Spaces of Neoliberalism: Toward a Critical Pedagogy of ‘Everyday’ Spectacle

• **Project Overview**: A multi-sited qualitative investigation into the mediated, consumptive politics and practices governing ‘everyday’ ‘physical’ spectacles in the United States at a particular flashpoint in late-capitalism.

• **Findings**: Active consumerism and the adornment of corporatized “badges” of citizenship represents not only the convergence of spectator-consumer identity, team or national identity, and corporate sponsors “benevolence”, but also the exaltation of prevailing hegemonic economic structures of neoliberal corporate capitalism.

• **Findings to be reported in my forthcoming book**: *Physical Cultural Studies: Bodies, Spaces, Rhythms* (co-authored with J.I.Newman)

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