Anthropologists have for some time been pursuing research on efforts to “do good” in poor and damaged regions of the world, and on the often negative outcomes of such efforts. In the present paper I take up a similar question with respect to a film production company that seeks to produce films with “social impact.” I show the ways in which this agenda is undermined by a number of factors, including the company’s location within the “neoliberal landscape.” As part of the general argument, then, the paper is also intended as a contribution to the broader movement in anthropology and beyond to map the reconfiguration of the social, economic, political, and cultural world as a consequence of neoliberal restructuring.

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