



NICK COULDRY

MEDIA AND COMMUNICATIONS, LONDON SCHOOL OF ECONOMICS

GRADUATE WORKSHOP
**DECONSTRUCTING THE IDEOLOGIES OF
“SURVEILLANCE CAPITALISM”**

WEDNESDAY, MAY 15, 2019

9.30-11.30AM

FRANCES SEARLE BUILDING, ROOM 1-483

NORTHWESTERN UNIVERSITY

(BREAKFAST SERVED)

There has been considerable recent debate about the notion of “surveillance capitalism” introduced by management theorist and sociologist Shoshana Zuboff (2019). This public debate follows work by many scholars over the past quarter century on the increasing role of surveillance in contemporary capitalism. One method for contributing to that debate, which the workshop will introduce, is critical reading of the ideologies that help normalise surveillance’s role in business and social life. The workshop will use examples of discourse from the general business community, as well as from specific sectors such as education, to illustrate how such ideological readings can be developed. In the course of this, it will become clear that such readings can also help build a critical perspective on Zuboff’s own account of contemporary capitalism.

NICK COULDRY is a sociologist of media and culture. He is Professor of Media Communications and Social Theory at the London School of Economics and Political Science, and in 2018-2019 also a Faculty Associate at Harvard’s Berkman Klein Center for Internet and Society and a Visiting Professor at MIT. He is the author or editor of fourteen books including *The Mediated Construction of Reality* (with Andreas Hepp, 2016), *Media, Society, World: Social Theory and Digital Media Practice* (2012) and *Why Voice Matters* (2010). His latest books are *The Costs of Connection: How Data is Colonizing Human Life and Appropriating Life for Capitalism* (with Ulises Mejias, forthcoming August 2019) and *Media: Why It Matters* (forthcoming October 2019).