



# Does Desire Need Economy?

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# Purpose

- An asymmetrical relationship
- What Desire is
- Two points of view in dialogue
  - Sociology: desire as a mean for economical growth
  - Philosophy : desire is more than satisfaction
- Proposal: desiring the best human goods

# “An Impulse to What Is Good”

- Plato – holistic view
- Multi-levered and ascensional
  - Pleasure - emotional
  - Intellectual - rational
  - Contemplation - good
- Dimensions: individual - social
- Possible error - need to rechannel desire (temperance)
- Christianization: Augustine - God







A Sociological Approach

# Economy needs Desire

# Promises of the Money Pattern

- Technical Rationality as warrant of welfare
  - Independence from consumer / provider
  - Increased freedom and autonomy
  - Affordable to everyone
- Individualistic drive





A young woman with long brown hair is looking down at a rack of clothes in a clothing store. The store has shelves with various items like figurines and framed pictures. The background is slightly blurred, focusing on the woman and the clothes.

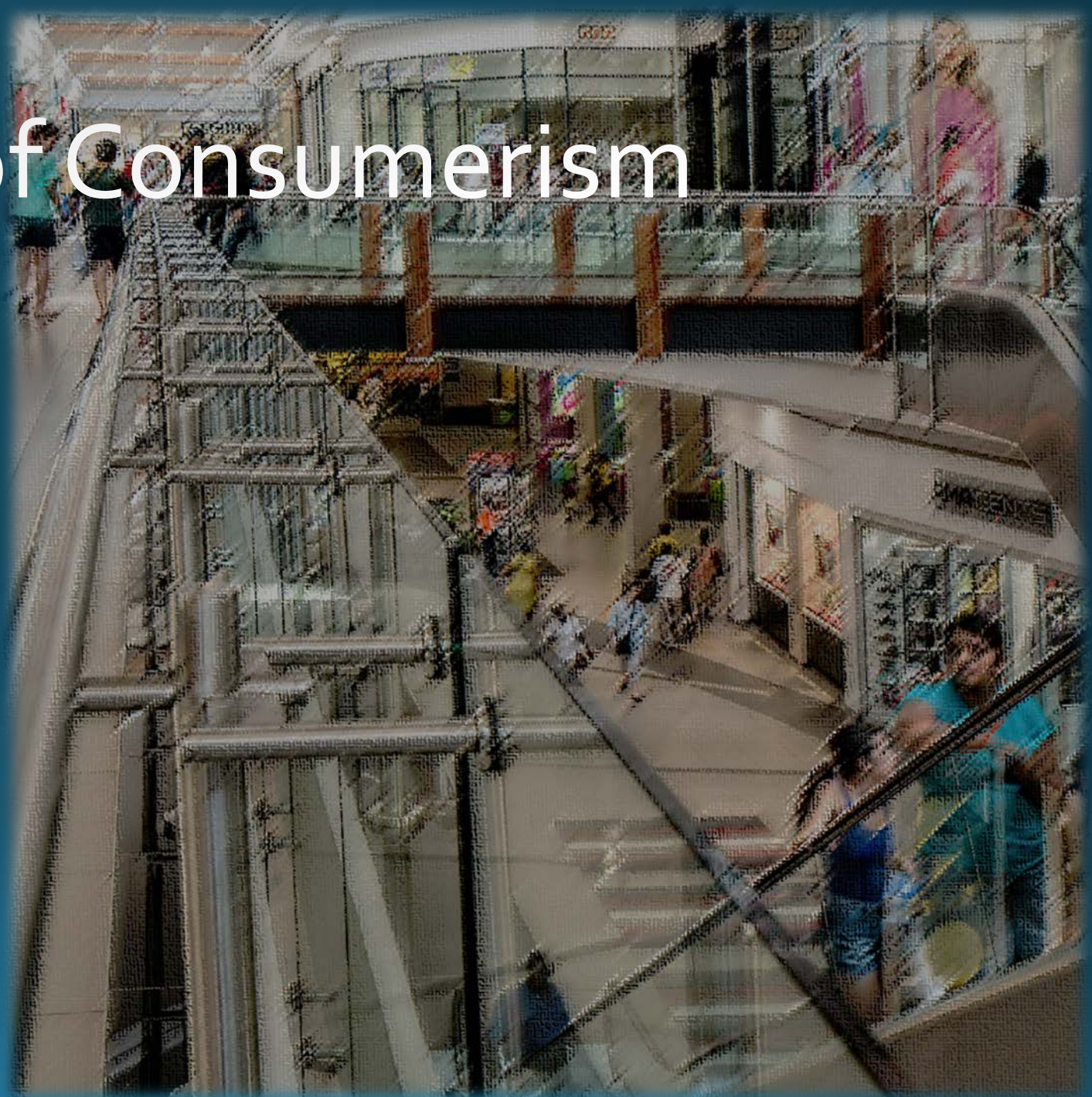
# Seduction as Mean of Power

- Market economy is power
- Imposition of the “principle of pleasure”
- Decision by impulse (bullet)
- Apparently increased freedom
- Strong exposition to publicity
- Demand – Offer circle
- Real / unreal basis for need



# Ambivalences of Consumerism

- Excess of waste
- New divisions: “poverty of the seduced”
- Insecurity - dependence
  - Publicity
  - Experts
  - Technology
- Satisfaction as a risk for love







Is "welfare" enough for happiness?  
Are "pleasure" and "satisfaction" suffocating human desire?





