

in širi ob neizmerno pospešeni hitrosti, predstavlja za kulturne kritike hkrati zastrašujoč izziv in kreativno priložnost. Vendar pa niti vzvišena distanca od omenjenih fenomenov in njihovih epifenomenov niti nekritično zagovarjanje tehnologije nista povsem ustrezna. Pričujoči prispevek razgrne več nepozabnih parabol, s pomočjo katerih so avatarji digitalne dobe javnost pripravili tako na kreativne tehnološke skoke kot tudi na njim vgrajene double-binds.

Juliet Flower MacCannell

Refashioning Jouissance for the Age of the Imaginary

Key words: Fashion, jouissance, image, feminism, Sigmund Freud, Lacanian psychoanalysis, imaginary

Using contemporary fashion (both “high” and “low”) as my focus for analysis, I apply Lacan’s insight that sexual difference (feminine/masculine) is an effect of divergent psychological and bodily logics that guide a subject’s relation to jouissance. I point out Lacan’s growing reliance on Freud’s 1921 *Group Psychology and the Analysis of the Ego* (which demonstrated the pressure for group conformity in dress, and overcoming gender distinctions) for his understanding of sexual difference in relation to social order. I point out that Lacan used Freud’s vision of an ego-based rather than a subject-based society for his analysis of capitalist/university discourse in his 1969 *Seminar XVII*; and I argue that Freud’s text also inspired Lacan’s subsequent exploration of the logic of femininity (a heretofore neglected topic) in *Seminar XX 1972-3* and in *Télévision* in 1975. Late Lacan thus grounds my argument that postmodern/capitalist culture is dominated in its management of enjoyment – its ethos, its economics and its fashions – by only the masculine model for jouissance. I ask that we consider entertaining ideas about what forming our culture on the feminine model of jouissance might be like.

Juliet Flower MacCannell

Posodobljanje užitka za dobo imaginarnega

Ključne besede: moda, užitek, podoba, feminizem, Sigmund Freud, lacanovska psihoanaliza, imaginarno

V svoji analizi, osredotočeni na sodobno modo (tako »visoko« kot »nizko«), se opiram na Lacanov uvid, da je seksualna razlika (ženska/moški) posledica razhajajočih se psihičnih in telesnih logik, ki usmerjajo subjektov odnos do užitka. V prispevku ponazorim vpliv Freudovega dela »Množična psihologija in analiza jaza« (ki je prikazalo pritisk k skupinsko konformnem načinu oblačenja in preseganju spolne razlike) na Lacanovo razumevanje seksualne razlike v razmerju do družbenega reda. Pri tem opozarjam, da se je Lacan v *Seminarju XVII* iz leta 1969 pri svoji analizi kapitalističnega/univerzitetnega dis-

kurza, opiral na Freudovo videnje družbe, ki se je bolj opiralo na jaz kakor na subjekta. V tej zvezi trdim, da je Freudov tekst navdihnil tudi kasnejša Lacanova raziskovanja ženske logike (dotlej zanemarjeno tematiko) v Seminarju XX iz leta 1972-3 in *Televiziji* iz leta 1975. Moj argument, da postmoderno/kapitalistično kulturo pri upravljanju z užitkom določa zgolj moški model užitka: njegov ethos, ekonomija in moda, se torej opira na poznega Lacana. V premislek želim predlagati, da si poskusimo zamisliti, kako bi bilo videti formiranje naše kulture iz perspektive ženskega modela užitka.

Julian Murphet

Rosa Plus Emma: Political Pleasure and the Enjoyment of Reason

Key words: Rosa Luxemburg, Emma Goldman, pleasure, jouissance, Marxism, leftist rationalism

Today we face broadly the return of an old tension internal to Left politics: a prodigious and rather pleasureless theoretical resurgence of Marxian categories and economic analyses, alongside a febrile activist political culture of occupations, flash mobs and riots. Rather than look to the tired pantheon of usual suspects in conflict (Marx vs Bakunin, Lenin vs Gesell, etc), this essay excavates a pseudo-couple of the far more enabling Deleuzian “and...and...” type, Rosa Luxemburg and Emma Goldman, to see what their juxtaposition might have to offer contemporary debates and disagreements. In focus will be the distinctive part reserved for pleasure—physical, aesthetic, sexual, and sensual—in both their writings, and the structural relationship between it and revolutionary politics as a way of life. The essay seeks to imagine a sustainable left resource of “reason plus enjoyment” that can think against capital whilst persevering with the unconditional demands of a generalized libidinal insurgency. Rosa + Emma = death to Left Puritanism!

Julian Murphet

Rosa plus Emma: politično ugodje in užitek uma

Ključne besede: Rosa Luxemburg, Emma Goldman, ugodje, užitek, marksizem, levičarski racionalizem

Danes smo priča nenavadni vsesplošni vrnitvi stare napetosti znotraj levičarskih politik: neznanskemu teoretskemu preporodu marksističnih kategorij in ekonomskih analiz, a brez vsakršnega ugodja, ki ga spremlja vročična aktivistična politična kultura zasedb, “flash mobov” in nemirov. Raje kot da bi se oziral k zaprašenemu panteonu običajnih osumljencev in njihovih konfliktov (Marx vs. Bakunin, Lenin vs. Gessel itn.), bo pričujoči esej na površje pripeljal bolj produktiven deleuzovski »in...in...« pсевdopar, Rosa Luxemburg in Emmo Goldman, zato da bi ugotovil, kaj lahko njuno sopostavljanje ponudi sodobnim razpravam in nesoglasijem. V središču pozornosti bo razpravljanje o ugod-