

Abstract

The process of abstraction is a theoretical experiment to understand the social change that takes place within capitalism. To understand this experiment, the study deals with the historical and critical review of social movements from the 1960s to the present day. In addition, mass communication media are analyzed with particular emphasis on the modern medium of social media, as social dimensions of technological developments. The question of identities, but also of their composition in the period under review, plays an important role for the action dynamics of social movements. The challenges faced by individuals and social movements, in the process of deepening capitalism under the ideological hegemony of capitalism, are targeted by this research. The juxtaposition of the evolution of social movements, technological developments as well as the functioning of neoliberalism in modern capitalism, composes the puzzle of the process of abstraction.

Key words: process of abstraction, social movements, social media neoliberalism