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International Institute  
of Sociology  
Yerevan, Armenia

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[www.iisoc.org/iis2009](http://www.iisoc.org/iis2009)

## REGULAR SESSION INFORMATION

**Title of Session:** The politics of life: global control and new forms of participation

**Name of Session Convener(s):** Valentina Cremonesini; Pierluigi Musarò

**University/Organization incl. City:** University of Salento (Lecce) and University of Bologna, Italy

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**Comments:** -

### **Session Abstract (up to 250 words):**

By crossing traditional economic boundaries and by grasping social systems as a whole, corporations have become the prime mover of the homogenization process expressed by globalization. The multinational companies are able to affect in the individual's daily life and in his world's conception through strategies of "marketing concept". They discursively impose new categories for the self and social realm construction. The impact of these dynamics on local cultures can bring about the loss of traditional identities and can generate a condition of insecurity and uncertainty, useful to bring under control citizens.

At the meantime, we are facing an epochal economic and social shift. Critical consumption, political consumerism, supermarket activism, P2P software and alternative forms of agriculture and food distribution describe a new reality, that we may consider as the most interesting form of rising participation. Thanks to the opportunities offered by new communications technologies the consumer is now becoming increasingly more creative and responsible. As a consequence, we can describe our economy as an ethical economy, where value is no longer based on labour as in the capitalist economy, but on the ability to construct ethically significant social relations.

The convergence of production and consumption, force us to focalize the consumer more and more as an actor, sometimes without being conscious of that process. What are the implications of this process of mutual contamination between production and consumption?

We invite to focus the implications of this epochal shift for business, politics and society.

### **General information**

During each afternoon of the congress, there will be room for a large number of parallel regular sessions. Each session is 90 minutes long and consists of an oral presentation of 4 to 6 papers. Session conveners are expected to administer and chair their session at the 2009 IIS World Congress.

Starting in mid-December, calls for papers to participate in approved sessions will be posted on the website. Interested participants will contact the session convener (you) directly with an abstract no later than February 28, 2009. The session convener should take in all submissions and select the best 4 to 6 papers to be presented and forward this information, including e-mail addresses of accepted authors, to the IIS Secretariat no later than March 15, 2009.