

The Incorporation Of Anti-Capitalism Into The Music Industry



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Introduction

Undergraduate
Dissertation

Literature Review

Music Industry As
an Indicative
Single Case Study



Outline

Musical
Resistance and
Incorporation

Theoretical
Concepts

Implications
For Social
Sciences



Musical Resistance

Historical Use of
Music In Protest
and resistance

Cultural
Resistance

Duncombe (2002)



**resistance has
become a
matter of
subcultural
style**

- Rosemary Crompton

Incorporation

Culture Industry

Ideological
Hegemony

Capitalist
Realism
(Fisher 2009)



**anti-capitalism
is becoming
the hot, new
marketing
pitch**

—Naomi Klein



rage

BIFFY CLYRO
ONLY REVOLUTIONS



MUSE



THE RESISTANCE



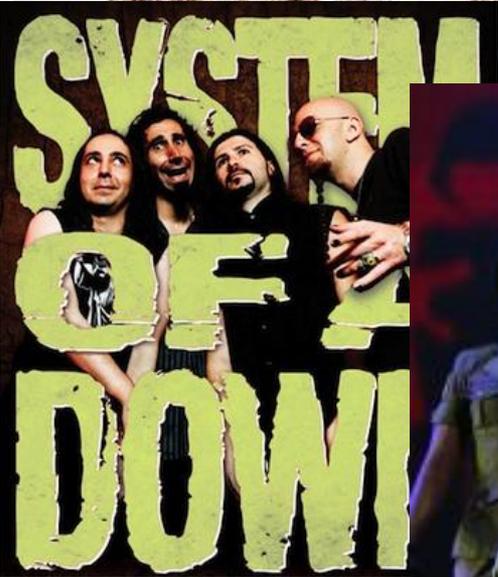
NIRVANA
NEVERMIND



"In my country there's never been a successful progressive struggle for social justice that hasn't had a good soundtrack." - Tom Morello



RISE AGAINST



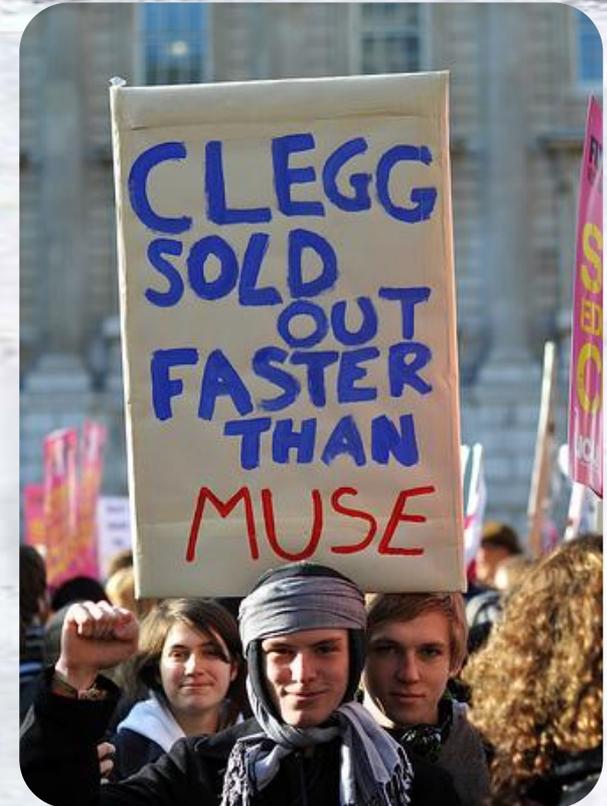
ANTI-FLAG

THE GENERAL STRIKE

NO CONSTRUCTIVE LEGISLATION YET
ANNOUNCEMENT OF STRIKE
SIXTY THOUSAND TO RESPOND TO CALL

“more *Kooks* than *The Clash*... it’s tempting to see the marches as just the latest craze from the *Skins*-generation: easy bisexuality, ketamine, dubstep and now, a bit of cop-bashing”

