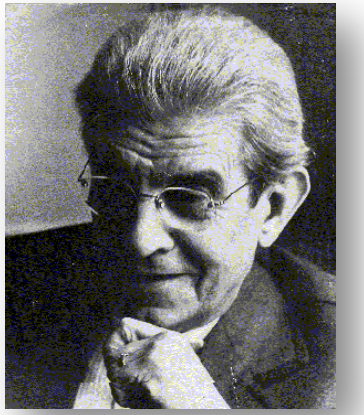
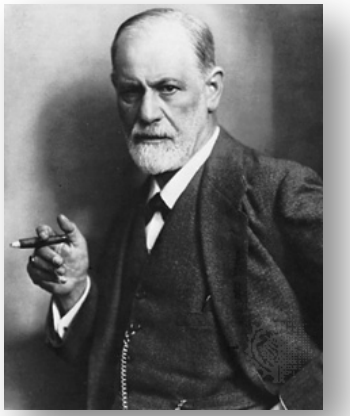
Freud and Lacan

Desire and the unconscious, reality and the Real





‘I think, therefore I am’

René Descartes

(1596-1650)

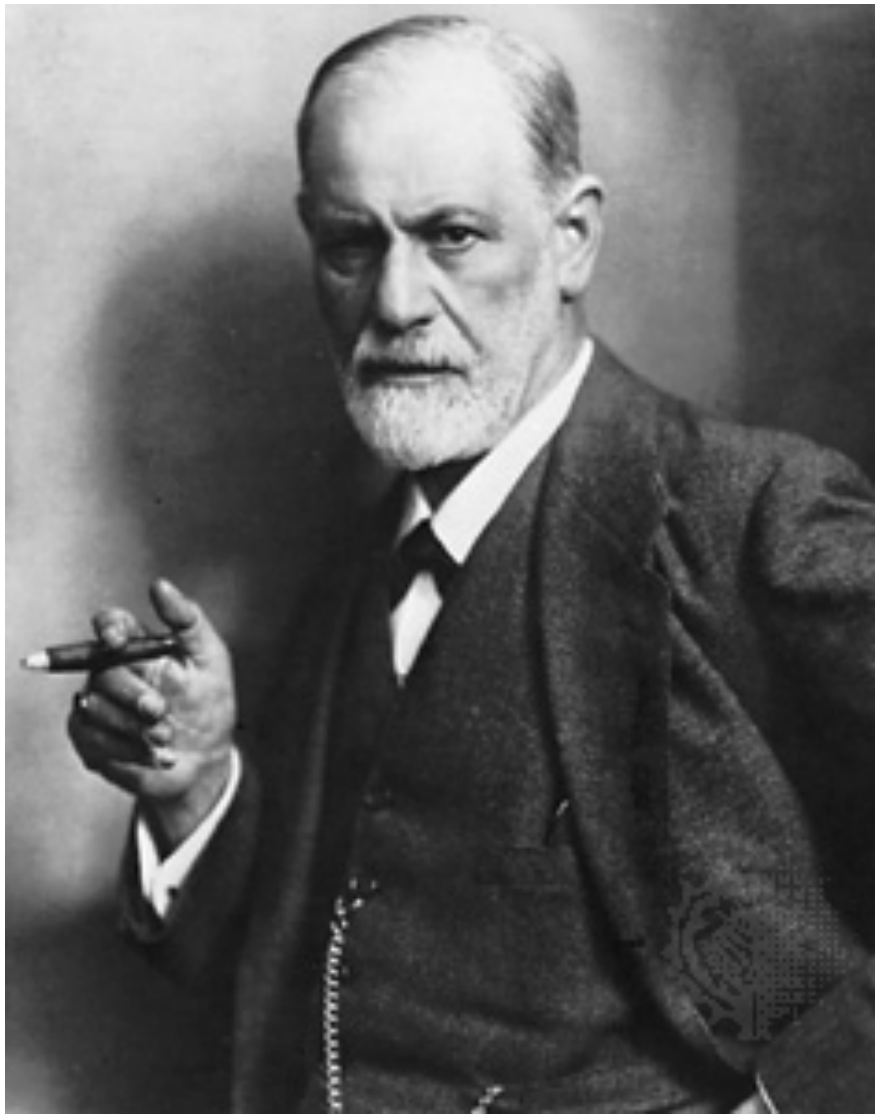
“I is another.”

“Je est un autre.”

Arthur Rimbaud

Sigmund Freud

(1856-1939)





