

ICGC COLLOQUIUM SERIES



Photo credit: @manifiesta.col

Interdisciplinary Center
for the Study of **Global Change**

UNIVERSITY OF MINNESOTA

“A nation of entrepreneurial young women:” neoliberalism and girlhood in post-accord Colombia

Alexandra Choconta Piraquive

Interdisciplinary Doctoral Fellow at ICGC (2023-24)

PhD candidate, Department of Gender, Women, and Sexuality Studies

Friday, September 29, 12 -1 pm CT

537 Heller Hall (ICGC)

Live Stream Available @ www.icgc.umn.edu

Abstract: Since the 2016 Peace Accord between the Revolutionary Armed Forces of Colombia (FARC) guerrilla and the government, entrepreneurial development has targeted young women promising paths toward feminist emancipation and a bright Colombian future. These discourses produce young women as peaceful and flexible subjects with creative potential who are willing to work with risk and passion to endure the uncertainties of the entrepreneurial economy. However, young women are also appropriating, mobilizing and negotiating these discourses through the promotion and development of their own entrepreneurial business through social media like Instagram. During my presentation I will address some of the following questions: why entrepreneurial discourses about girlhood have become critical components of peacebuilding in Colombia? Which girls are targeted as agents of peaceful development? How young women curated their own narratives about peace?