

1. Record Nr.	UNINA9910452765503321
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Titolo	Education and the culture of consumption : personalisation and the social order // David Hartley
Pubbl/distr/stampa	London ; ; New York : , : Routledge, , 2012
ISBN	1-280-87390-6 9786613715210 1-136-73088-5 1-136-73087-7 0-203-81768-0
Descrizione fisica	1 online resource (161 p.)
Disciplina	338.4737
Soggetti	Education - Economic aspects Education - Marketing Individualized instruction Consumption (Economics) Electronic books.
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Education and the Culture of ConsumptionPersonalisation and the social order; Copyright; Contents; 1 Introduction; 2 Modernity, production and education; 3 The economic crisis; 4 Markets, bureaucracy and education; 5 Towards personalisation; 6 Consumption, personalisation and education policy; 7 Personalised learning; 8 The paradox of personalisation; 9 Personalisation and the social order; 10 Code switch? Education and the personalised society; References; Index
Sommario/riassunto	"For nearly two hundred years the organisational form of the school has changed little. Bureaucracy has been its enduring form. The school has prepared the worker for the factory of mass production. It has created the 'mass consumer' to be content with accepting what is on offer, not what is wanted. However, a 'revised' educational code appears to be emerging. This practice centres upon the concept of 'personalisation', which operates at two levels: first, as a new mode of public service

delivery, and second, as a new 'grammar' for the school, with new flexibilities of structure and pedagogical process. Personalisation has its intellectual roots in marketing theory, not in educational theory and is the facilitator of 'education for consumption'. It allows for the 'market' to suffuse even more the fabric of education, albeit under the democratic-sounding call of freedom of choice. Education and the Culture of Consumption raises many questions about personalisation which policy-makers seem prone to avoid:"--