Freud's key ideas

1. The unconscious: its structure, its power
2. The psychoanalytic cure: A science
3. Civilisation = repression

Repression

A defense mechanism
for coping with
pain, conflict & trauma

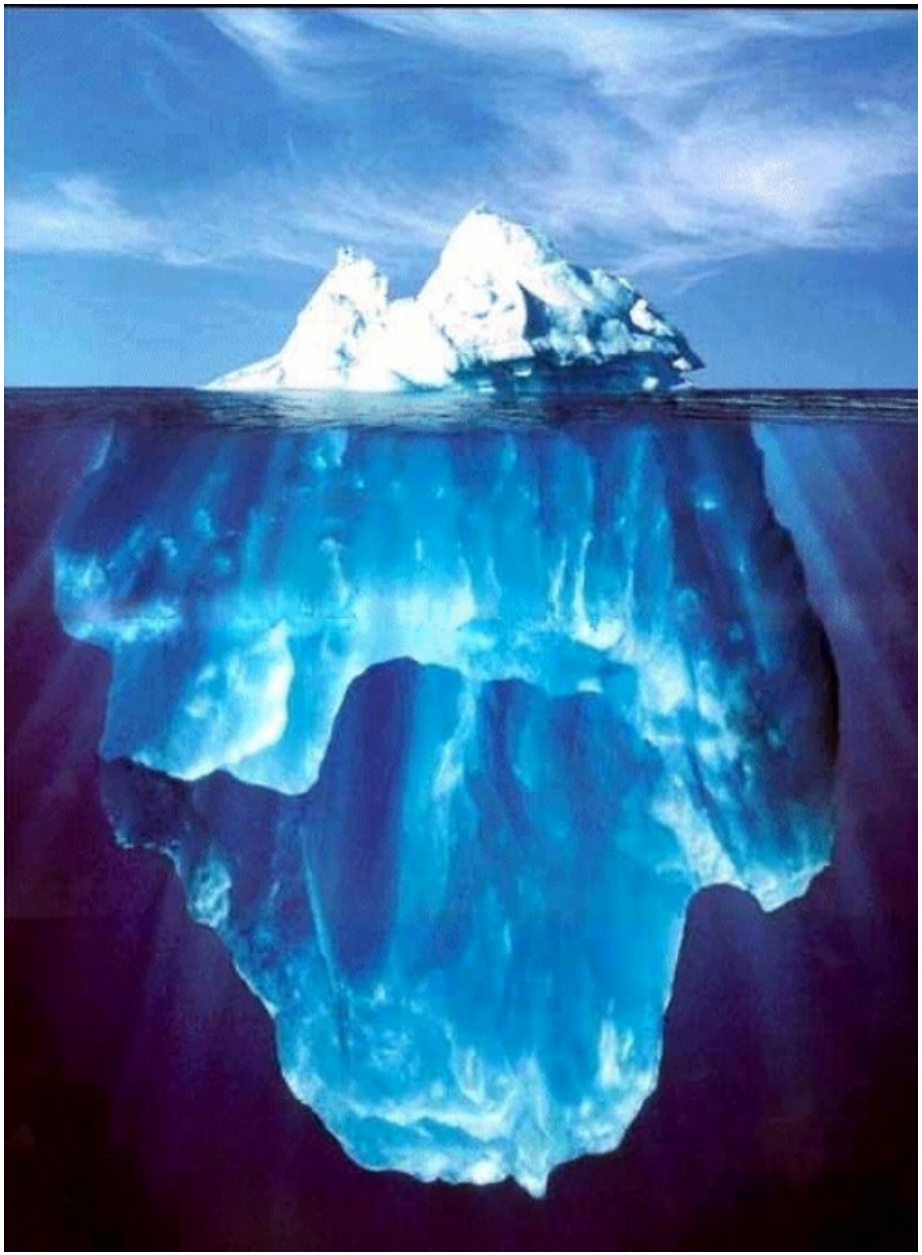
Significance

- Clinical practice
- Philosophy
- Sociology & anthropology
- Humanities
- Politics
- Everyday life

conscious

preconscious

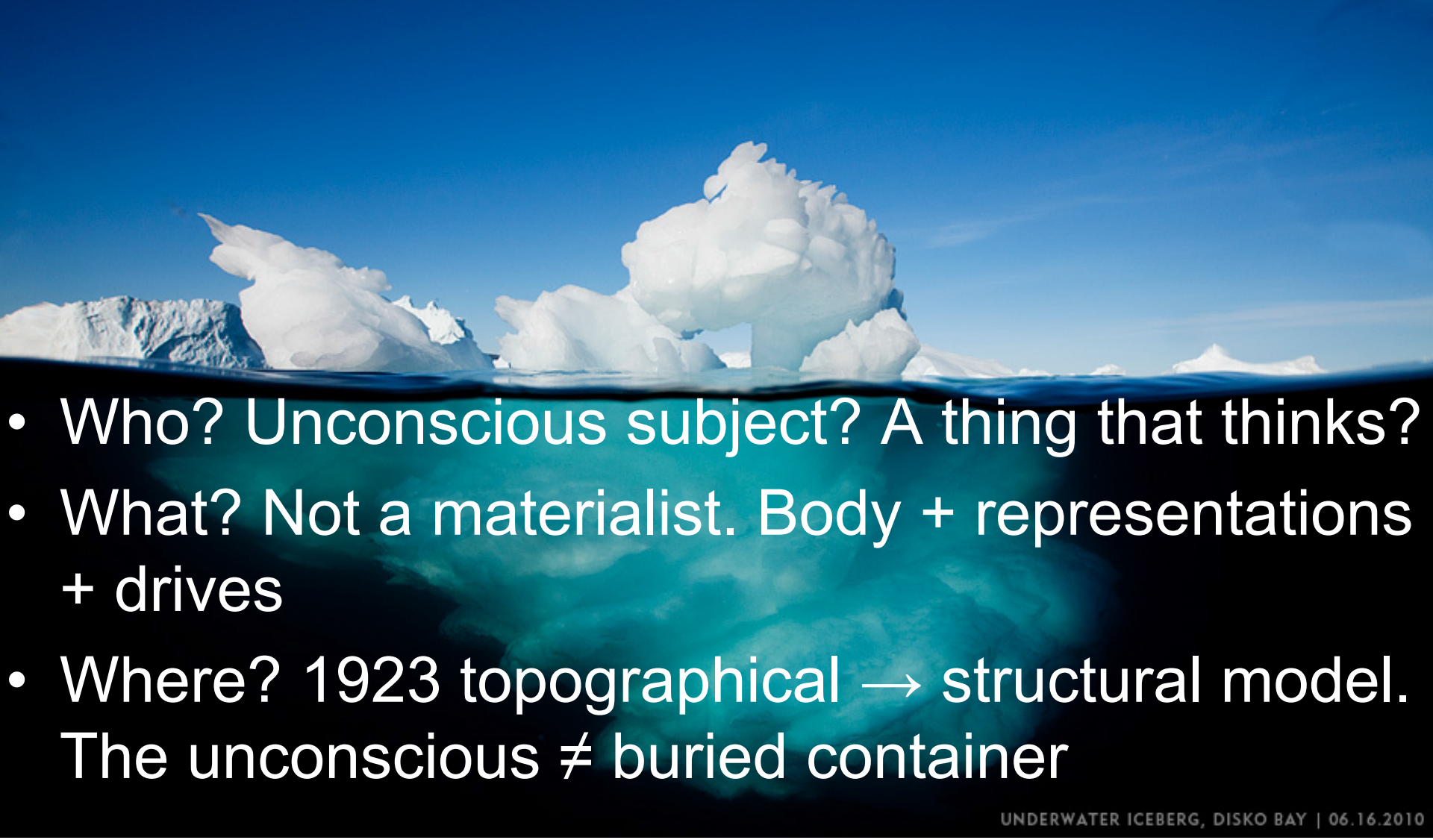
unconscious





FOCUS ON THE IRRATIONAL

- Modern illnesses
- Social crises
- ↓ condition of the working poor
- Criminology
- The aim to treat everyone not just the mad

