Does Desire Need Economy?

Elena Alvarez Alvarez

Faculty of Juridical, Social Sciences and Humanities
International University of La Rioja, Logroño (Spain)
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: Agustine - 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
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 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
Elena Alvarez Alvarez
elena.alvarez@unir.net