

**Verleihung des Preises für wissenschaftliche
Abschlussarbeiten des Forschungsverbundes der
Universität Wien „Geschlecht und Handlungsmacht /
Gender and Agency“ 2017**

**Gender and Agency Lecture
Angela McRobbie,
Gender Shaming and Anti-Welfarism
in Neoliberal Popular Culture**

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Forschungsverbund Gender and Agency
Referat Genderforschung

Universität Wien
Universitätsring 1, 1010 Wien

16. November 2017 / 18.30 Uhr

Aula am Campus der Universität Wien
Spitalgasse 2-4 / Hof 1.11, 1090 Wien

Angela McRobbie

Gender Shaming and Anti-Welfarism in Neoliberal Popular Culture

This lecture offers a series of reflections on the distinctively gendered aspects of anti-welfarism within contemporary neoliberal governmentality. Utilising the instrument of body shaming and other related techniques delivered to audiences and readerships through distinct genres of factual/entertainment popular media, the lecture demonstrates how poverty and disadvantage come to be understood as 'female failure' to be rectified through not just assiduous workfare programmes but also body maintenance and behaviour modification for 'aspirational femininity'.

The book from which this lecture draws is titled:
Gender and Neoliberal Popular Culture Polity, 2018

Angela McRobbie is Professor of Communications at Goldsmiths University of London, Fellow of the Royal Society of the Arts and Fellow of the British Academy. She began her academic career at Birmingham University Centre for Contemporary Cultural Studies in the mid 1970s. Her most recent books are *Be Creative: Making a Living in the New Culture Industries* 2015, and *The Aftermath of Feminism* 2008. She is currently completing a short book titled *Feminism and Neoliberalism*.

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18.30 Uhr Eröffnung

Christa Schnabl, Vizerektorin für Studium und Lehre

18.40 Uhr Verleihung des Preises für wissenschaftliche Abschlussarbeiten des Forschungsverbundes der Universität Wien „Geschlecht und Handlungsmacht / Gender and Agency“ 2017

Elisabeth Holzleithner, Sprecherin des Forschungsverbundes Gender and Agency

Die Preise ergehen für ihre Dissertation an Melanie Goisau, für ihre Masterarbeiten an Elisabeth Blüml, Veronica Lion und Arno Plass sowie für ihre Diplomarbeit an Elisabeth Parzer.

19.00 Uhr Gender and Agency Lecture

Angela McRobbie:
Gender Shaming and Anti-Welfarism in Neoliberal Popular Culture

Moderation: **Birgit Sauer**, 2. Sprecherin des Forschungsverbundes Gender and Agency

anschließend Get-together bei Wein und kleinem Buffet

Veranstaltet vom Forschungsverbund Gender and Agency und dem Referat Genderforschung der Universität Wien.