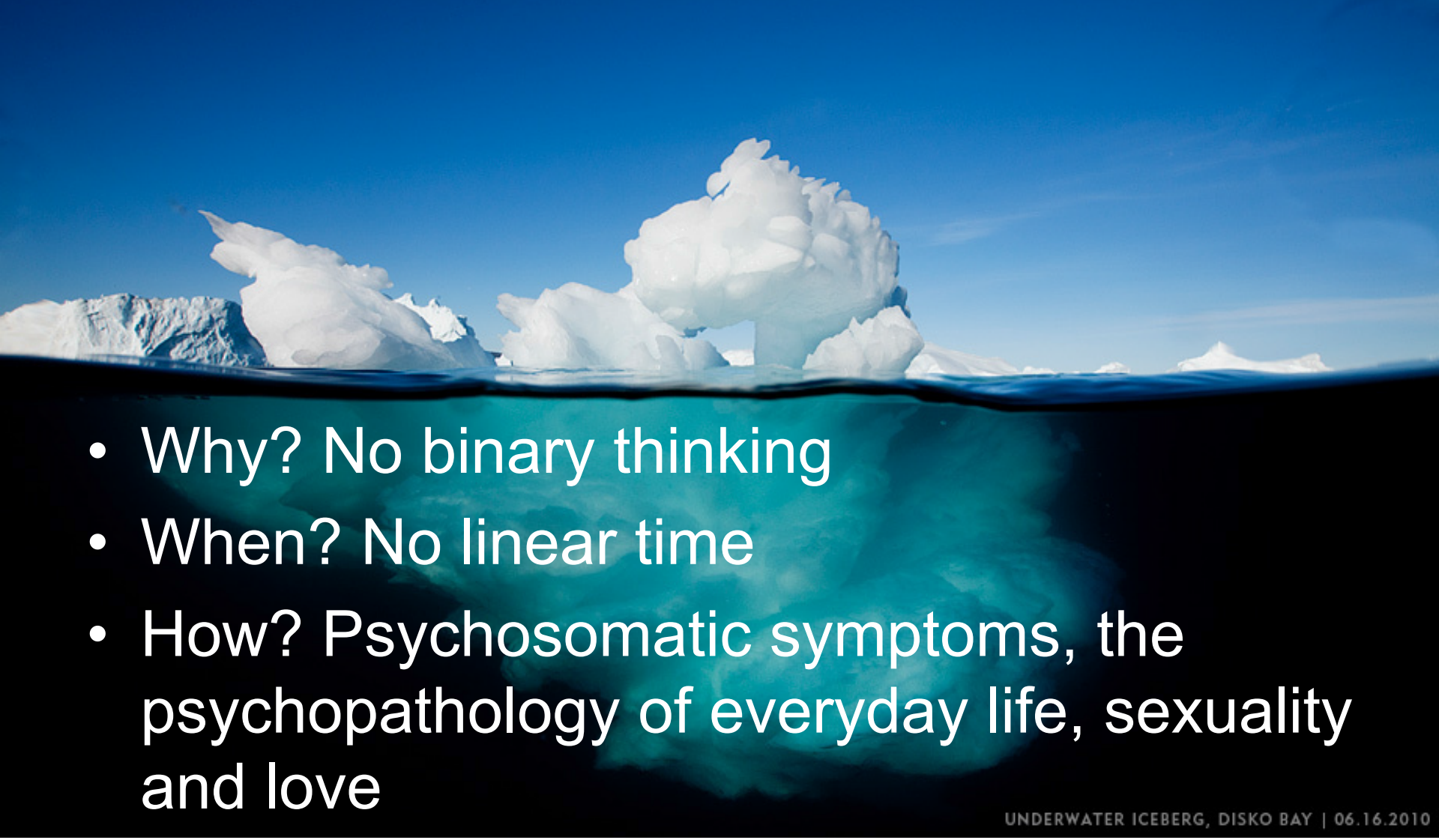


The Unconscious

‘I think therefore I am’
Descartes

*

“one can think without thinking that one thinks”
(Johnston, 2010:323)

