

Furkan Yazıcı

Subject, Youtube and Neoliberalism

What concerns us in this paper is within the given power of YouTube, how it constructs subjects? What are the games of truth by which man proposes to think his own nature when he perceives himself to be a viewer? A YouTube watcher? What are the discursive and nondiscursive practices that YouTube produces that eventually, construct subjects? Michel Foucault gives 3 aspects of subjectivation in his Preface to The History of Sexuality, Volume II: (1) Fields of knowledge (2) set of rules and norms (3) subjective conducts. Fields of knowledge refer to the set of knowledge that one knows and place himself accordingly. Rules and norms may be set by governmentality or the subject itself. Lastly, subjective conduct that subjective practices determine. In the process of subjectivation, we must not forget the influence of power relations. Power subjectify us and after one point, we subjectify ourselves from the norms that are placed in our subjectivity.

In this paper, I will try to analyze YouTube in the Foucauldian sense. Firstly, I will try to pinpoint historical a priori conditions of YouTube and how it did gain its power in the 21st century. After it, I will try to analyze discursive and non-discursive practices that YouTube generates and how it constructs subjectivities. Both analyzes will go hand in hand with policies and governing strategies, i.e. governmentality, of neoliberalism. Lastly, it is going to be benefited from contemporary critical media studies and philosophical studies of technology and the internet.