Struggle for the Commons: Communicative Labor, Control Economics, and the Rhetorical Marketplace

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Chapter 11

Ronald Water Greene and Sara Holiday Nelson

Marketplace and the Rhetorical
Control Economists,
Communitivistic Labor,
Struggle for the Commons:

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 Yonghwa Lee, "The Commons in the
Communist Farm and The Economy: Hystorical
Approach (1939-1943)."

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To appreciate digitaltransition is to takeinto account its newinsanity.

In this transition, the digital shift is not about turning off the old system and turning on the new one. It is about creating a new system that integrates the old and new. The digital shift is not about replacing, but enhancing. It is about creating a new way of doing things that is more efficient, effective, and sustainable. This is the essence of the digital shift.

The digital shift is not about technology, but about people. It is about changing the way people work, think, and live. It is about creating a culture of innovation, collaboration, and continuous learning. This is the essence of the digital shift.

The digital shift is not about a single event, but about a journey. It is about the ongoing process of transformation. It is about the constant evolution of the organization. This is the essence of the digital shift.

The digital shift is not about the past, but about the future. It is about creating a vision that is aligned with the needs of the future. It is about creating a strategy that is flexible and adaptive. This is the essence of the digital shift.

The digital shift is not about a single organization, but about a network. It is about creating a ecosystem of partnerships that are aligned with the needs of the future. It is about creating a community of practice that is collaborative and innovative. This is the essence of the digital shift.

The digital shift is not about a single moment in time, but about a journey of transformation. It is about creating a legacy that is aligned with the needs of the future. It is about creating a legacy that is a beacon of hope and inspiration. This is the essence of the digital shift.

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for the future of digital rhetoric. To better recognize the class struggle embedded in digital rhetoric, this essay emphasizes the importance of isolating the antagonism over the value of the common labor that underwrites the interaction between the economy and communication in the 21st century. The first section of the chapter isolates the intensification of labor insecurity in light of the changes brought about by a more global marketplace. Second, we argue that a rhetorical vision of this global market fails to account for how the rhetorical marketplace relies on changes in the control of the labor process that produces social surpluses. Third, the chapter returns to the importance of communicative labor to assess how control and capitalism work together to valorize communication while making visible the common labor of communication as a site of class struggle. Finally, we conclude by advancing the "orator-machine" (May, 2012, p. 429) as a new figure of resistance to orient the exodus of digital rhetoric from the economics of control.

The New Insecurity

An economic historian more sympathetic to the economic growth generated by the capitalist economy might retort that economic insecurity is not new, but partly an effect of the business cycle of a capitalist economy and the overexuberance caused by innovation (McCloskey, 2011). For example, Deirdre McCloskey (2011) reports that "Seven years of plenty gives way to seven years of famine. Crisis is endemic to capitalism, but it is also endemic to noncapitalism. It is endemic to human lives, for time and chance happeneth to them all" (p. 183). The big picture, according to McCloskey, is that the lives of poor people have been revolutionized by the capitalist economy "over the last two centuries, raising real incomes by 2000% and more" (p. 183). However, one should pause before naturalizing crisis and uncertainty as inherent to life. Increases in real income are important, but differences in the distribution and flow of wealth cannot be brushed out of the picture. One cannot remove an understanding of the economy from political decision making and governmental policy. Vast inequalities between the rich and poor (whether organized by populations or nations) are affected as much by political, cultural, and economic decisions as they are by booms and busts in the business cycle.

One of the defining characteristics of our current political economy is the State actively promoting market mechanisms for solving social problems. As Anne (2001) noted, a political economy oriented toward privatization and deregulation requires a rhetorical effort to "sell the free market" as the only "economically correct" way of life (p. 10). Moreover, since economic policymaking and governance often require arguments and persuasion in favor of specific programs and techniques (Asen, 2009, pp. 1618) rhetoric is increasingly the very means by which the work of political economy gets done. At the heart of the political decisions associated with the new insecurity has been a constellation of words and policies that promote market solutions, privatization (having corporations and non-governmental organizations deliver social services) and financialization (a growing reliance on stock portfolios, credit, and debt to make money). Neoliberalism is the name given this bundle of techniques associated with marketization, privatization, and financialization, which transform the governance of the capitalist economy in ways that increase labor insecurity to improve capitalist accumulation. As Joshua S. Hanan (2010) narrates, "neoliberalism's difference from Fordist Keynesiansim lay primarily in the realm of labor organization and expropriation" (p. 181). Neoliberalism produces the new insecurity through downsizing, outsourcing, and temporary work practices made easier by "integrating a number of communication and financial technologies into the circuits of production" (Hanan, 2010, p. 181). For example, thirty years of structural adjustment and export-oriented growth strategies in poorer countries prompted the United Nations to declare that "the primary direction of both national and international interventions during the last twenty years has actually increased urban poverty and slums, increased exclusion and inequality, and weakened urban elites in their efforts to use cities as engines of growth" (as cited in Davis, 2004, p. 22).