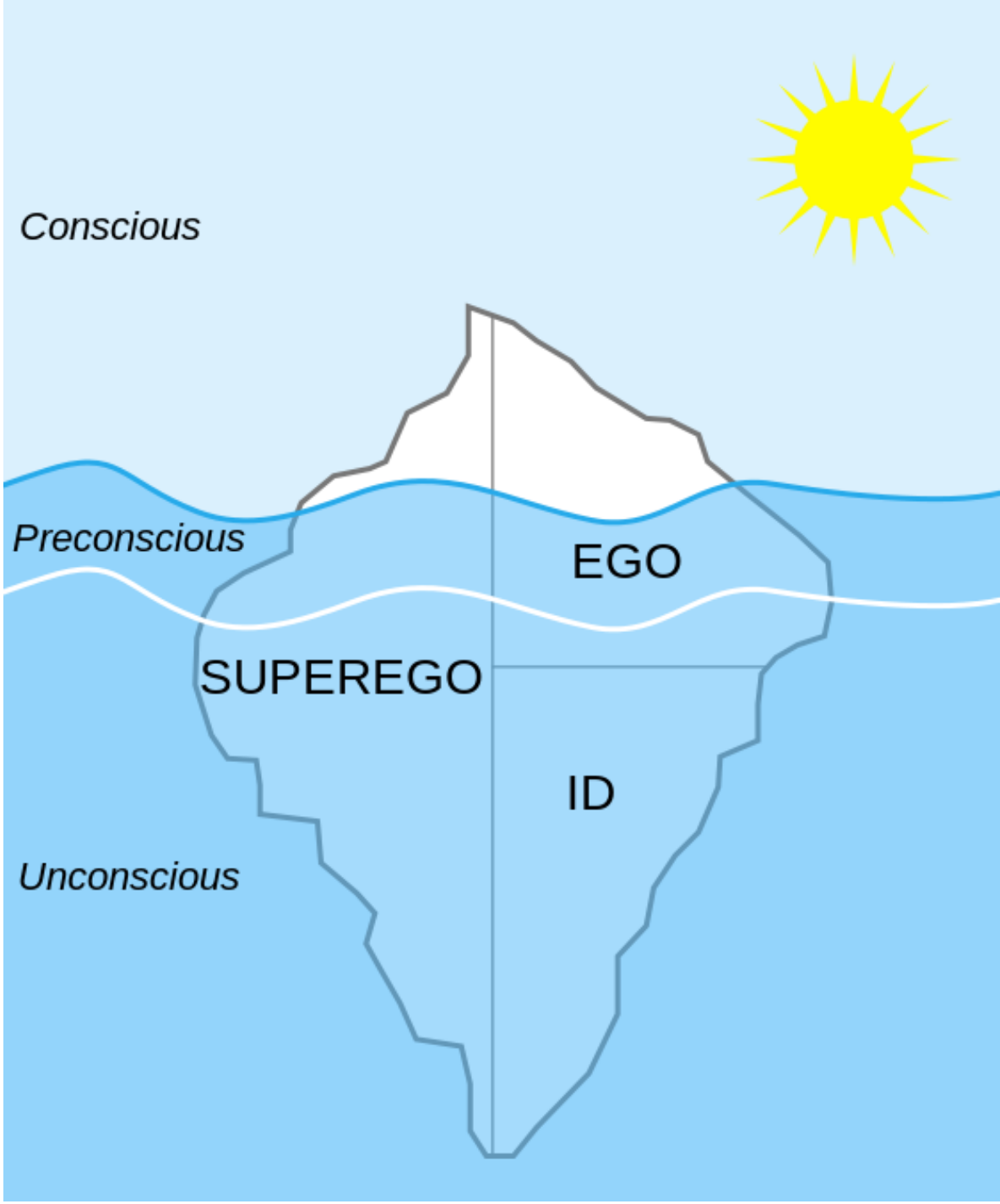


- Why? No binary thinking
- When? No linear time
- How? Psychosomatic symptoms, the psychopathology of everyday life, sexuality and love

The Unconscious

1923

The Ego & the Id



Ego, Super-ego and Id
(*Ich, über-Ich, Es*)

- Ego: conscious self
- Super-ego: conscience/guilt
- Id: Instinctual drives



“The ego is not master in its own house.”

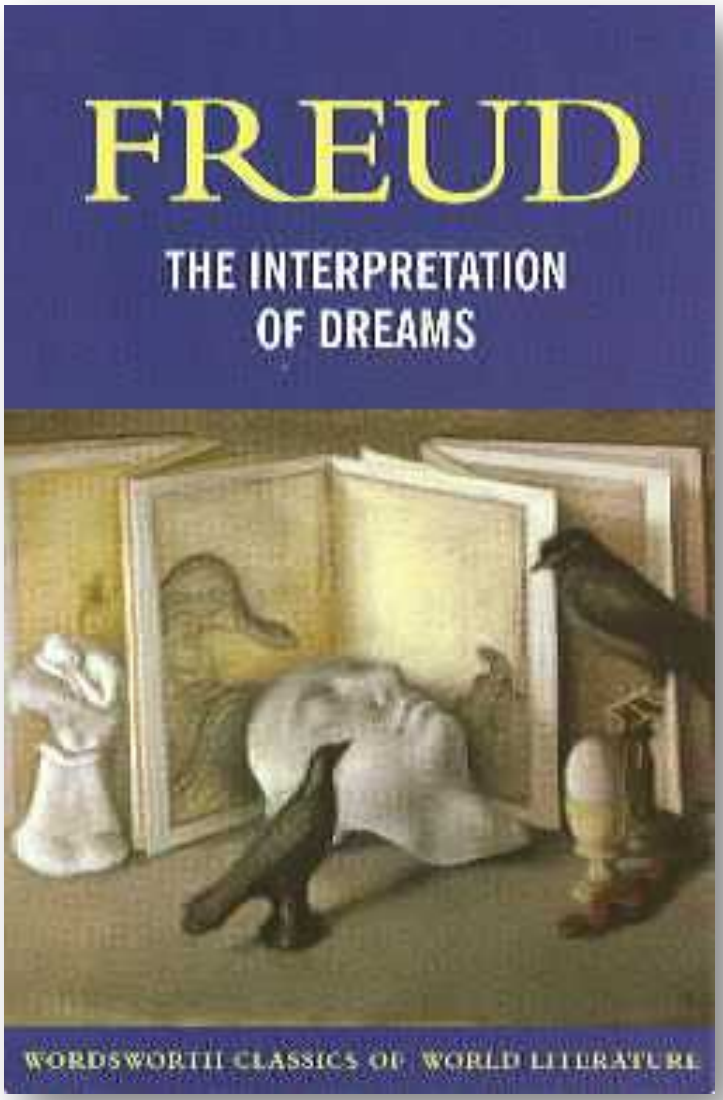
Ego	Super-Ego	Id
Ich	Uber-ich	Es
The Me	The Over-Me	The It
Conscious self Work, survive	Moral conscience	Instinctual drives



2. THE PSYCHOANALYTIC CURE

Aim

1. Undo repression
2. Discover phantasies & trauma from childhood
3. To strengthen the ego



HOW?

