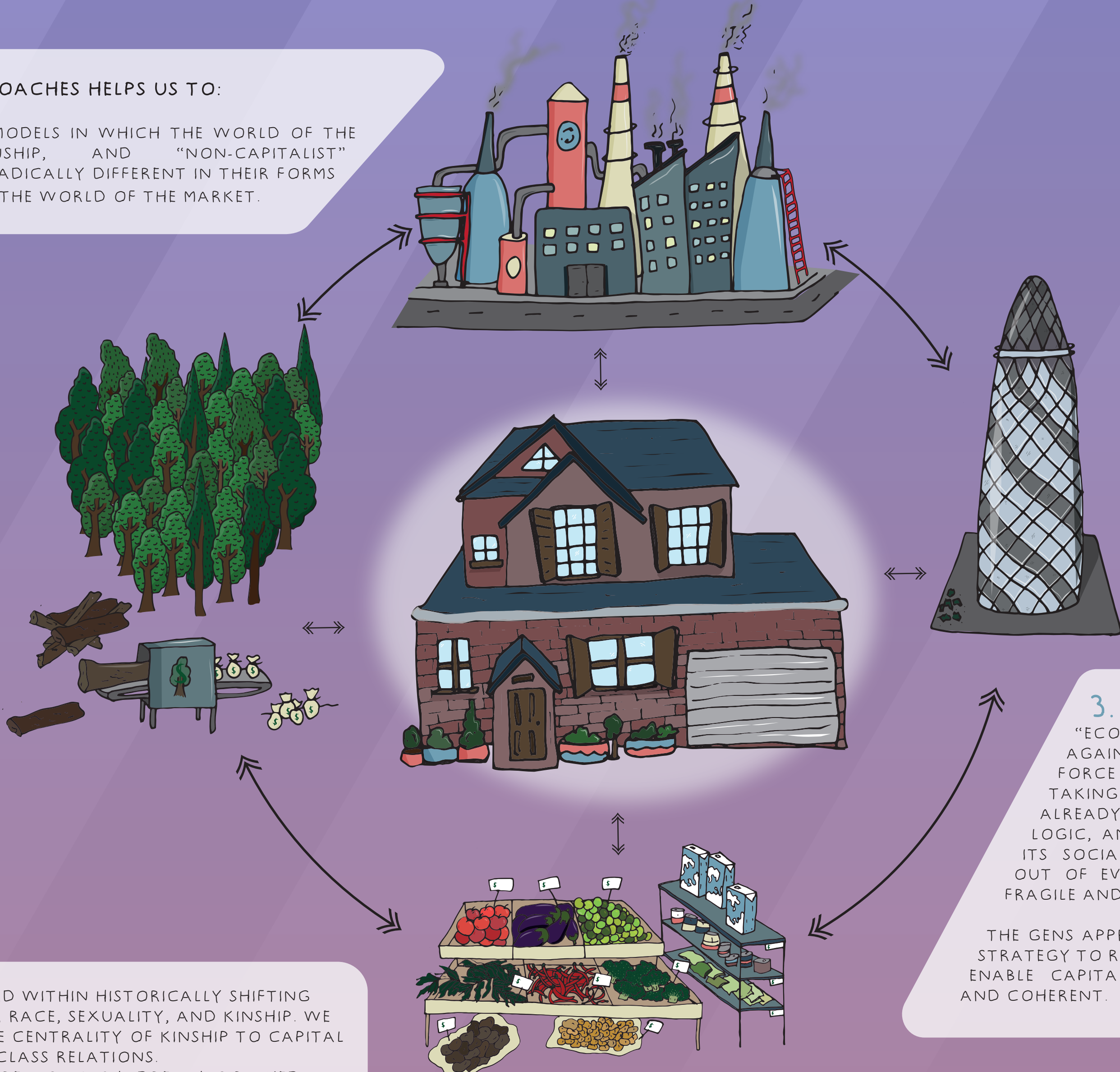


# GENS: A FEMINIST MANIFESTO FOR THE STUDY OF CAPITALISM

1. GENS IS THE ETYMOLOGICAL ROOT OF GENDER, GENUS, GENRE, GENERATIONS AND GENERATE. IT SPECIFICALLY REFERS TO A HISTORY OF CONTRADICTIONS BETWEEN MALE AUTHORITY AND FEMALE KINSHIP TIES. THE FLEXIBILITY OF THE TERM REFERENCES OUR INTEREST IN THE GENERATIVE POWERS OF CAPITALISM

2. FEMINIST APPROACHES HELPS US TO:

- DISPLACE OTHER MODELS IN WHICH THE WORLD OF THE HOUSEHOLD, KINSHIP, AND "NON-CAPITALIST" INSTITUTIONS ARE RADICALLY DIFFERENT IN THEIR FORMS OF SOCIALITY FROM THE WORLD OF THE MARKET.



