



Education and the Culture of Consumption Personalisation and the Social Order

By David Hartley

Routledge. Paperback. Condition: New. 160 pages. Dimensions: 9.2in. x 6.2in. x 0.6in. For nearly 200 years the organisational form of the school has changed little. Bureaucracy has been its enduring form. The school has prepared the worker for the factory of mass production. It has created the mass consumer to be content with accepting what is on offer, not what is wanted. However, a revised educational code appears to be emerging. This code centres upon the concept of personalisation, which operates at two levels: first, as a new mode of public service delivery; and second, as a new grammar for the school, with new flexibilities of structure and pedagogical process. Personalisation has its intellectual roots in marketing theory, not in educational theory and is the facilitator of education for consumption. It allows for the market to suffuse even more the fabric of education, albeit under the democratic-sounding call of freedom of choice. Education and the Culture of Consumption raises many questions about personalisation which policy-makers seem prone to avoid: Why, now, are we concerned about personalisation What are its theoretical foundations What are its pedagogical, curricular and organisational consequences What are the consequences for social justification of personalisation Does personalisation diminish...



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