The "new insecurity" is a global phenomenon. The new insecurity should be approached less as a statistical snapshot of the middle class in a particular time and place (the U.S. in 2011), and more as a variable measurement of the precarity and uncertainty of human beings affected by an articulation of different national, geographical, economic, political, and cultural contexts. While this insecure life may be new for the U.S. middle class and the relatively wealthier nations of North America and Western Europe, from a global perspective, the new insecurity is a
of Control Economics?

Rhetorical Markets: Distributed

Possible strategies for managing the intersection of different interests are often embedded within, and make

unforeseen consequences of decision-making processes. The communication

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From these two starting points—the significance of positioning and resourcing—our brains are wired to interpret and make sense of the world. The interaction of models of action and the environment is crucial to understanding the human condition in society. This interaction forms the basis of human knowledge, which is then the foundation for the development of models of action. These models are the result of our interpretation of the environment. Our brains are designed to interpret the world around us and to make sense of it. The interaction between the two—models of action and the environment—forms the basis of our understanding of the world. The environment is the input that our brains need to interpret, and the models of action are the output that our brains create to make sense of the world. This interaction is the key to understanding the human condition in society.
Communication and the Economy

Communication is an integral part of the economy. It facilitates the exchange of information, ideas, and resources among individuals, organizations, and societies. Effective communication can lead to increased productivity, better decision-making, and stronger economic outcomes.

In the context of economic development, communication plays a crucial role in fostering innovation, attracting investment, and promoting economic growth. By enabling the dissemination of knowledge and best practices, communication helps to create a more informed and participatory economic landscape.

Furthermore, in the digital age, communication technologies have transformed the way information is transmitted, processed, and utilized. Advances in telecommunications, the internet, and social media have created new avenues for economic interaction and collaboration, opening up opportunities for global trade and investment.

However, while communication can drive economic progress, it is also essential to consider its potential drawbacks. Over-reliance on communication technologies can lead to information overload, eroding attention spans and attention to meaningful dialogue. Moreover, the digital divide, where access to communication technologies varies, can exacerbate economic disparities and inequality.

Thus, a balanced approach is necessary to harness the benefits of communication while mitigating its potential negative impacts. This involves investing in education and training to ensure that all members of society can effectively engage in the communicative processes that underpin economic activities.

In conclusion, communication is a critical economic force that shapes the way we interact, innovate, and prosper. By understanding its role and implications, policymakers and society at large can work together to ensure that communication supports a vibrant and equitable economy.
The discussion on control of output and the economy is divided into several sections. First, the concept of a universal political model is introduced, which emphasizes the role of a universal political model in dealing with political problems. Second, the concept of an economic model for political problems is discussed, focusing on how economic models can be used to address these issues. Finally, the concept of a universal political model is revisited, with an emphasis on its application in different contexts.
The Common Character of Communicative Labor

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the country dispute's intellectual property for a distributed system of commerce. In the common, on the contrary, the commerce's intellectual property for a distributed system of commerce. The proprietor production, common's intellectual property for a distributed system of commerce.
Contras:

Communication and the Emotion

When the emotion is present in the communication process, it is crucial to understand how it impacts the effectiveness of the message. The presence of emotion can influence the listener's perception and interpretation of the communication. It is important to consider the emotional tone and content of the message to ensure clarity and understanding. The use of non-verbal cues, such as body language and facial expressions, can also play a significant role in emotion-driven communication. Understanding the emotional elements in communication can help in creating more effective and meaningful interactions.
Communication and the Economy

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In the context of economic policies, it is essential to understand the role of communication in shaping public opinion and influencing policy outcomes. Effective communication strategies can help policymakers and businesses to better understand the needs and concerns of the public, thereby improving the effectiveness of their policies. This chapter explores the various ways in which communication plays a critical role in shaping economic outcomes, including the importance of public relations, media relations, and stakeholder engagement. It also provides insights into the challenges and opportunities for communication professionals in the context of economic policy-making. The chapter concludes with practical recommendations for improving communication practices in the economic sector.
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