



Andrea Jain: Peace Love Yoga: Appropriation and Commodification in Spiritual Industries



Andrea R. Jain, Ph.D. is associate professor of religious studies at Indiana University, Indianapolis, editor of the Journal of the American Academy of Religion, and author of *Selling Yoga: From Counterculture to Pop Culture* (Oxford 2014) and *Peace Love Yoga: The Politics of Global Spirituality* (Oxford, 2020). Find out how the study of yoga helps us to better understand the role of religion in consumer culture.

TOP EMBODIMENT TIP: Cultivate community. Having people who care for us is a key way to remember our own embodiment.

Selling Yoga

- The yoga industry's devotion to fitness and self care mirrors consumer culture emphasis on self development through careful consumer choice.
- For many yoga practitioners the religious qualities of yoga have not been eliminated but transformed.

The politics of Global Spirituality

- Products are rooted in concerns about **deviance**.
- **Self governance** is a new liberal idea that we have control over our own conditions, rather than larger social forces or social structures.
- It presents a **narrow vision** which creates deviant groups. If you are outside of this ideal, then you are out.
- **Hetero patriarchy** shapes the ways authority is demarcated.

Contradictions of Neoliberal Spirituality

- **Example:** Organizers of the International Yoga Day 2015 in Vancouver claim to celebrate an ancient system of knowledge indigenous to India that is yoga while the event threatens to eclipse National Aboriginal Day.

Anti Capitalist Gestures:

- Call on adherence to **think beyond the individual** and even out into the environment.
- New liberal spirituality represents a collection of industries through which protest against the dominant socio-economic and cultural order is simultaneously expressed and contained.

Resources

- ❖ **Books:** *Selling Yoga: From Counterculture to Pop Culture* (Oxford 2014) - Andrea Jain, *Love Yoga: The Politics of Global Spirituality* (Oxford, 2020) - Andrea Jain
- ❖ **References:** *Selling Spirituality* - Jeremy Carrette & Richard King, *A Political Economy of Attention, Mindfulness and Consumerism* - Peter Doran



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