



UNIVERSIDADE FEDERAL DO CEARÁ

Federal University of Ceará
Department of Social Sciences
Graduate Program in Sociology

Graduate International Seminar Small Course: Neoliberalism, Individualism and Inequality

Conducted by **Prof. Emeritus Ralph Fevre** (Cardiff University, UK)
Moderated by Prof. Edemilson Paraná (Federal University of Ceará, Brazil)

Further information: edemilsonparana@ufc.br

DESCRIPTION

This a 20 hours course organized by [NETS](#) (Research Group in Economy, Technology and Society, Brazil) as a joint-initiative with [WISERD](#) (Wales Institute of Social and Economic Research and Data), within the research project '[New arenas for civic expansion: humans, animals, and Artificial Intelligence \(A.I.\)](#)'. The project involves cross-national qualitative research to explore what factors shape individualism, and human and nonhuman relations in civil society, with reference to animal rights and welfare, and A.I.

Exploring the interlinks between these three dimensions – Neoliberalism, Individualism and Inequality – prof. Ralph Fevre will conduct a full seminar based on his recent publication (see program below).

ACTIVITIES

There will be 4 classes of 40/45 minutes per meeting, with corresponding pauses for questions and comments at the end of each one. The 20 hours of work corresponding to the course are composed of 5 sessions (1 conference and 4 meetings), according to the program detailed below. The remaining hours correspond to the film that must be watched and the questionnaires that must be answered by the students before each of the meetings.

Classes will be held in English, fully in online format, real time. For those registered, is mandatory to read the indicated texts (and related media materials) and to answer the online quizzes focused on the readings.

Such questionnaires must be answered up to two days in advance of the subsequent class (until the end of the day of Tuesday of each week. Check the dates in the program).

REGISTRATION, FURTHER INFORMATION AND PROCEDURES

For registration, click [here](#).

The course is aimed at graduate students from any part of the world. As the number of attendees is restricted, the registration is going to be granted respecting the following priorities:

1. Graduate students at the Federal University of Ceará and members of NETS Research Group
2. Graduate students from the Northeastern region of Brazil
3. Graduate students from Brazil
4. Graduate students from abroad

For the access to the course online platform and the quiz, information will be provided in due time for those registered.

For those who attend **to all sessions and activities**, a small-course certificate, granted by the Graduated Program in Sociology of the Federal University of Ceará, will be provided.

PROGRAM

20. may. 2021 - Session 1

Opening Conference: 'Individualism and the Travails of Neoliberalism'

10-12 a.m. BRT-Brazil Time Zone (please check yours)

Preparatory activity:

- To have watched, in full, the documentary series *Can't Get You Out of My Head* (6 episodes), by Adam Curtis.
- To submit answers to the first online quiz (referring to reading 01 of 20.may.2021 class) until 18.may.2021

Reading:

- 01) Fevre, Ralph; Guimarães, Isabel; Zhao, Wei. *Parents, individualism and education: three paradigms and four countries*. In: Review of Education, Vol. 8, No. 3, October 2020, pp. 693–726.
- 02) Fevre, Ralph. *Individualism and the Travails of Neoliberalism*. In: Journal of Studies in Citizenship and Sustainability, No.5, 2020, pp. 09-22.
- 03) Adam Curtis Talks to Jacobin About Power, Politics, and His New Film. *An interview with Adam Curtis*. Access: <https://jacobinmag.com/2021/03/adam-curtis-bbc-cant-get-you-out-of-my-head-interview>

27.may. 2021 - Session 2

8-12 a.m. BRT-Brazil Time Zone (please check yours)

Preparatory activity:

- To submit answers to the second online quiz (referring to the reading of 27.may class) until 25.may

Reading:

- Fevre, Ralph. *Individualism and Inequality: The Future of Work and Politics*. Cheltenham, UK; Northampton, MA, USA: Edward Elgar, 2016. Chapters 1 ('Neoliberalism takes over'), 2 ('Anti-slavery and the secret of human rights') 3 ('Adam Smith and American individualism'), pp. 1-56.

03.jun. 2021 - Session 3

8-12 a.m. BRT-Brazil Time Zone (please check yours)

Preparatory activity:

- To submit answers to the third online quiz (referring to the reading of 03.jun class) until 01.jun

Reading:

Fevre, Ralph. *Individualism and Inequality: The Future of Work and Politics*. Cheltenham, UK; Northampton, MA, USA: Edward Elgar, 2016. Chapters 4 ('Inequality, welfare and the cultivation of character'), 5 ('American ideology: millennium and utopia'), 6 ('Classes and evolution') e 7 ('Sowing the seeds of neoliberalism'), pages. 57-125.

10. jun. 2021 - Session 4

8-12 a.m. BRT-Brazil Time Zone (please check yours)

Preparatory activity:

- To submit answers to the fourth online quiz (referring to the reading of 10.jun class) until 08.jun

Reading:

Fevre, Ralph. *Individualism and Inequality: The Future of Work and Politics*. Cheltenham, UK; Northampton, MA, USA: Edward Elgar, 2016. Chapters 8 ('Education, individualism and inequality'), 9 ('An introduction to people management'), 10 ('From 'stupid' to 'self-actualizing' workers'), 11 ('The neoliberal settlement'), pages 126-191.

17. jun. 2021 – Session 5/Final session

8-12 a.m. BRT-Brazil Time Zone (please check yours)

Preparatory activity:

- To submit answers to the fifth online quiz (referring to the reading of the 17.jun class) until 15.jun

Reading:

Fevre, Ralph. *Individualism and Inequality: The Future of Work and Politics*. Cheltenham, UK; Northampton, MA, USA: Edward Elgar, 2016. Chapters 12 ('The apotheosis of individualism at work'), 13 ('The hidden injuries of cognitive individualism'), 14 ('Insecurity, intensification and subordination'), 15 ('The future of work and politics'), pages 192-269.