

Subject	Understanding International Issues		
Day/Period	Thu.1Period	Place	川北キャンパス A 1 0 5
Subject Group	全学教育科目先進科目－国際教育		
Credit(s)	2.0Credits		
Eligibility	全		
Instructor (Position)	オレグ パホモフ 所属：東北アジア研究センター		
Term	1/3/5/7セメスター		
Course Numbering	ZAC-GLB801B		
Language of Instruction	2カ国語以上		
Media Class Subjects			
Essential Subjects	各学部の履修内規または学生便覧を参照。		
Class Subject	【国際共修】 How Neoliberal Capitalism Shapes Our Minds: Insights from Cultural-Historical Psychology 新自由主義資本主義が私たちの心に与える影響：文化・歴史の心理学の視点		
Class Objectives and Summary	<p>The purpose of this course is to examine the cultural psychological aspects of the political economy of neoliberal capitalism. One of the main characteristics of neoliberal capitalism is its “shock” character. Beginning around the 1960s, the rapid development and mass introduction of information technologies, the financial capital (merger of banking and industrial capital) faced the problem of how to continuously adapt society to constantly changing relations of production and accustom to new forms of consumption. As one of the founders of management theory Peter Drucker noted that “the purpose of business is to create a customer”. This technology of permanent “creation” and re-creation of customer should have solid theoretical basis and practical effectiveness that would allow increasing intensity of labor exploitation and at the same time reducing the risks of social discontent and political instability. The solution was the technology of periodic creation of regulated mass psychoses: “future shocks” according to futurist Alvin Toffler or “shock doctrine” according to social activist Naomi Klein.</p> <p>“Neoliberal shock doctrine” is a technology of artificial creation of mass psychosis. The methodological basis of “shock” manipulations was laid in the 1920s by Edward Bernays on the basis of Freudian analysis in his works on mass propaganda and in his participation in one of the first political application of “shock doctrine” in 1954 Guatemalan coup d'état. However, thanks to the post-WWII development of information technologies, cognitive sciences, the chemistry of psychoactive drugs, as well as the development of psychedelic rock music and counter-culture in general, since the 1960s financial monopolies have been able to develop a methodology of practical use of “shocks” not only in economics, but also in politics, domestic and international. “Shock therapy” turned out to be an extremely effective tool of affective disintegration of individual and collective behavior in any country of the world, regardless of ethnic or cultural characteristics, so that financial capital could re-create it on new principles in accordance with their current interests and political and economic conditions. The effectiveness of “shock therapy” was so high that by the early 1990s financial capital created a uniform neoliberal global economic as well as uniform cognitive global space, which is extremely vulnerable for “shock” manipulations.