

# **Marknadsorientering inom Folkbildningen**

## **Fritt och frivilligt i ett nytt ljus**

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## Abstract

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### **Market orientation of the Liberal Adult Education “Fritt och frivilligt” in a new light**

This study is about how the study associations belonging to the liberal adult education deal with their role under New Public Management (NPM). Since the beginning of the '90's the study associations have been engaged in the state program for education of the unemployed. State financed education of the unemployed was in the beginning managed by objectives with direct grants. After about five years the direct grants were discontinued, and the responsibility for this education was transferred to the local authority. With different kinds of competitive purchase systems the study organizations became actors on the educational market. Key issues of voluntary organizations are the ideas or the particular nature for which they were created, and which forms the basis for their activities. When introducing competitive markets these ideas risk being bent in order to meet the demands of the market.

The question of this dissertation is how the study associations describe their identity when they move from being the receiver of grants under management by objectives into being self-financed actors on the educational market. By using rhetoric analyses this thesis shows how a discourse of the liberal adult education can be transferred and used in a new context of an education for the labor market. In this context the argumentation is characterized by the rhetoric of a professional. At the same time the language of pathos remains. In the new way of talking about their activities, pathos and logos have been combined so that both directions are important for the commissioned education. Some examples of expressions of pathos are free and voluntary (fritt och frivilligt) which historically has been an objective of the liberal adult education. In the new context this notion stands out as a pedagogical way of working for participants with needs for particular support.

**Key words:** market orientation, voluntary organization, the liberal adult education, rhetoric analysis, discursive practice, strategic communication

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