

# TROUBLING IRELAND

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

Notes for a talk

by Marnie Holborow

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

*Notes for a talk by Marnie Holborow*

Language of the market

Language used sustains idea that market is god

Listen to the markets,

heed the markets,

hear what the markets are saying,

see how they respond, see whether the markets like it for we ignore the markets at our peril,

The markets did not like the events in Greece,

they registered their dislike,

they rose, they fell, they opposed, they forced a government to, they put pressure on governments to,

they made clear that this was not acceptable, they dictate what reforms are needed

we must listen to what the bond markets tell us

The international markets do not have the appetite to fund the state for a year and roll over debt

People do not figure

Externalisation of control (Boltanski and Chiapello)

Unplanned markets determine the success and profitability of companies

Customer satisfaction the touchstone to guide corporate operations and work regimes

Tells us something about the alienating nature of capitalism

Rheumatoid arthritis is a competitive market (CEO US drug company)

Market view of the world erases humans and their suffering from the world

Market forces dictate that the factory should close

Removes the worker as active social agent. Work becomes something removed from us whose outcomes are at the mercy of something we do not control.

Marx called this Estranged Labour -

The more man puts into God, the less he retains in himself.