</p> <p>Over the decades of its history, neoliberal capitalism has created many examples of the “shock therapy sessions” functioning from mass violence and state terror during the 1973 Chilean coup d'état to advertising campaigns and modern viral videos on social networks, which despite their differences are based on similar “shock” mechanism. As a result, the “shock doctrine” has become not only a universal principle of organizing national and international politics, economy, media and mass culture, but also the everyday life of modern society. Moreover, information technologies in the hands of financial monopolies have created conditions when any person from early childhood is formed under the constant influence of “shock therapy”. As a result, the “neoliberal shock” is no longer just imposed from the outside, but becomes today an intrinsic intra-psychic aspect of the personality when people not only become open to the consumption of “shock therapy” from the outside, but also become producers of “shocks” themselves.</p> <p>本授業の目的は、新自由主義的資本主義の政治経済の文化・心理的側面を検討することである。新自由主義的資本主義の主な特徴の一つとして、その「ショック」的性質が挙げられる。1960年代頃から、情報技術の急速な発展と大規模な導入が進む中、金融資本（銀行資本と産業資本の融合）は、絶えず変化する生産関係に社会を継続的に適応させ、新しい消費形態に慣れさせる方法を模索してきた。経営学の創始者の一人であるピーター・ドラッカーは、「ビジネスの目的は顧客を創造することだ」と述べている。この顧客の継続的な「創造」と再創造の技術には、理論的基盤と実践的な有効性が求められ、それによって労働搾取の強度を高めると同時に、社会的不満や政治的不安定のリスクを低減させる必要があった。その解決策が、ナオミ・クラインによる「ショック・ドクトリン」やアルビン・トフラーによる「未来のショック」として知られる、管理された集団的精神状態を定期的に創出する技術であった。</p> <p>「新自由主義的ショック・ドクトリン」は、人為的に集団的精神状態を作り出す技術である。その手法の基盤は、1920年代にエドワード・バーネイズがフロイトの精神分析理論をもとに大衆プロパガンダの研究を行ったことに遡る。しかし、第二次世界大戦後の情報技術の発展、認知科学、向精神薬の化学研究、さらにはサイケデリック・ロック音楽やカウンターカルチャーの発展により、1960年代以降、金融独占企業は、「ショック」の手法を経済のみならず政治や国内外の社会にも応用できるようになった。「ショック・セラピー」は、民族的・文化的特性を問わず、あらゆる国・地域で、個人および集団行動を解体し、新たな資本主義の論理に基づいて再編成するための極めて効果的な手段となった。その効果は非常に高く、1990年代初頭までに、金融資本は均一な新自由主義的グローバル経済と、それに伴う均一な認知的グローバル空間を作り出した。これにより、世界は「ショック」操作に対して極めて脆弱な状態となった。</p>		

	<p>新自由主義的資本主義の歴史の中で、「ショック・セラピー」の事例は数多く存在する。例えば、1973年のチリ・クーデターにおける国家的暴力や恐怖政治、広告キャンペーン、現代のSNS上のバイラル動画に至るまで、異なる形式をとりながらも同じ「ショック」技術が利用されている。その結果、「ショック・ドクトリン」は、国際・国内の政治や経済、メディア、大衆文化の組織原理となっただけでなく、現代社会の日常生活にも浸透している。さらに、金融独占企業に管理される情報技術により、人々は幼少期から常に「ショック・セラピー」の影響下に置かれるようになった。結果として、「新自由主義的ショック」はもはや外部から押し付けられるだけでなく、現代人の内面的な心理状態の一部となり、自らが「ショック」の消費者であると同時に生産者にもなっている。</p>
<p>Learning Goals</p>	<p>The students will be introduced to cultural and psychological aspects of the Marxist political economy and Marxist psychology on the example of neoliberal capitalism and will acquire basic skills in analyzing fiction films dramaturgy. Specifically, students will gain an understanding of the relationship between the production relations in society, the prevailing technological paradigm (such as contemporary information technologies), and the dominant forms of thought associated with the capitalist type of personality during the neoliberal period. Attendance at the first three introductory lectures is mandatory, as these sessions will cover the core methodology of the course. Students who are absent from these lectures will not be able to join the course at a later stage. Please note the following regarding attendance and participation.</p> <p>新自由主義的資本主義を例として、マルクス主義政治経済学の文化・心理的側面について学び、フィクション映画のドラマトゥルギー分析の基本的なスキルを習得する。学生は、社会における生産関係、支配的な技術的パラダイム（例えば、現代の情報技術）、および新自由主義時代における資本主義的タイプの人格に特有の支配的な思考様式との関係について理解を深めることができるでしょう。初回の3回の導入講義への出席は必須です。これらの講義では、コースの核心となる方法論が説明されます。これらの講義を欠席した場合、その後コースに参加することはできませんので、ご了承ください。出席と参加について、以下の点をご確認ください。</p>
