of Identity:

The Production of Neoliberal Subjectivities

Edited by Jonathon Louth and Martin Potter



University of Chester Press
Parkgate Road, Chester CH1 4BJ
+44 (0)1244 513305
www.chester.ac.uk/university-press
Price: £18.99



Cover photographs: Khvay Samnang, from the photo series Human Nature, 2010–2011.

Dr Stuart Shields,

Senior Lecturer in Politics, University of Manchester, UK

“Edited volumes can be highly uneven in their quality and focus. This collection is an exception. Louth and Potter have done readers a great service in collating a diverse but focused group of scholars who successfully capture the manifold dimensions of neoliberalism/neoliberalisation across competing times, spaces, and scales. Readers with an interest in the far too all pervasive construction of neoliberal subjectivities should direct their attention to this collection.”

Professor Timothy Doyle,

**Department of Politics and International Studies,
University of Adelaide, Australia**

“Louth and Potter have curated a remarkably diverse, yet coherent collection of contributions that investigate how markets shape us and the societies we live in. This is a volume for students and scholars alike who want to better understand how neoliberalism is imbricated into our everyday.”

Dr Sophia Price,

Head of Politics and International Relations, Leeds Beckett University, UK

“Edges of Identity is an interesting compilation of differing accounts of the production of neoliberal subjectivities and subjectivity formation. What is particularly pleasing is the variety of contexts through which this is viewed, and the detailed empirical focus, which makes the theoretical discussion accessible and will help readers to understand and explore the complexity of the subject matter.”

ISSUES IN THE SOCIAL SCIENCES: 10

SERIES EDITOR: KATHERINE HARRISON

**Edges of Identity:
The Production of Neoliberal
Subjectivities**

Issues in the Social Sciences

Titles in the Issues in the Social Sciences series are published periodically. The peer-reviewed series presents current academic research into contemporary social issues in an accessible and engaging style that is designed to immerse researchers and students alike in active debates in the Social Sciences.

Editorial Advisory Board

Eric Allison, *The Guardian*, UK

Lisa Blackman, Goldsmiths, University of London, UK

Stephen Edgell, University of Salford, UK

Rosalind Gill, City University London, UK

Graeme Gilloch, Lancaster University, UK

Dan Goodley, University of Sheffield, UK

Jane Kilby, University of Salford, UK

Clement Macintyre, University of Adelaide, Australia

Ross McGarry, University of Liverpool, UK

Catherine McGlynn, University of Huddersfield, UK

Caroline Miles, University of Manchester, UK

Andrew Mycock, University of Huddersfield, UK

Jayne Raisborough, Leeds Beckett University, UK

Stuart Shields, University of Manchester, UK

Jonathan Tonge, University of Liverpool, UK

Imogen Tyler, Lancaster University, UK

**Edges of Identity:
The Production of Neoliberal
Subjectivities**

Edited by

**Jonathon Louth
and Martin Potter**

University of Chester Press

Contents

First published 2017
by University of Chester Press
University of Chester
Parkgate Road
Chester CH1 4BJ

Printed and bound in the UK by the
LIS Print Unit
University of Chester
Cover designed by the
LIS Graphics Team
University of Chester

Editorial material
© University of Chester, 2017
Foreword, introduction and individual chapters
© the respective authors, 2017
© cover images Khvay Samnang, 2017

All Rights Reserved
No part of this publication may be reproduced, stored in a
retrieval system or transmitted in any form or by any means
without the prior permission of the copyright owner, other
than as permitted by current UK copyright legislation or
under the terms and conditions of a recognised
copyright licensing scheme

A catalogue record for this book is available
from the British Library

ISBN 978-1-908258-24-3

CONTENTS

Preface	viii
Acknowledgements	x
Contributors	xii
Introduction	1
The Production of Neoliberal Subjectivities: Constellations of Domination and Resistance <i>Jonathon Louth and Martin Potter</i>	
Chapter One	25
Consuming Environmental Citizenship, or the Production of Neoliberal Green Citizens <i>Benito Cao</i>	
Chapter Two	52
'Empowered Girls' in Neoliberal Times: Malala as the <i>Effect</i> of Heterogeneous Discourses <i>Shenila Khoja-Moolji</i>	
Chapter Three	85
Our Borders: Neoliberalism, Identity and Asylum Seeker Policy in Australia, 2001–2013 <i>Ben Revi</i>	
Chapter Four	107
"The Way You Make Me Feel": Shame and the Neoliberal Governance of Disability Welfare Subjectivities in Australia and the UK <i>Karen Soldatic and Hannah Morgan</i>	