1.Dreams are ‘the royal road to the unconscious’

2. Free association

3.Transference

“It’s intention is, indeed to strengthen the ego, to make it more independent of the super-ego, to widen its field of perception and enlarge its organisation, so that it can appropriate fresh portions of the id. Where id was, there ego shall be. It is a work of culture – not unlike the draining of the Zuider Zee.”

Freud (1933) *New Introductory Lectures on Psychoanalysis*

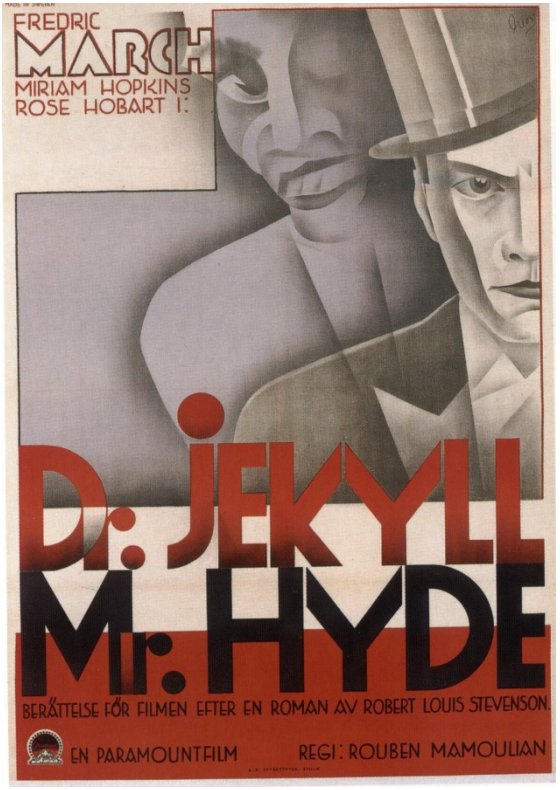


3. CIVILISATION & ITS VIOLENT BACKGROUND

Civilisation

- Represses **instincts**
- Creates neuroses
- Why? In exchange for **security**





Dr Jeckyl and Mr Hyde (1931) from a novel written in 1886

The primal myth

"One day the brothers who had been driven out came together, killed and devoured their father and so made an end of the patriarchal horde…The totem meal, which is perhaps man's earliest festival, would thus be a repetition of this memorable and criminal deed, which was the beginning of so many things – of social organisation, of moral restrictions and religion."

Freud (1913) *Totem and Taboo*

Freud's context (1856-1939)

- ↑ universal manhood suffrage & incorporation of the masses into politics
- new administrative colonies in Africa & Asia
- new forms of mass culture, e.g. film, radio
- World War 1 (1914-1918): the most civilised region of the world becomes a savage battleground. **16 million dead.**

‘[War] tramples in blind fury on all that comes in its way. It strips us of the later accretions of civilisation, and lays bare the primal man in each of us.’

Freud

Freud saw the unconscious at work in war

- in the unleashing of primitive instincts
- in the repressing of actions deep within the psyche.

‘Fetishism’ (Freud, 1927)

"the fetish is a substitute for the penis...for a particular and quite special penis that had been extremely important in early childhood but had later been lost." In refusing to see his mother's lack of penis, the boy disavows (German: *Verleugnung*, not repression: *Verdrängung*) what he sees, resulting in both a belief and a non-belief in the woman's phallus. This compromise (produced by the conflict between perception and the counter-wish) results in a substitute (the fetish). "It remains a token of triumph over the threat of castration and a protection against it."

‘Commodity Fetishism’ (Marx)

The power of objects over people.

The market using analyses and sales is at odds with the needs of the people who are encouraged to buy products they neither need nor (truly) value.



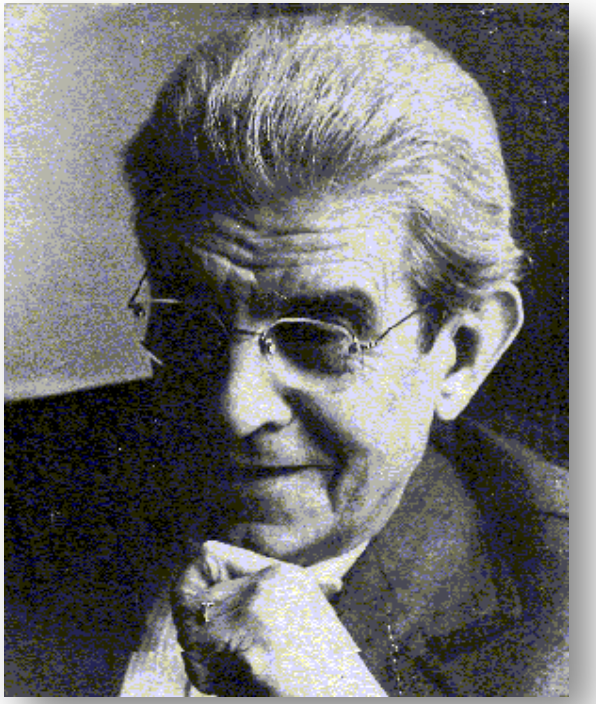
People don’t want to buy things – they want to make their lives better. That’s why many ads (especially on TV) don’t focus on selling products, but selling lifestyles.



Every morning is like this in our house

Jacques Lacan

(1901-1981)



- Desire and lack
- *objet a*
- The big Other
- Name-of-the-father
- Law of the phallus
- Floating signifier
- Oedipus complex
- Mirror phase
- Imaginary, Symbolic and Real

From Freud to Lacan

The unconscious as
'the nucleus of our being'

‘I am where I think not’

Jacques Lacan

“The unconscious is structured like a language.”

“The unconscious is the discourse of the other.”