<p>Contents and Progress Schedule of the Class</p>	<p>The crisis of neoliberal capitalism and the disintegration of the global order are occurring in the same way as during its formation — that is, in the form of “shocks”. Today, these “shocks” have both local and global dimensions, which is why participation of students from diverse cultural backgrounds is important for the course. The intercultural participation in the seminars will not only allow for an examination of the shock aspect of the neoliberal paradigm from the perspective of the “shock experience” of different countries and regions, but also, through collective discussion, will enable a comparison of these experiences.</p> <p>The classes will be held in a mixed lecture-seminar format in form of interactive lectures. The seminars will be conducted in form of collective discussions of the fiction films (look the list below (the list and sequence of the films may change) through which we will try to identify the mechanisms of psycho-techniques of “neoliberal shocks”. Real examples of “shock therapy sessions” (e.g. The Woodstock 1969 (USA), 1973 Chilean coup d'état, Reaganomics (USA), The Tiananmen Square protests 1989 (China), Russia's shock privatization in 1990s and many other cases that strongly determine the logic of our lives today, are complex events and are not directly observable, but require special historical and analytical work. Mass culture, above all movies and music, provide an opportunity for direct observation and uncovering the mechanisms of shocking psycho-techniques.</p> <p>We will examine the economic preconditions of capitalism's transition to “shock therapy” beginning in the 1960s, and different aspects of neoliberal shock. In the main part of the course, we will focus on the psycho-techniques of “shock” psycho-techniques on the example of American and European films during the era of formation of neoliberal capitalism 1960s – 1980s.</p> <ol style="list-style-type: none"> 1.Introductory Lecture 1: The Commodity as a Psychological Tool 2. Introductory Lecture 2: The Emergence of the Neoliberal Commodity Type and the Formation of a New Type of Personality 3. Introductory Lecture 3: The Radicalization of the Neoliberal Commodity Type in Times of Crisis: Intensification of Exploitation and Self-Exploitation to Preserve the Existing Paradigm. 4. Fundamentals of Psychological Analysis of Artistic Works (Films, Songs, Books) and Practical Session. 5. The Terminator (1984) — Directed by James Cameron 6.Taxi Driver (1976) — Directed by Martin Scorsese 7.Schindler's List (1993) — Directed by Steven Spielberg 8.Blow-Up (1966) — Directed by Michelangelo Antonioni 9.Full Metal Jacket (1987) — Directed by Stanley Kubrick 10.Wall Street (1987) — Directed by Oliver Stone 11.And Now for Something Completely Different (1971) — Directed by Ian MacNaughton, Terry Gilliam (Monty Python) 12.The Warriors (1979) — Directed by Walter Hill 13.The Matrix (1999) — Directed by The Wachowskis 14.Tommy (1975) — Directed by Ken Russell 15. Concluding Lecture: What Can We Do Today to Shape Our Tomorrow? <p>This course provides only the general principles of the development of capitalism through “shock therapy.” Therefore, each student, having mastered the principles of shock psychotherapy, will be able to independently analyze the cultural-psychological mechanisms and dynamics of current and future shock events in the world and in individual countries and regions, as well as compare them and make decisions about their actions in crisis situations of “shock therapy.”</p> <p>新自由主義的資本主義の危機とグローバル秩序の崩壊は、その形成期と同様に、「ショック」という形で進行している。今日、この「ショック」はローカルな次元とグローバルな次元の両方で発生しているため、多様な文化的背景をもつ学生同士の学び合いが重要となる。新自由主義パラダイムの「ショック」的側面を、各国・地域の「ショック体験」の観点から考察するだけでなく、集団的な議論を通じて、学習者の多様な経験を比較しながら学ぶことが期待される。</p> <p>授業は、以下のフィクション映画を集団討論する形式で進められる（リストは変更の可能性あり）。これらの映画を通じて、「新自由主義的ショック」の心理技術のメカニズムを分析する。歴史的な「ショック・セラピー」の実例（例：1969年ウッドストック・フェスティバル（米国）、1973年チリ・クーデター、レーガノミクス（米国）、1989年天安門事件（中国）、</p>

