Mothering the post-industrial city: Family and gender in urban re-generation

van den Berg, M.A.

Citation for published version (APA):
# Table of Contents

## Introduction

DEPARTING FROM THE INDUSTRIAL URBAN PAST

19

---

### Part 1

**FAMILY AND URBAN RE-GENERATION**

43

#### Chapter I

REPERTOIRES: MOTHERING, PLANNING, ROTTERDAM

45

#### Chapter II

RE-GENERATION AND URBAN GENDER BENDING

63

#### Chapter III

PRODUCING AND RESEARCHING PARENTING GUIDANCE

91

---

### Part 2

**LEARNING TO MOTHER**

121

#### Chapter IV

TRANSLATIONS: FOOD, KNOWLEDGE AND SEX

123

#### Chapter V

TRANSCTIONS I: MEDIATING POLICY

159

#### Chapter VI

TRANSCTIONS II: RITUALS OF REFLEXIVITY AND THE POST-INDUSTRIAL ECONOMY

193

---

### Conclusion

GENERATIONS AS URBAN POLICY INSTRUMENTS

227

---

**Notes** 242

**References** 245

**Summary** 261

**Nederlands**

SAMENVATTING 264
<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>Introduction: Departing from the Industrial Urban Past</td>
</tr>
<tr>
<td>20</td>
<td>Drinking espressos, playing in the sun</td>
</tr>
<tr>
<td>20</td>
<td>Mothers and children in urban policies</td>
</tr>
<tr>
<td>23</td>
<td>Urban Europe beyond the industrial past</td>
</tr>
<tr>
<td>24</td>
<td>Re-generation and genderfication</td>
</tr>
<tr>
<td>26</td>
<td>Mothering the post-industrial city: an elective affinity</td>
</tr>
<tr>
<td>28</td>
<td>The use of theory</td>
</tr>
<tr>
<td>34</td>
<td>Policy contingency</td>
</tr>
<tr>
<td>37</td>
<td>Rotterdam as a strategic case</td>
</tr>
<tr>
<td>39</td>
<td>Beyond ethnicity and race</td>
</tr>
<tr>
<td>40</td>
<td>A roadmap for the dissertation</td>
</tr>
</tbody>
</table>

---

<table>
<thead>
<tr>
<th>Page</th>
<th>Chapter I: Repertoires: Mothering, Planning, Rotterdam</th>
</tr>
</thead>
<tbody>
<tr>
<td>46</td>
<td>Borrowed meanings: interpretative repertoires</td>
</tr>
<tr>
<td>47</td>
<td>Mothering work contested</td>
</tr>
<tr>
<td>47</td>
<td><em>Motherhood as ideology: Adrienne Rich</em></td>
</tr>
<tr>
<td>49</td>
<td><em>A new social order: modern motherhood</em></td>
</tr>
<tr>
<td>50</td>
<td>Socialising democratic subjects</td>
</tr>
<tr>
<td>52</td>
<td>Dutch motherhood ideologies and practices</td>
</tr>
<tr>
<td>55</td>
<td>Dutch paternalism – a tradition of planning</td>
</tr>
<tr>
<td>57</td>
<td>An urban tradition</td>
</tr>
<tr>
<td>58</td>
<td>Rotterdam: Repertoires of dystopian thinking, industrialism and masculinity</td>
</tr>
<tr>
<td>62</td>
<td>Activating repertoires</td>
</tr>
</tbody>
</table>

---

<table>
<thead>
<tr>
<th>Page</th>
<th>Chapter II: Re-generation and Urban Gender Bending</th>
</tr>
</thead>
<tbody>
<tr>
<td>64</td>
<td>A reassuring story? From the modernist to the post-industrial</td>
</tr>
<tr>
<td>67</td>
<td>Departing from an industrial economy</td>
</tr>
<tr>
<td>68</td>
<td><em>Other ship-to-chip-cities: Marseille and Antwerp as entrepreneurs</em></td>
</tr>
<tr>
<td>70</td>
<td>Gender Bending Rotterdam: “La City ‘08”</td>
</tr>
</tbody>
</table>
CHAPTER III

PRODUCING AND RESEARCHING PARENTING GUIDANCE

92 Introduction: On the urban ground
93 Policy ambitions
93 Language and ambition
95 Urban re-generation
96 Responsibility
97 Target groups / conceptual slippages
98 Activity – active citizenship as mothering
101 Policy Practices: Bureau Frontlijn and Social Work
101 Bureau Frontlijn: Innovation vis-à-vis mainstream policy
103 The “Mother and Child Programme” and “Project Practice Counselling”
107 Social Work Rotterdam
112 Locations: Pendrecht, Feyenoord, Kralingen
112 Pendrecht
112 Feyenoord
113 Kralingen-West
113 Researching parenting guidance practices
113 On the ground: methods
115 In the room: participation, observation, experience
118 But which rooms? On case selection
CHAPTER IV

TRANSLATIONS:

FOOD, KNOWLEDGE AND SEX

124 The normal
124 Debating “the normal”
125 Governing the “normal”: governmentality
126 The normal and the pathological
127 Translations
128 Food
129 From Maslow to dinner tables
132 What “food” means in policy practices
137 Classed food, governing eating behaviour
138 Knowledge
142 Sex
143 Normal desire / desiring the “normal”
144 Sex and love
145 The sexual child
148 Heteronormative gay-acceptance
152 Sexual abnormalities as cultural phenomena
156 Producing “normal sex” through talk
157 Conclusion: the population, the family and messy practices

CHAPTER V

TRANSACTIOnS I: MEDIATING POLICY

160 Transactions
160 In the room, in between
161 Being part of the transactions as a researcher
161 Policy practice and time
162 Mediating policy – beyond resistance
162 Strained transactions – resistance?
“Ways of operating”: mediations

Five mediations

Joking

Particularising

Withdrawing

Mirroring

Decentring

Lethargy and sluggishness

Doing nothing

Transactional sluggishness

Frustration

Chaos and the will to be equal

Policy execution – complex transactions

CHAPTER VI

TRANSACTIONS II: RITUALS OF REFLEXIVITY AND THE POST-INDUSTRIAL ECONOMY

Beyond conflict and government: ritual-like transactions

The common theme of reflection and communication

Ritual-like transactions

Producing subject-positions

Five ritual-like forms

Egalitarian talk

Negotiation

Debate

Evaluation

Observation

What the ritual-like forms produced: reflexive and communicative subject-positions

Reflexivity, communication and the post-industrial vocational ethic: an elective affinity

The post-industrial vocational ethic

Emotion management in parenting – emotional labour

Communicative subject-positions – communicative work

Reflexive subject-positions – reflexive autonomous work

Egalitarian authority and anti-authoritarianism

Anti-authoritarianism and “authoritative parenting”
<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>221</td>
<td>Egalitarian authority</td>
</tr>
<tr>
<td>223</td>
<td>Feminisation: “Redundant masculinities” and the pink collar economy</td>
</tr>
<tr>
<td>225</td>
<td>Conclusion</td>
</tr>
</tbody>
</table>

### CONCLUSION

#### GENERATIONS AS URBAN POLICY INSTRUMENTS

| 228  | The sweet and sour of prospects |
| 230  | Policy as coproduction |
| 231  | Reflection, communication and a twenty-first century vocational ethic |
| 233  | Egalitarian paternalism |
| 235  | Feminising the urban? Gender as urban strategy |
| 238  | The “afterlife” of Industrial Rotterdam |

| 242  | NOTES |
| 245  | REFERENCES |

| 261  | SUMMARY |
| 264  | NEDERLANDSE SAMENVATTING |