3. WE CHALLENGE THE IMAGINED "ECONOMIC LOGIC" THAT RETURNS AGAIN AND AGAIN AS THE DRIVING FORCE OF CAPITALISM. INSTEAD OF TAKING CAPITALISM A PRIORI, AS AN ALREADY DETERMINING STRUCTURE, LOGIC, AND TRAJECTORY, WE ASK HOW ITS SOCIAL RELATIONS ARE GENERATED OUT OF EVERYDAY LIFE RELATIONS MORE FRAGILE AND MORE INTIMATE.

THE GENS APPROACH, THEN, IS A CONCERTED STRATEGY TO REVEAL THE MESSY PROCESS THAT ENABLE CAPITALISM TO APPEAR TOTALIZING AND COHERENT.

4. CLASS IS GENERATED WITHIN HISTORICALLY SHIFTING DYNAMICS OF GENDER, RACE, SEXUALITY, AND KINSHIP. WE ARE INTERESTED IN THE CENTRALITY OF KINSHIP TO CAPITAL ACCUMULATION AND CLASS RELATIONS. INHERITANCE FROM PARENTS TO CHILDREN HAS PLAYED A CRUCIAL ROLE ON THE UNEQUAL DISTRIBUTION OF WEALTH.

2005

INHERITANCE

THIS HOUSE WILL BE YOURS, SO YOU WON'T HAVE TO WORRY ABOUT MONEY WHEN YOUR MOTHER AND I HAVE PASSED AWAY.

THIS IS THE PERFECT HOUSE!

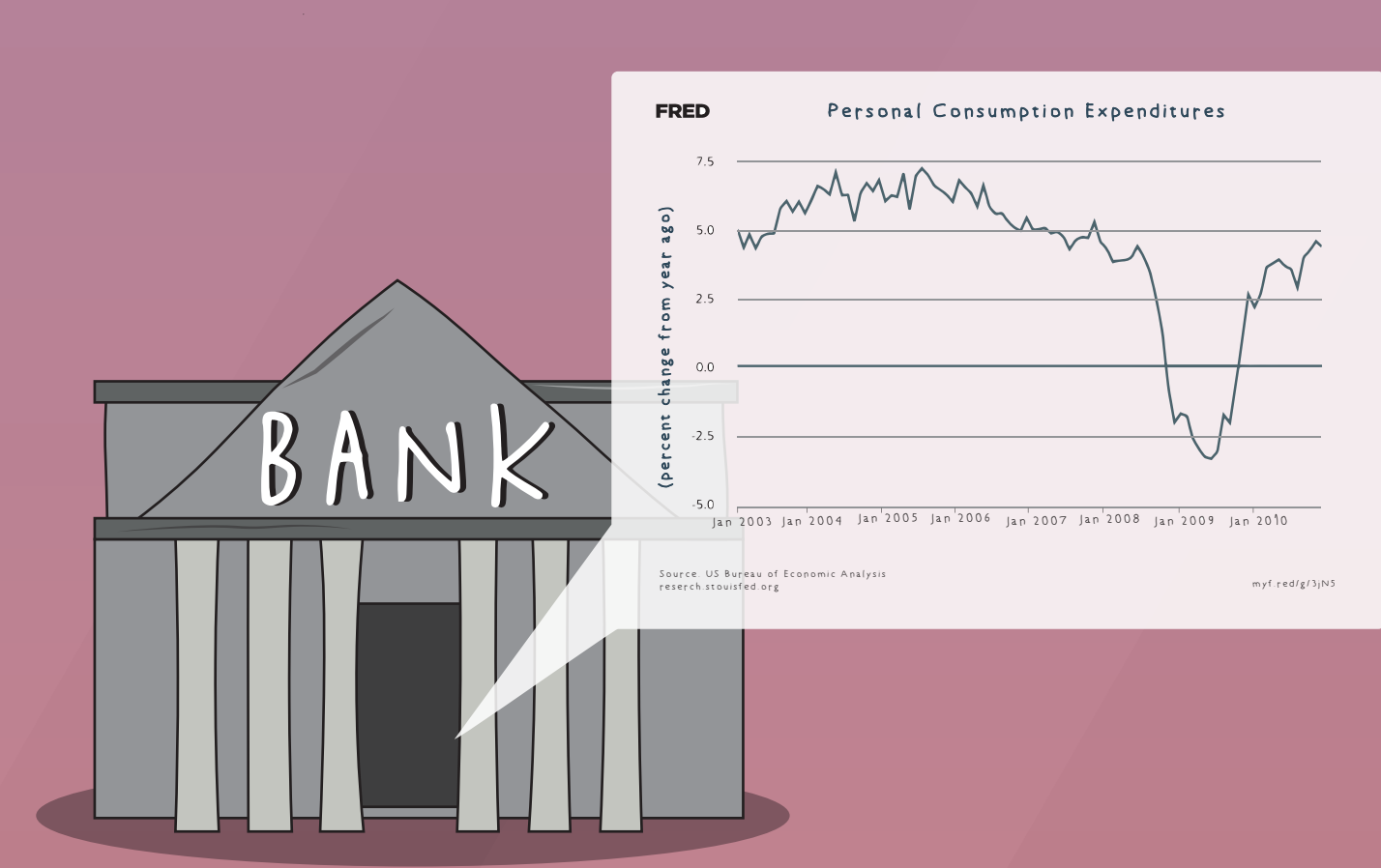
THIS IS THE PERFECT DEBT!

