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TITLE: Parables of Hope in the New Capitalist Theology

Author/s: Craig Browne

Affiliation/s: University of Sydney

This paper seeks to elucidate aspects of the contemporary permutation of the capitalist imaginary. It will argue that the current form of capitalism involves a distinctive deployment of social hope and that this deployment often functions in the manner of theology. Social hope is mobilised in order to facilitate instruction into a new moral sensibility, one that paradoxically involves the denigration of labour and collective forms of social solidarity. In the first instance, this new capitalist theology will be explicated through a discourse analysis of the parables employed in the book: Rich Dad, Poor Dad. The parable's comparative and allegorical format gives expression to the ideological inversions typical of capitalism and conceals the exercise of symbolic violence through the invocation of hope. Modern social theory has regularly highlighted the connections between capitalism and religion, the discourse analysis of capitalist theology will then be related to these cognate interpretations. By situating the parables of hope in this manner, the continuities and discontinuities in the capitalist imaginary will be highlighted. Finally, the manner and degree to which the critical diagnoses of the fragmentation of consciousness and the loss of meaning capture the contemporary resonance of capitalist theology will be explored.