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# Teaching Art in the Neoliberal Realm. Realism versus Cynicism

Pascal Gielen & Paul De Bruyne (eds.)

In *Teaching Art in the Neoliberal Realm*, both theorists and teachers analyze the cynicism of the neoliberalized education market, pointing out the possible alternatives that are intrinsic to the needs and characteristics of art education. They do so with a striking sense of realism.

In most countries, education is not immune to large-scale reorganization. Educational institutes are increasingly required to operate as businesses, competing for the best students or the largest number of them, and to express their objectives in financial terms. In short, the field of education has become a market, a catering business. This has led to a preoccupation with quantification and measurability. But is art education measurable at all, if the quality of art itself is not, or hardly so? And is it sensible or even productive to treat students as if they were customers in a competitive market?

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