I'M LOOKING FOR A JOB. I CAN CLEAN, COOK AND TAKE CARE OF YOUR CHILD.

STEREOTYPE ALERT

THIS IS, SADLY, THE HEGEMONIC IDEA OF FAMILY. ONE OF A MILLION POSSIBLE FAMILIES. WITH THIS DEPICTION, THOUGH, WE WANT TO DRAW YOUR ATTENTION TO THE RACIAL HIERARCHY THAT IS PRESENT IN CAREGIVING RELATIONSHIPS

5. FORMAL MODELS EMERGE FROM DIVERSE LEIFEWORLDS AND ARE NOT SIMPLY MANIFESTATIONS OF SINGULAR CORE ECONOMIC LOGICS. CONVERSION DEVICES MEDIATE, BUT DO NOT DETERMINE SOCIALITY OR HUMAN/NON-HUMAN RELATIONS.



2008

6. FINANCIALIZATION IS THE EXPLICIT APPLICATION OF PARTICULAR FINANCIAL MARKET VALUES TO NEW DOMAINS, SUCH AS THE HOUSEHOLD, CORPORATIONS, OR EDUCATION. THE FAR-REACHING INFLUENCE OF FINANCE IS DEPENDENT UPON CULTURAL, MATERIAL, POLITICAL, AND LEGAL TRANSFORMATIONS.

WHAT I'M SUPPOSED TO DO NOW? I'LL HAVE TO GET A STUDENT LOAN TO PAY MY TUITION FEES.

I'M SORRY, WE LOST OUR HOUSE YOU CAN'T STAY HERE ANY LONGER...

