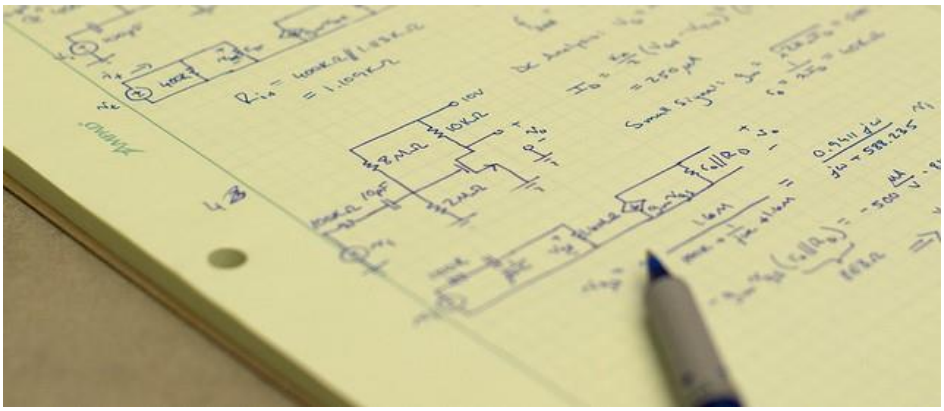
RETHINKING ECONOMIES

SEMINAR SERIES 2016



SOCIAL SCIENCE FOR THE C21ST

A FIDIPRO RESEARCH PROGRAMME

Led by
Professor Lisa Adkins

The Microeconomic Mode

JANE ELLIOTT

English, King's College London

This paper examines the relationship between the microeconomic model of human behaviour and dominant trends in contemporary popular aesthetics. My analysis works in two directions: first, I suggest that the microeconomic imagination of individual subjectivity is both manifested and interrogated in what I call *the microeconomic mode,* a ubiquitous 21st-century cultural formation defined by a combination of abstraction and extremity. From Cormac McCarthy's *The Road* to the *Hunger Games* franchise, this mode represents individuals making life-and-death choices in radically minimal or highly codified settings. Second, I read out from the microeconomic mode in order to consider what we might make of its fixation on self-preservation as the ur-form of action in one's own best interest. Ultimately, I argue that the microeconomic mode registers an ongoing shift in political subjectivity that has otherwise escaped notice.

Respondent: Mona Mannevuo, University of Turku

Series Convenor: Lisa Adkins University of Tampere / University of Turku

UNIVERSITY OF TAMPERE ACADEMY OF FINLAND Turun yliopisto University of Turku

DATE AND TIME

Thursday
11 February 2016
15:00-17:00

Venue:

PINNI B 3032

University of Tampere

Image: abuakel on Flickr