A sunset over the ocean with a blue gradient overlay at the bottom. The sun is low on the horizon, casting a golden glow across the sky and reflecting on the water. The sky is filled with soft, wispy clouds. The water is dark blue with gentle waves. The bottom portion of the image is a solid blue gradient.

A Philosophical Approach

# Desire and Economy

# The Core of the Question (John Paul II)

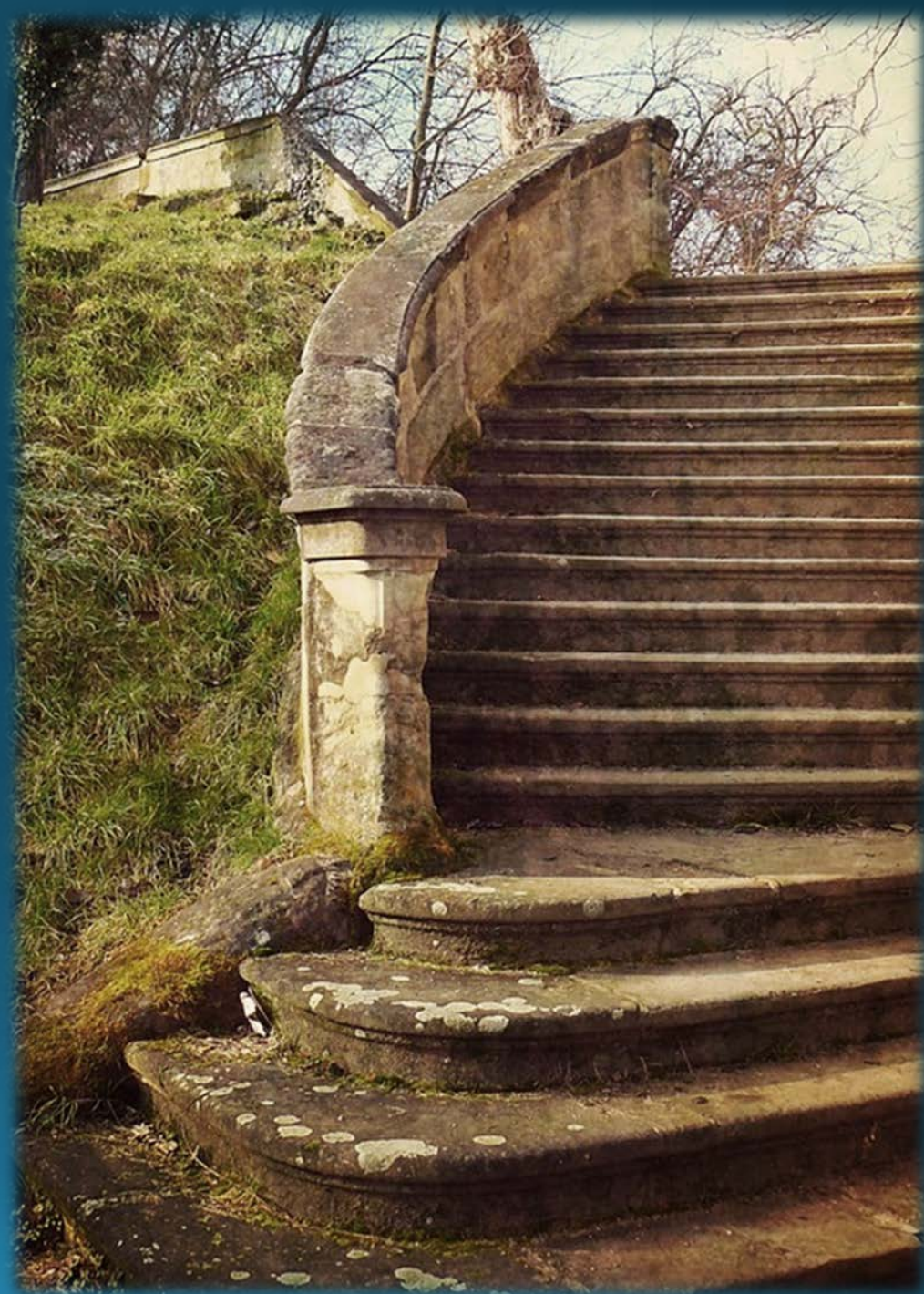
- Materialistic drive - "having more"
  - Decide according to integral human goods
  - "Being more" as objective for desire
- What does help to "be more" human?





# Recovering Love (Benedict XVI)

- Person as relationship
  - Love is happiness – highest desire
  - Restauration of *eros* = exit
  - Completion with *agape*
  - Both ascendant / descendant
  - Inclusion of material / corporal dimensions
  - Impulse to God who is love
- Do we have to change our paradigm?



# A New Paradigm for Life (Francis)

- Contemplation
- Sobriety / temperance
- Time for relationships
- Silence and beauty
- Gift / Dominion
- Solidarity





# A Proposal

- Economy is necessary to desire, partially
- Desire is more: love
- Enlarge the range of desire to the highest goods
- Effort instead of “satisfaction” rule
- Community
- Role of Educators



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