

Sociology of communism

From social reality to everyday life part 2



Henri Lefebvre

- Marxist view on every day life and modernity and critical view on various experiences of existence under capitalism
- Everyday life as fundamental arena of social action outside the dimension of production
- Pointed to the rise of bureaucratic society of organized consumption
- Media, adverts and marketing create alienation
- EL is the dimension where people can create resistance and turn alienation back

Lefebvre

- Also points to the power of adverts
- PEDRO, THE BEST PRODUCT →→
- (was the only one basically...)
- <https://www.socialismrealised.eu/catalogue/good-ol-days/>
- Furthermore the language usage of bureaucracy – The unquestioned rules of the institutions



Application of Lefebvre

- The language of the institutions: Bureaucracy colonizes EL and EL becomes inauthentic under the domination and terror of institutions
- Controlled consumption by the offer - shortages in communism
- Self regulation – in capitalist societies is voluntary, in socialist often compulsory and necessary
- Terror of the ads – remember the propaganda from the earlier classes. Lefebvre was interested in the way of advertisements influence and form of life

Lefebvre

- Lefebvre points to human creativity as elementary character that can lead to disalienation and revolution in perception
- E.g. DIY things under socialism
- <http://cultural-opposition.eu/games/objects-of-cultural-opposition/>

Michel de Certeau

- Focusing on the history of historiography to understand how historiography operates in the present and effects understanding of EL
- History is certain type of language system – creates structural semiotic influence
- History has a relation to place – it becomes reality, a construction of text
- History as human activity and practice – Everyday aspect of history as living enterprise

Michel de Certeau

- Poetics of Everyday life
- The aim is not to find new cultural texts to interpret but to focus on the way people operate, how they practice EL.
- Also critical to capitalism
 - Life is organized and structured by economic order
 - Response is human creativity
 - Everyday resists to changes
 - There are inventive deviations and multiple everydays