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STEPS TO A HEALTHIER YOU

Neoliberal ideologies have infused US health debates in some obvious ways, transforming what used to be public health problems into individual problems, and monetizing social and individual risks. These sober and economic frameworks, however, co-exist with a new sentiment and *habitus* of neoliberal citizenship, evident in nutrition advertising and policy, that is characterized by “pleasured self-discipline.”

Science in Human  
Culture

Kelly Moore is Associate Professor of Sociology at Loyola University-Chicago (PhD, 1993, University of Arizona). She is the author of *Disrupting Science: Scientists, Social Movements, and the Military, 1945-1975* (Princeton UP, 2008), and co-editor, with Scott Frickel, of *The New Political Sociology of Science* (U of Wisconsin Press 2006). Her work has appeared in a variety of journals, including *The American Journal of Sociology* and *Research in the Sociology of Organizations*. Her new work is on the politics of debates over nutrition.

*The 2009-2010 Klopsteg seminar series in  
Science in Human Culture presents*

**KELLY MOORE**

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**The Nourished Neoliberal:  
“Pleasured Self-Discipline,” Markets,  
and Citizenship in the United States**

Monday, February 1, 2010

4:00 – 5:30 pm

Hagstrum Room, University Hall 201  
Evanston Campus

*Reception to follow*