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“Reading the University in History: From National Culture to Urban Planning”

The university has come a long way since Humboldt’s emphasis on national culture at the German Enlightenment-era University of Berlin. New forms of governmentality in the university, particularly after the appearance of long-term planning practices whose functions would be to legitimate the university in a world of global capitalism, has seen the university align itself with private corporations and city councils in order to concretize both a space in the ever-cramped streets of the city as well as new spaces for institutional pedagogy. The paper will argue that the university’s *raison d’être* has shifted from an emphasis on culture to neoliberal agendas that mask capitalist business practices with a rhetoric of “excellence” and sympathetic turns to urbanization. Using the work of the late Bill Readings, the paper will conclude with contemporary examples of long-term university planning and “network” practices at the expense of pedagogic quality in the classroom.