Ferdinand de Saussure: a science of signs

Language is:

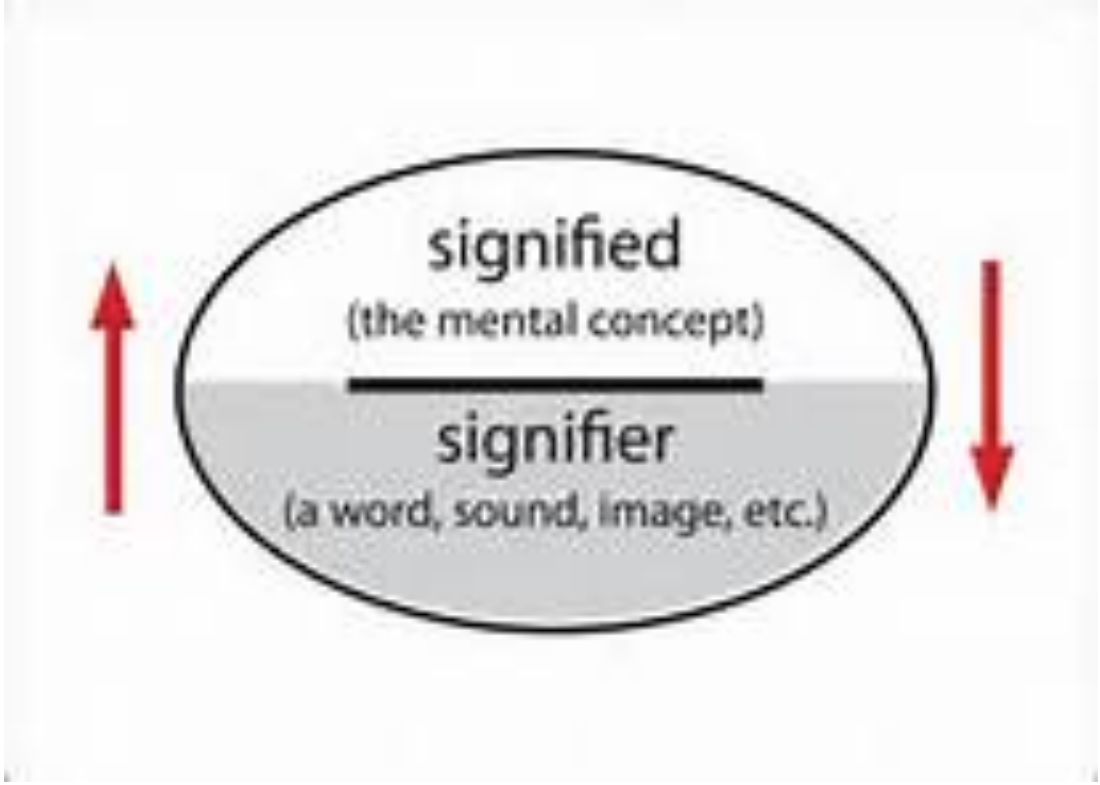
- a system

- social

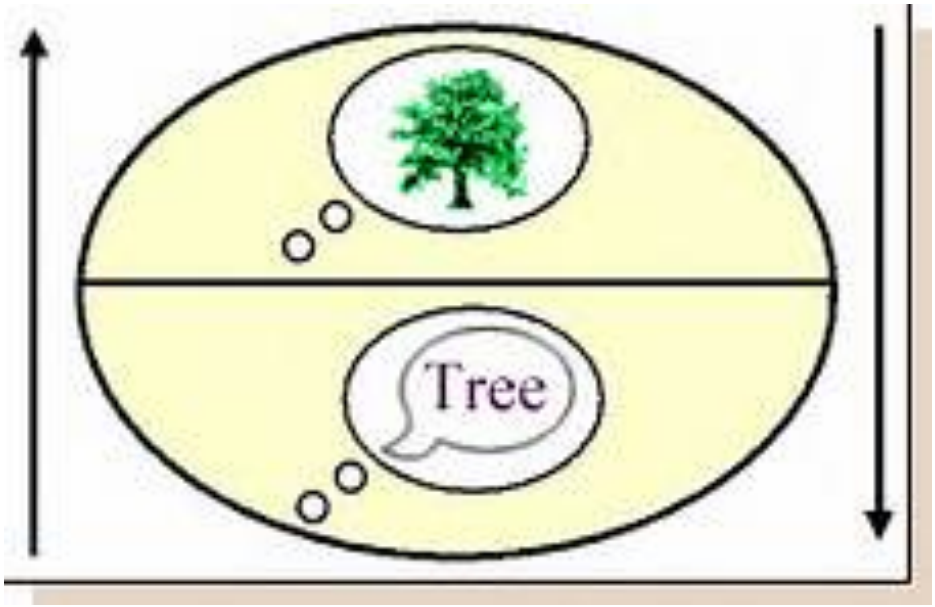
- a system of signs

- a series of differences

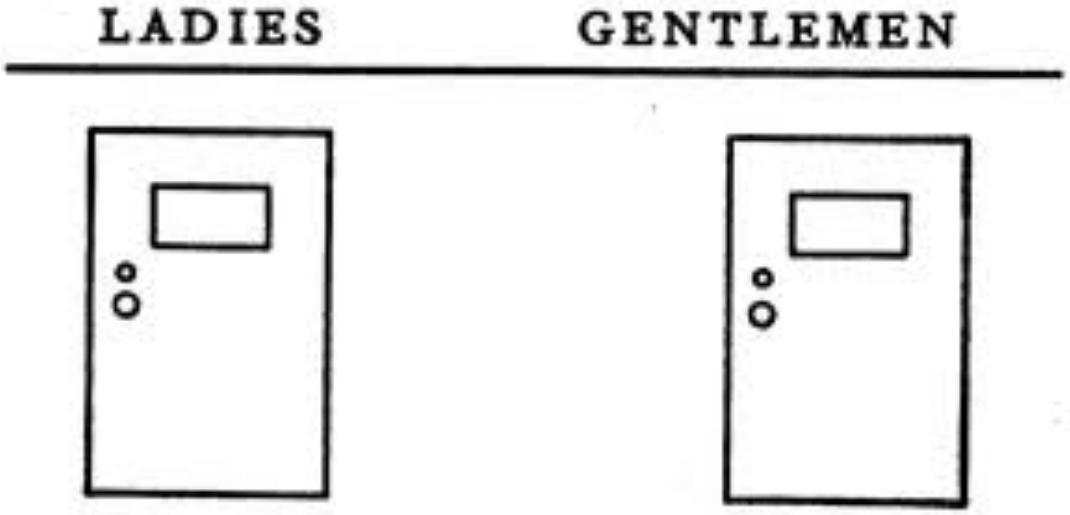
The structure of the sign



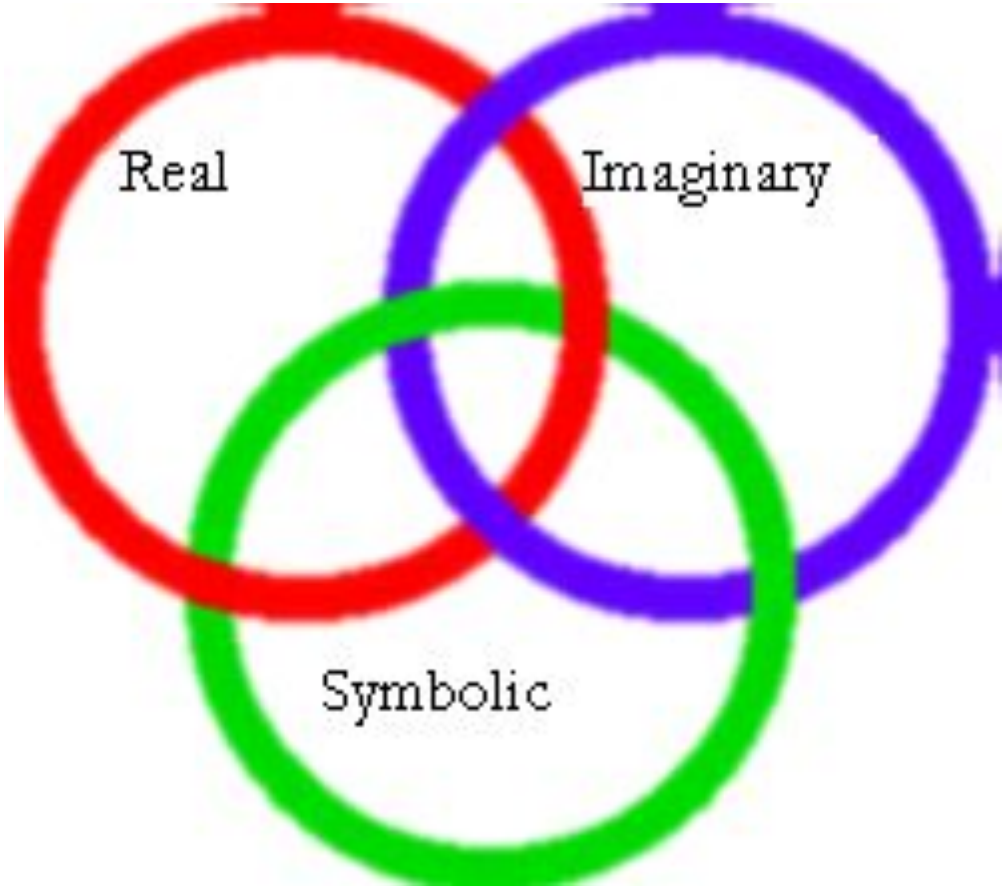
The structure of the sign



Lacan privileges the *signifier*



Three orders of consciousness



The Imaginary:
The Mirror Phase

- Recognition and misrecognition of the self
- The Imaginary as a realm of images with which we identify



Thorning-Schmidt, Obama and Cameron taking a selfie at the funeral of Nelson Mandela (2013)

