Cultures of Anyone

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PART I

Cultural Authority
and Neoliberal ‘Modernization’
1.1. Crisis of a Hierarchical, Individualistic Cultural Model

1.1.1. Circuit of voices about crisis

At first, the ‘crisis’ was just one more news story, one more piece of information, one more topic of conversation in a world of news, information, and topics of conversation. Couched in the language of economists, the crisis appeared in the spring of 2007 as nothing more than an ‘expectation of a slowdown in economic growth.’ It was noted, however, that ‘the level of individual debt was very high due to mortgage rates’ and that ‘the real estate market had cooled.’

The following year, surveys and newspapers confirmed the bad news: ‘63% of Spaniards will have to limit their vacations to only one or two weeks, if that,’ ‘Spaniards Will Spend 15% Less on Seasonal Sales Due to the Economic Slowdown,’ ‘The Crisis Is Pushing Users Towards Buying Cheaper Drugs.’ Because, of course, at the beginning the crisis was already a threat to the fulfillment of individual desires in a world of individuals who seek to fulfill their desires.

From that implicit perspective on life, the media created stories that highlighted the crisis, adding information and showing its effects. They offered the life stories of young men and women who were affected by the crisis. The national newspaper El País quoted a number of them in their 2012 report ‘#Nimileuristas’ (‘not 1,000 euros’) on twenty-somethings and