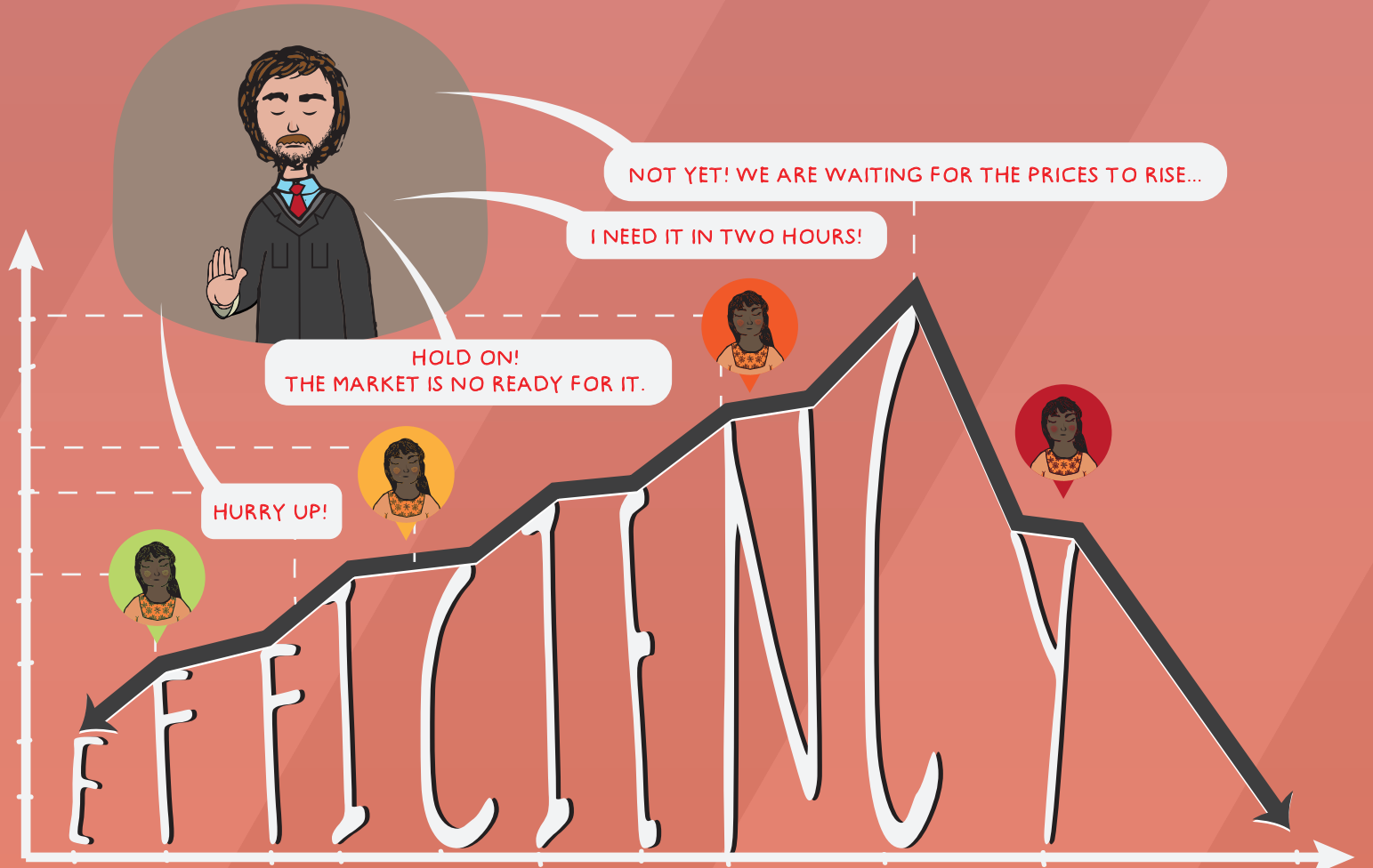
"MATERIAL LABOUR"

"IMMATERIAL LABOUR"

WHAT I'M GONNA DO NOW?

AUCTION

7. THE CATEGORY OF IMMATERIAL LABOR CREATES A FALSE BINARY THAT CLASSIFIES FORMS OF LABOR IN A HIERARCHY OF VALUE. THIS BINARY IS AN IDEOLOGICAL CONSTRUCT THAT OBSCURES THE COMMUNICATIVE AND AFFECTIVE DIMENSIONS OF ALL HUMAN ACTION.



8. THE FIRST WAVE OF THEORIES OF "NEOLIBERAL" CAPITALISM WROTE OF GLOBAL WORKPLACES AS THE EPITOME OF THE COMPRESSED AND ACCELERATED SPACE-TIME. BUT ETHNOGRAPHIC ANALYSES REVEAL A DIFFERENT REALITY. WE HAVE TO ANALYZE THE HETEROGENEOUS FORMS OF PACING, DURATION, WAITING, PAUSE, OBSOLESCENCE, AND DELAY THAT ALSO CHARACTERIZE THE GENERATIVE RHYTHMS OF CAPITALISM.