

ABSTRACT

The background of this paper is about the radical political activism by students group in Chile which organized a social movement against education privatization. At the beginning, this social movement which named itself Chilean Winter Movement only aims to resist education privatization. However, the social and political dynamics has transformed this social movement to become a counter hegemonic movement, which not only confront education privatization but also aims to resist Neoliberal policies and Chilean political structure that preserve it. This research would like to analyze the movement strategies to confront both of education privatization and neoliberal idea by using Gramscian and Laclau theory of counter hegemony strategy.

Keywords: Social Movement, Student Activism, Neoliberalism, Education Privatization, Counter Hegemony.