



Marxism & marketing

What is Neo-Marxism?

Andrew Lindridge:

My name's Andrew Lindridge and I'd like to talk to you about cheap alcohol and a neo-Marxist interpretation of marketing, which I hope will help you to develop your own critical thinking skills. Let me start though with some caveats and background information.

Whenever the term Marxist is used, people immediately conjure up the words Communism and Soviet Russia. Now for the caveats. Russia, and we can add China, were never Communist states as Marxist theory predicted. Instead they represent a political interpretation of how Marxism could work, but again these countries level of economic and political development excluded them from being true Communist states. Now that we've got that out of the way, what then is Marxism?

Marxism is a philosophy that aims to understand and explain how capitalism works from an economic and socio-political worldview. Marxism argues that industrialisation is motivated by the need to utilise resources to produce goods to sell at a profit. Driving this industrialisation is technology that pushes forward efficiency at a speed that is faster than society can adapt to. Society's struggle to adapt encourages those groups who hold wealth and power to resist any further change to their societal position. Hence, the rich deliberately maintain their position of power through oppressing the weaker social classes. Hence, the aim of Marxism is to challenge and over-throw this oppression.

I use the term neo-Marxism to express that this podcast applies a light touch approach to Marxism and how it is applied to marketing. I'm going to encourage you to develop your own critical thinking skills, drawing upon Marxist theory, regarding a product that is indicative of marketing's desire to make profit – White Cider.