

TROUBLING IRELAND

**The politics of bullshit:
language and neoliberalism**

Notes for a talk

by Marnie Holborow

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Going Forward

We don't expect any layoffs, going forward

Ireland, in spite of our current woes, has a much higher growth potential going forward.....

Going forward, we shall be in a different place

Our unemployment figures stand at 15% ... Good news for Ireland: the low cost base could be a boon, going forward

The modalities of the situation moving forward in their totality – we have a job to do going forward and the job has to be done (Brian Cowen Galway hangover speech)

Going Forward is used across public domain, very often by politicians and very often in connection with lies

The IMF particularly attached to this kind of speaking – whole speeches various officials, Mission chiefs, deputy division chiefs, Directors External affairs entitled Moving Forward – sprinkled with going forwards

Eg.

The challenge going forward is to accept the appropriate pace of normalization for macroeconomic policies

Christine Lagarde a real going forward person;

“I've heard many times around the table G-20 members say how critical the IMF's role is and how much it has to be strengthened, going forward”

In fact: when people say going forward: be warned-

someone looking for promotion to manager.... or a politician..... or a trade union leader..... or in any event someone who is using it to pretend everything is onwards and upwards when it isn't – actually to cover up that things going backwards

websites and columns dedicated to the insanity of going forward

1) One – Production editor of the Observer – going forward that business people use “ to mean someone completely – quoting here - fucked up big time but we don't want to dwell on whose fault it was”

2) Someone (Lucy Kellaway Financial Times) has identified the inventor of the phrase as US government agency - the US Securities and Exchange Commission, which protect investors, helps influence the markets, and facilitates capital in various ways. Makes sense I suppose, given the mess that American capitalism is in, that the body that regulates stock exchanges, specialises in obfuscation.