

THE
CHANGING CULTURE
OF A FACTORY

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THE DRYDEN PRESS, INC.
NEW YORK

Changing Culture Of A Factory

Rosina Ehmann



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and developing countries are urged to adopt policies that can foster creativity and promote culture

Case Conference
 ,1928 A Study of Attitudes to Factory Work Stanley Wyatt,R. Marriott,1956 From Factory Girls to K-Pop Idol Girls
 Gooyong Kim,2020-07-06 Focusing on female idols proliferation in the South Korean popular music K pop industry since the late 1990s Gooyong Kim critically analyzes structural conditions of possibilities in contemporary popular music from production to consumption Kim contextualizes the success of K pop within Korea s development trajectories scrutinizing how a formula of developments from the country rapid industrial modernization 1960s 1980s was updated and re applied in the K pop industry when the state had to implement a series of neoliberal reformations mandated by the IMF To that end applying Michel Foucault s discussion on governmentality a biopolitical dimension of neoliberalism Kim argues how the regime of free market capitalism updates and reproduces itself by 1 forming a strategic alliance of interests with the state and 2 using popular culture to facilitate individuals subjectification and subjectivation processes to become neoliberal agents As to an importance of K pop female idols Kim indicates a sustained utility legacy of the nation s century long patriarchy in a neoliberal development agenda Young female talents have been mobilized and deployed in the neoliberal culture industry in a similar way to how un wed obedient female workers were exploited and disposed on the sweatshop factory floors to sustain the state s export oriented labor intensive manufacturing industry policy during its rapid developmental stage decades ago In this respect Kim maintains how a post feminist neoliberal discourse of girl power has marketed young female talents as effective commodities and how K pop female idols exert biopolitical power as an active ideological apparatus that pleausurably perpetuates and legitimates neoliberal mantras in individuals everyday lives Thus Kim reveals there is a strategic convergence between Korea s lingering legacies of patriarchy developmentalism and neoliberalism While the current K pop literature is micro scopic and celebratory Kim advances the scholarship by multi perspectival critical approaches With a well balanced perspective by micro scopic textual analyses of music videos and macro scopic examinations of historical and political economy backgrounds Kim s book provides a wealth of intriguing research agendas on the phenomenon and will be a useful reference in International Intercultural Communication Political Economy of the Media Cultural Media Studies Gender Sexuality Studies Asian Studies and Korean Studies

Diagnosing Organizational Cultures Jan Abraham Neuijen,1992 Examines the usefulness of different approaches to assessing organizational cultures anthropological sociological and psychological Observations from 20 Dutch and Danish firms

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