Notice of the Final Oral Examination for the Degree of Master of Arts of

SPENCER DOUGLAS BRADBURY

BA (University of Victoria, 2016)

“Giving an Account of Entrepreneurial Subjects and Global Spaces: Governmentality, Performativity, and Colombian Cosmetic Surgery”

Department of Geography

Friday, September 14, 2018
3:00 P.M.
David Turpin Building
Room B307

Supervisory Committee:
Dr. Reuben Rose-Redwood, Department of Geography, University of Victoria (Supervisor)
Dr. CindyAnn Rose-Redwood, Department of Geography, UVic (Member)
Prof. Simon Springer, Department of Geography, UVic (Member)

External Examiner:
Dr. Daromir Rudnyckyj, Department of Anthropology, UVic

Chair of Oral Examination:
Dr. Cindy Holder, Department of Philosophy, UVic

Dr. David Capson, Dean, Faculty of Graduate Studies
Abstract
Cosmetic surgery tourism advertising media position the recipients of cosmetic surgery as subjects who must work on themselves by investing in surgical means of self-transformation and self-refinement. However, little research explores how cosmetic surgeons position themselves in such aesthetic ventures through advertising themselves online. While imparting ethnographic methods and theoretical contributions from governmentality studies, this thesis explores how cosmetic surgeons in Colombia, and increasingly popular destination for cosmetic surgery tourism, come to be “entrepreneurs of themselves” through performing governmental discourses of neoliberalism and globalization. I present findings from a research project that incorporates 20 interviews with cosmetic surgeons in the cities of Barranquilla, Cali, and Bogota. By analyzing participants’ understandings of what compels, complicates, and contests such global and entrepreneurial practices, I discuss how governmental discourses enable yet constrain the very subjects that are intimately implicated in the such relations of power. I address a persistent lacuna in governmentality studies by arguing how a theoretical focus on performativity, ethical practices of the self, and technologies of the self better accommodate an analysis of the both the everyday and eminent forms of conducting oneself in a proliferating “global economic sphere.”