

1. Record Nr.	UNINA9910545196203321
Autore	Makovicky Nicolette
Titolo	Slogans : subjection, subversion and the politics of neoliberalism // edited by Nicolette Makovicky, Anne-Christine Tremon, and Sheyla S. Zandonai
Pubbl/distr/stampa	Taylor & Francis, 2019 Abingdon, Oxon ; ; New York, NY : , : Routledge, , 2019
ISBN	0-429-94287-7 0-429-48640-5 0-429-94286-9
Edizione	[1 ed.]
Descrizione fisica	1 online resource (191 pages)
Collana	Routledge studies in anthropology ; ; 50
Disciplina	659
Soggetti	Slogans Political slogans Neoliberalism
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Slogans. Circulations, contestations, and current engagements with neoliberal policies / Nicolette Makovicky, Anne-Christine Tremon, and Sheyla S. Zandonai -- From place name to slogan-name in Abu Dhabi. Reflection on nation branding and the "economy of renown" / Sophie Corbille -- "Start here". Foundational slogans in Shenzhen, China / Anne-Christine Tremon -- "Macau people ruling Macau". Gambling governance and ethnicity in postcolonial China / Sheyla S. Zandonai -- "The dog in the manger". Neoliberal slogans at war in the Peruvian Amazon / Peter Bille Larsen -- "Work pays": the moral politics of labour in post-socialist Slovakia / Nicolette Makovicky -- "We are building Poland". On the history and circulation of a contested slogan / Jaro Stacul.
Sommario/riassunto	"Focusing on contexts of accelerated economic and political reform, this volume critically examines the role of slogans in the contemporary projects of populist mobilization, neoliberal governance and civic subversion"--

