

# Recruiting for and selling war

Term 2, Week 4 Seminar

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Gender, Race and Militarism

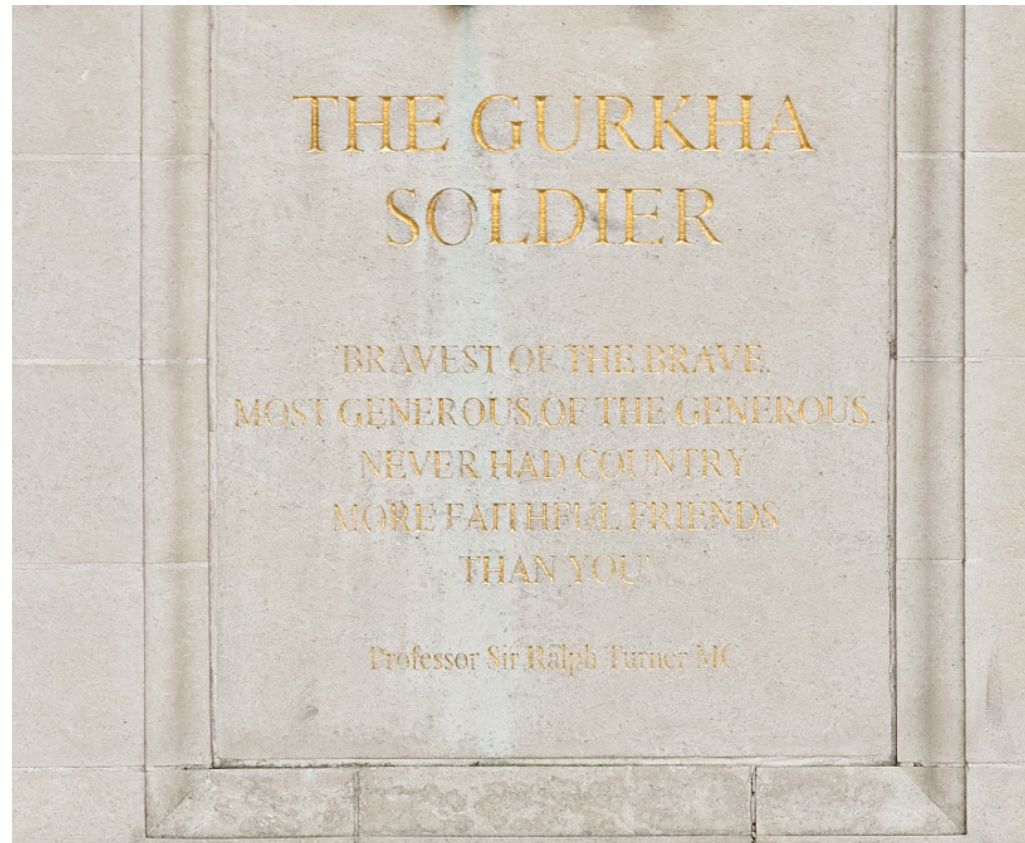
# Who is recruited?

# Who is the perfect recruit?

- Thus, by both normalizing violence and militarism in everyday life and targeting boys from disadvantaged backgrounds, “military ethos” initiatives engender the subjectivities that provide the very political, social economic, and indeed practical resources that make war possible. (Basham 2016).
- British government’s agenda to entrench something called the “military ethos” in schools, this article considers how this agenda, as a practice of neoliberal governmentality, which “has the population as its target, political economy as its major form of knowledge, and apparatuses of security as its essential technical instrument” (Foucault 2007, 108), facilitates war and militarism in an age of austerity. (Basham 2016).

# Horse Guards Avenue, outside the Ministry of Defence, City of Westminster, London

The Memorial to the Brigade of Gurkhas on Horse Guards Avenue, Whitehall, London, was unveiled by Queen Elizabeth II on 3 December 1997. This was the first memorial to Gurkha soldiers in the United Kingdom, and was occasioned by transfer of their headquarters and training centre from Hong Kong to London in 1997.




- What was ghurka recruitment really about?
- “Postcolonial feminist global political economy considers the ways in which culture – that is, colonial histories and performativities of race and gender – constitutes market practices.” (Chisholm, 2014)

# How to think about your military recruitment campaign review

- What is a critical feminist approach to thinking about military recruitment?

- Recruiting materials reflect an idea of what the military is for; what service members do; who should serve; and how those who serve will be affected by the experience – involves overt image making and an attempt to *sell* particular ideas about military service, which makes it especially fruitful in relation to studying the construction of gender and race by the military

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- “... to generate a complete accounting. Being able to grasp actual causes and full consequences of any military’s ways of operating, of any war’s dynamics and of any militarization’s processes is far more likely than any more orthodox analysis to calculate the true costs of each.” (Enloe 2014)

- As in other political and social domains, claims to particular forms of masculinities are also claims to authority (Connell, 2005; Enloe, 2007).



Who is being excluded in  
these campaigns?

How does war (dis)appear in  
these campaigns?

# SVENSKA DAGBLADET

ANNONS

ANNONS

## EN FLAGGA VÄRD ATT FÖRSVARA.

Vi försvarar mänskliga rättigheter, allas lika  
valde och vår rätt att leva som vi själva väljer.



- “Constructions of a tolerant and modern Sweden (re)produce treacherous, single narratives of distant and dangerous Others”