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Neoliberal Marketization

Strategies for the Identification of Neoliberal Arguments in Big-Text-Data Corpuses

In the context of political processes, marketization describes the increasing relevance of spoken or written arguments that are based on a logic of the market. As we consider public arguing to be socially constructed, marketization, in a medium- up to a long-range development, may lead to a reduced contingency in the portfolio of arguments that are de facto circulating in the public sphere. Given the diagnosis of the current hegemony of neoliberal ideology in the era of postdemocracy, our presentation will contain three parts: In a first part, we will introduce our notion of marketization as an analytical concept, that fits better to the debate of postdemocracy than the term 'neoliberalism' does; in a second part, we will show two strategies that might be helpful in order to identify neoliberal – that is: marketized arguments; in a third step, finally, we will present some of the findings that occur when these strategies are implemented.