



# La società del desiderio. dialogo sull'occidente (Italian Edition)

*Paolo Euron*

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## **La società del desiderio. dialogo sull'occidente (Italian Edition)** Paolo Euron

La società del desiderio è la società occidentale del consumo. Questa risponde innanzitutto a un principio: desidera, e sii infelice. Si delinea così la società del desiderio, la società in cui si deve essere insoddisfatti per desiderare, in cui si propongono modelli di felicità e compiutezza irraggiungibili. Nello stesso tempo la società prescrive anche modelli di trasgressione codificati, in modo tale che ci si possa sentire con ragione infelici e frustrati, e si possa desiderare. L'insoddisfazione è il motore della società del desiderio. Essere soddisfatti sarebbe una tragedia per il sistema. "Vivi nel desiderio, ma non soddisfare mai il desiderio di cui vivi" potrebbe essere il motto della società del consumo. Il breve saggio, scritto in forma di dialogo che si svolge in un'università thailandese, indaga i meccanismi alla base di questa organizzazione sociale, con uno sguardo all'oriente, vicino termine di paragone.

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