Reconfiguring the Creative University and its Lecturer-Subjects
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This paper recognizes and confronts the impact of the knowledge economy on academia and on university academics. It reconceptualizes the lecturer-subject and re-constructs notions of governmentality in the public and private sphere, of truths and binding ideologies, such as that of the knowledge economy. To do this, it re-examines normalities, everydayness and lecturer subjectivities, and their new ecologies and connections with the government/industry/public systems. Havel's theory of the production of ideological subjectivities, as victims, supporters and rebels, and his notion of 'living within the truth' are juxtaposed with contemporary neoliberal academia and its boundaries to theorise the examination in this paper. It is told through the narrative of the ordinary, everyday life/work experience of a university lecturer.

In a Havelian sense, the lecturer questions his 'irrepressible impulse to acquaint the public with his ideals' (Havel, 1985, p. 27). This university lecturer-subject publicly behaves as is expected of him; he does not do anything extraordinary, and carries out his work expecting that the University system will take no notice of him. He participates in the public domain, attends all required meetings, sends the right emails to the right people, and uses ideologically correct and sensitive language. He does all of this to remain untouchable by the University. This produces what Havel refers to as the "social auto-totality" (Havel, 1985, p. 36). The social auto-totality means that every citizen is drawn into the sphere of power. Havel (1985) notes a change in human beings, in citizens' subjectivities, as they may now "surrender their human identity in favour of the identity of the system" (p. 34), or in other words they will become part of the "automatism and servants of its self-determined goals, so they may participate in the common responsibility for it" (p. 34). This shapes the subjectivities of those who are comfortable with their positions and capacity for public involvement, and feel uncomfortable with those who opt not to participate. By making all citizens participate, the system then produces everyone as instruments of a mutual totality, or the auto-totality of society. Following Havel then, every citizen and lecturer is becoming and is unbecoming the victim, supporter and rebel of the globalised conditions of the contemporary ideological University. This shapes, and at the same time is shaped by the boundaries of neoliberal academia. Using Havel's work and production of the subject and its subjectivities, post-structural thinkers and M. A. Peters' interpretation of the university in the knowledge economy, this presentation interrogates and theorizes the production of contemporary tertiary lecturer subjects.

References