Desire and Lack

The search for *objet a*
(the object-cause of desire)

a = ‘autre’ (other)

The Symbolic:
The Oedipus Complex

- Entry into language/culture
- It operates according to the 'Name-of-the-Father'

(le nom-du père/non-du-père)

and 'the big Other'

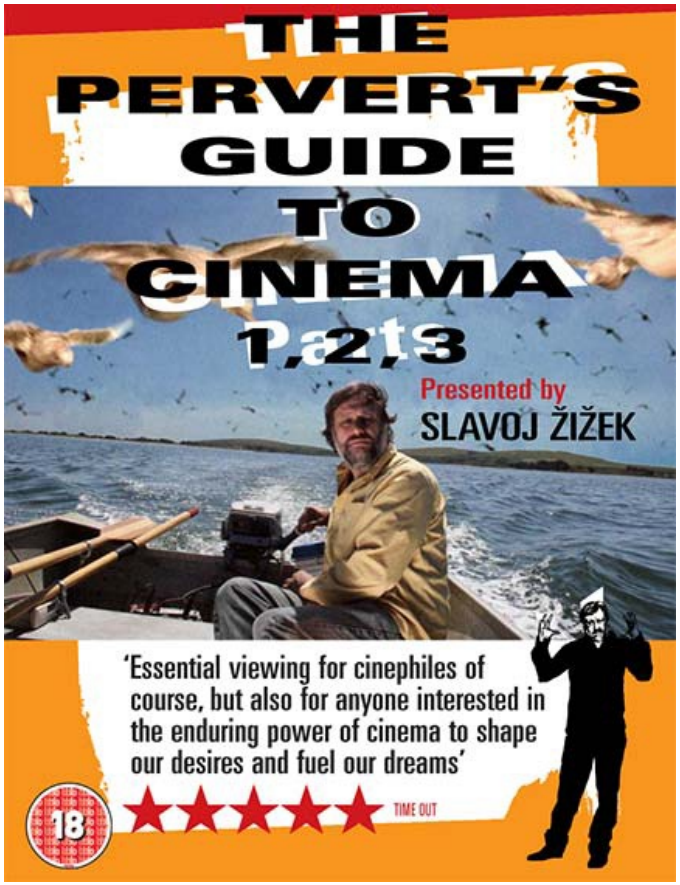
The superego injunction to enjoy what symbolic reality offers

The Real

- Operates at the limits of the symbolic
- Revealed through trauma
- The Real vs. reality







Recommended viewing for an entertaining and informative reading of Lacan in relation to cinema.



