

08.2.2026

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**Title**

Symbolic Violence in Academic Life : A Study on How Junior Scholars are Educated in the Art of Getting Funded / Lambros Roumbanis

**Publication year**

2019

**Source/Footnote**

In: Minerva. - 57 (2019) 2, S. 197 - 218

**Inventory number**

48226

**Keywords**

Ausland : Europa : Hochschulwesen allgemein ; Wissenschaftlicher Nachwuchs : allgemein ; Forschungsförderung

**Abstract**

It is widely recognized that universities all around Europe have taken on a more market-oriented approach that has changed the core of academic work life. This has led to a precarious situation for many junior scholars, who have to seek research funding to cover their own wages in an increasingly fierce competition over scarce resources. Thus, at present, research funding is a Gordian knot that must be cut by each individual researcher. As a response to this situation, some Swedish universities provide guidance to junior scholars on how to navigate in an increasingly entrepreneurial academia through open lectures by senior and successful professors. In this paper, I study these lectures as socialization processes and the role of symbolic violence in the justification of a competitive academic work ethos as well as a pragmatic acceptance of the prevailing funding conditions. The aim is to explore the role of a subtle form of power wielding that is not immediately understood or recognized as power, but that nonetheless reproduces a market-like behavior and legitimizes a career

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system marked by uncertainty, shortcomings and contradictions. (HRK / Abstract übernommen)