This can be seen as a problem, with UKIP anyway!

**Capitalism**
- neoliberalism as a result of postmodernism- late-capitalism
- as identity disembodied, life becomes your own grand narrative
- everyone wants to be an entrepreneur
- this in conjunction with the breaking down of boundaries- letting the market spread everywhere, nothing is sacred from the touching of money
- cutting of government influence
- all = neoliberalism- this is the capitalism of postmodernity
- **Heidegger argues**: that this is true of modern subjects too, they feel thrown into the world, de-traditionalised and cut off from their roots (with loss of religion)
- difficult to define and separate distinctly modernity and postmodernity
- all about breaking down the boundaries and going further than modernity
- which at the same time means going further with capitalism
- neoliberalism, the uncontrollable spread of money and the market- this has broken down boundaries

**Material culture**
- easier to see here, e.g. architecture
- **modern architecture**: early 20th century, post world war 2 particularly
  - was all to do with creating new functional clean spaces for living
  - standardised form, mass produced/identical houses
  - became idea that you could engineer a better society through new architectural ideas
  - can create open spaces between buildings because you’re stacking the flats on top of each other- people felt alienated by these spaces/dwellings
  - creating suburbia was another form of this- new kind of a rational kind of space, all houses the same
  - all created more social alienation
  - all trying to create a different vision of society
- material culture- all part of a sign system, can think of it as a cultural code- creating messages about society
- post-modern architecture is about impermanency
  - e.g. Las Vegas- tacky design, argues this provides a new kind of model about space and society, all about bright light/glass, not permanent
  - new way to see architecture
  - buildings don’t last that long, they are always replaced
  - this affects communication through them- creating a new form of visual statement
- **e.g. pop ups-** vvv. common in london, they are short term and move around
  - more stable that just a market stall for example, because have whole brand/name
  - you don’t have post-modern architecture for normal people, its all to do with capitalism e.g. supermarkets, corporations, shopping centres
  - buildings to do with power, part of a system socially reproducing capital
- **e.g. Tate Modern-** conversion of old power station
  - post modern conversion of a modernist building- attracts 5million people a day, one of most popular attractions in Europe- to do with architecture

**Jameson**: suggest that post modernism in architectural form isn't any different to modernism- both about power and capitalism- neither have done any social good
- in terms of differences in aesthetics, architecture can be seen more as a fluidity/or fashions, slowly evolving
- less so two distinct eras of modernism/post-modernism- representing different social structures

**Art world**
- superseded by conceptual art now
  - whole idea of art world changed- more about concepts/ideas than actual skill
  - with computers/technology- graphic design/illustration