Contents

Chapter Five	135
Subjects or Subjected? The Puzzle of Identity in Neoliberal Times	
<i>Tom Brock and Mark Carrigan</i>	
Chapter Six	162
Ejaculatory Timing and Masculine Identities: The Politics of Ab/normalising Sexual Performance	
<i>Hannah Frith</i>	
Chapter Seven	182
Neoliberal Ideology and Shifting 'Salarymen Identity' Under Corporate Restructuring in Japan	
<i>Nana Okura Gagné</i>	
Chapter Eight	209
Urban Transformations, Work and the Idea of Social Solitude Among Two Generations of Men in Surabaya, East Java	
<i>Matteo Carlo Alcano</i>	
Chapter Nine	232
Neoliberalising Mostar: Governmentality, Ethno-National Division and Everyday Forms of Resistance	
<i>Giulia Carabelli and Rowan Lubbock</i>	
Chapter Ten	256
Urban Transformations in Phnom Penh: Creative Collectives, the White Building and the Production of Space	
<i>Jonathon Louth and Martin Potter</i>	

Contents

Chapter Eleven	287
Exploring the Formation and Reproduction of Neoliberal Subjectivities: A Socio-Cognitive Approach <i>Rodolfo Leyva</i>	
Index	316

PREFACE

It is a real pleasure and a privilege to introduce the tenth volume in the Issues in the Social Sciences (ISS) series: *Edges of Identity: The Production of Neoliberal Subjectivities*. This is an exciting, peer-reviewed edited collection that gathers together the voices of academic researchers working in and across Europe, Asia, Australia and North America. As such, it is a landmark in the series' development and represents what I hope to be the shape of things to come. When the first volume of ISS was published in 2003, the modest intention of the then-Series Editor, Anne Boran, was to create an opportunity for colleagues working in the Social Sciences at the University of Chester to publish research in a format that was useful, **accessible** and affordable for our own undergraduate students. Since then, the series' horizons have widened and while it maintains its original mission to present cutting-edge research to scholars working at all levels, the books now welcome the contributions of researchers from across the UK and worldwide. **Correspondingly**, the series' readership has expanded internationally, meaning that its capacity to share ideas with Social Sciences students across the world has increased far beyond original expectations. It is therefore both appropriate and gratifying that this tenth instalment in the ISS series takes a truly global perspective and draws on theoretical analyses and fieldwork conducted in countries including the UK, Bosnia and Herzegovina, Pakistan, Cambodia, Japan and Australia.

The publication of the tenth ISS book also presents a timely – if not overdue – opportunity to thank and congratulate everyone who has been integral to the series' development since its inception. All of the individual authors and editors who have generously contributed their research over the last 14 years in order to produce such a fascinating range of volumes deserve recognition and gratitude. Particular thanks are due to the editors of the current volume, Jonathon Louth and Martin

Preface

Potter, for ensuring the international scope of *Edges of Identity*, which necessitated working closely with authors across four continents while they themselves were often operating across two – no mean editorial feat. Likewise, the anonymous peer reviewers, who have provided insightful feedback on each manuscript since the series' re-launch in 2013, have been crucial to maintaining high academic standards. Members of the Editorial Advisory Board have acted as perceptive sounding boards for new ideas and directions in the series and I thank them for their continued support. Acknowledgement is also due to Alessandro Pratesi, who organised the conference from which the idea for the current volume originated in 2013, as well as several earlier conferences that inspired other books in the series. Finally, it is essential to recognise the long-standing support of the University of Chester Press and to express **appreciation** for the hard work and expertise of the Managing Editor, Sarah Griffiths, without whose tenacity the series would never have achieved such longevity or success. I hope that readers will enjoy the present volume and look forward to the next 10 books in the ISS series as eagerly as I do.

Katherine Harrison

Series Editor

Chester, United Kingdom, 21 June 2017

Acknowledgements

ACKNOWLEDGEMENTS

ook has been a long time in the making. This initial idea was borne from a student
rence held at the University of Chester in 2014 where I was working as a senior le
ernational politics. From the subsequent call for chapters the beginnings of a disti
nique volume emerged. However, following a sudden change of personal **ci**
es, the project was shelved for a period of time. I would like to thank each and
ibutor for their patience and commitment to this book. Without their understand
d not have been possible to revive this excellent volume. My thanks are also extenc
editor Katherine Harrison for her patience, faith and assistance; likewise, Sarah Gr
the University of Chester Press has supported the **produc-tion** of this volume d
orous hurdles. Adding to this, Evan Smith's proof editing skills proved invaluable
o Martin Potter, who came on board as a co-editor very late in the piece that much
s are reserved. Without his **involve-ment**, dedication and enthusiasm to bring this
to life, it is unlikely to have ever made it to press. Finally, I would extend my he
s and appreciation to Mary and Eli for their support and for always being there.

hon Louth

n Penh, Cambodia, 25 April 2017

d-2016 Jonathon approached me to come on as co-editor of this volume. It has been
a part of reviving this volume and I'd like to echo Jon's thanks to all the contribut
patience. Their enthusiasm and responsiveness when I contacted them for revisions
g hiatus was an enormous relief, to say the least. Thank you again for
rstanding, and for the quality of your work. I'd also like to thank Katherine, Sara
. Thank you Jonathon for inviting me on another beautiful journey. And thanks
id other humans who show similar patience and **under-standing** towards me i
day life.

n Potter

n Penh, Cambodia, 25 April 2017