The Guardian 2011



Theoretical Concepts

Co-optation

Post-Cooptation

Interpassivity



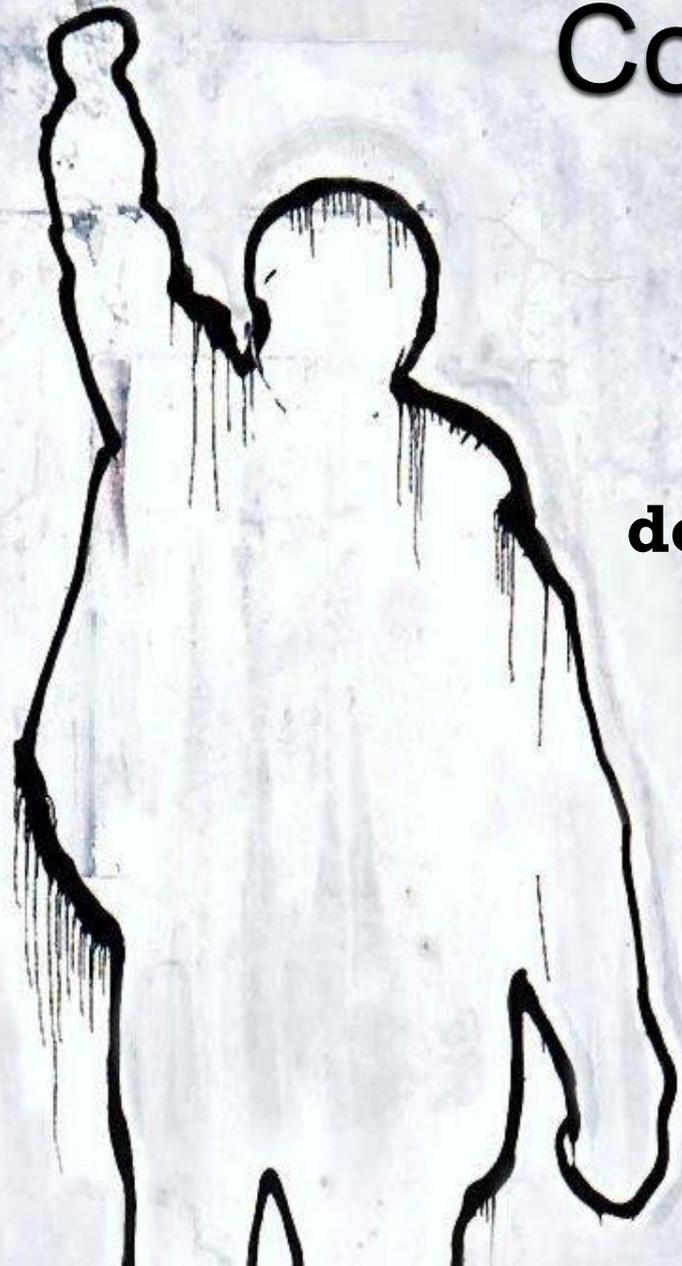
**anti-capitalism is
widely
disseminated in
capitalism**

- Mark Fisher

Co-Optation

A Common
Theme of the
'Birmingham
School'

Rebel Sell
(Heath & Potter 2006)



**ability of the
dominant culture
to absorb their
subversive
image**

- Dick Hebdige

Post-Cooptation

Anti-capitalism is
created in 'the
boardroom'

Not created
outside *then*
incorporated



**most
style-based
'sub-cultural'
forms are
born already
co-opted, like
pre-faded blue
jeans**

- *Hall, Winlow & Ancrum*

Interpassivity

Robert Pfaller
& Slavoj Žižek

e.g. 'Canned
Laughter'

Relieves us of the
task of resisting

**perform our
anti-capitalism
for us**

- Mark Fisher



Implications For Social Science

The Purpose Of
Social Science
Is Radical

Post-Ideology Is
An Ideological
Stance!



**philosophers
have interpreted
the world in
various ways;
the point
however is to
change it**

– Karl Marx



Punishment

Elitism
Culture
Protest
Justice

Journalism

Globalization

Capitalism

Imperialism

Consciousness

Americanization

Power

War

Media

False Empowerment

Resistance

Democracy

Disaster

Public Perceptions

Cultural Escape Valve

Cannot Engage The Public

Sociological Imagination
(Wright-Mills 1959)



**transform
what would
otherwise be an
act of political
activism...
into an act of
passive,
harmless,
personal
entertainment**

- Evgeny Morozov

Conclusion

Capitalist
Incorporation

Implications
For Radical
Social Science

We Must
Engage



Thank You



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