

Neoliberalism and Otherness: Convergences or Divergences?

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Abstract : In the current critical debate on the process of globalization, on the one hand, arises the accusation that neoliberalism standardizes the so-called American way of life on the cultures of the world, operating as a system of subtle domination, expropriating and incorporating the other. On the other hand, it is defended that neoliberalism begins its career of political and economic order as a sensitive conception to the otherness, imposing itself at present due to its peaceful management of pluralism and defense of individual freedom. In this sense, this paper aims to discuss the extent to which the neoliberalism and the otherness converge or diverge in contemporaneity and the guiding principles of globalization.

Keywords : otherness, globalization, neoliberalism, social sciences

Conference Title : ICSH 2014 : International Conference on Social Sciences and Humanities

Conference Location : Madrid, Spain

Conference Dates : March 27-28, 2014