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.

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