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Demetrious, Kristin 2014, The politics of boganism and public relations in contemporary Australia, in CPIS 2014 : Proceedings of the Contemporary Publics 2014 International Symposium, Deakin University, Melbourne, Vic., pp. 1-1.

Available from Deakin Research Online

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Session 10

11am-12:30am - Room: HD 2.006

Practicing Publics

10A “‘Fuck off, we’re full’ - The politics of boganism and public relations in contemporary Australia” Kristin Demetrious

What is meant by the term ‘bogan’ and how does its popular usage distinguish a new public occupying a particular class position and social presence in Australian society. Examining a number of media texts, this paper explores the bogan phenomenon and asks if it normatively repositions Marxist ideas of class within the contemporary construct of lifestyle politics and classless capitalism (Beck). Challenging the idea the term is politically benign, the paper argues that the rise ‘boganism’ and its stigmatic

associations has implications for public relations. In particular, it argues successful framing techniques designate a group of people occupying social risk positions and that are dis-empowered by eco-discourses and targeted for social control. These marginalised publics lack the sociocultural resources required for participation in the public sphere and as such are malleable and highly receptive to intrinsic and extrinsic forms of public relations.