

Summary - Philosophy thesis of a specific discipline

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July 6, 2022

The thesis analyses if psychological neoliberalism can influence art students and artists within fine arts education and its market. Psychology's role may contribute to how artists operate as neoliberal subjects within the art world. Foucault's lectures of 'the Birth of Biopolitics' and psychological neoliberalism form a basis for examining neoliberal tendencies and its mindset. To meet the market conditions, artists perceive themselves as and act like 'culturpreneurs' who invest in their human capital and develop their artworks as brands. Therefore, psychological neoliberalism entails a new understanding of artists that reduces them to monetary value in terms of their artistic activity.