

FALL 2019

Naomi Klein

01:988:396 – Section 03

Topics in Women's And Gender Studies: The Corporate Self

The purpose of this course is to provide a critical understanding of the ways humans are being fashioned as commercial products and brands, and how data about everyday life is fueling a lucrative new market known as “surveillance capitalism.” It will examine: the history of the entanglement of personhood and branding; the rise of the celebrity branded empire; the adoption of branding techniques by politicians and movements; and the trend towards personal branding in the job market and on social media. The course will place a particular emphasis on how gender and race are imagined and monetized.