Recommended visit for background information on Freud's ideas and life.

Design of Action and the Design of products

- Designing and making depend on products
- Products depend on designing and making

The origin of action is the ego (Schultz and Luckmann, 1989).

.

The life world is the quintessence of a reality that is lived, experienced, and endured. It is, however, also a reality that is mastered by action and the reality in which – and on which – our action fails. Especially for everyday life-world, it holds good that we engage in it by acting and change it by our actions. Everyday life is that province of reality in which we encounter directly, as the condition of our life, natural and social givens as pregiven realities with which we have to cope. We must act in the everyday world if we wish to keep ourselves alive.

Alfred Schultz and Thomas Luckmann (1989)

Psychology of selling

Kotler's Four seller orientations:

Seller locates the customer as *prey* – excludes them from their world

Psychology of selling

Seller is a *stranger* – wants to make a sale but is indifferent to the customers' real concerns.

Design contributes to differentiation of products from their competition but is not a significant factor in generating products that are deeply satisfying.

Psychology of selling

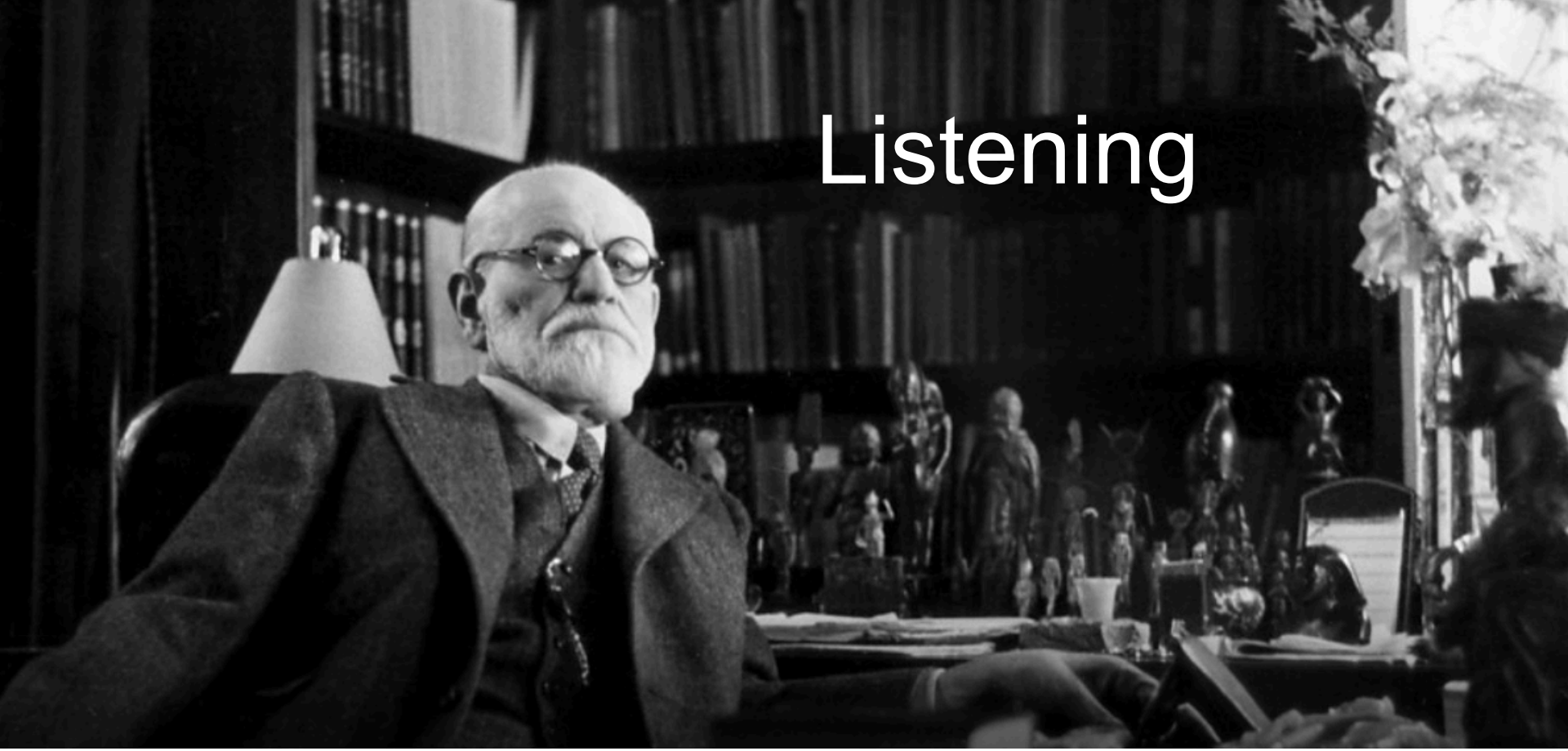
Seller locates the customer as *neighbour* - courted and offered special services but whose lifeworld is still not well known or thoroughly attended to.

Design = modest product improvement and innovation but without the drive for excellence that can anticipate and fulfil customer expectations

Psychology of selling

Seller locates the customer as *friend* – pulls them towards their world. They want to provide quality products and to know the customer is satisfied. (*humanistic marketing*)

"…[U]sers relate to the product milieu interactively trying to make space for their projects and actions amidst an array of products and product proposls which they either support or resist in varying degrees." (Margolin, 1995)



- Freud For Our Times
- 30 mins, BBC (6th Jan, 2017) (20:32 – 27.27)
- http://www.bbc.co.uk/programmes/b084x6m6

Foucault - Discourse

1. Structured	The system of discourse links language + practice (‘to say’ + ‘to do’)
2. Authoritative	Defines + produces the objects of our knowledge
3. Hierarchical	Legitimate certain kinds of knowledge + excludes others
4. Historical	Episteme = discourse that is characteristic of one period

Mobilizing deep anxieties to which the inner response is a racial response.

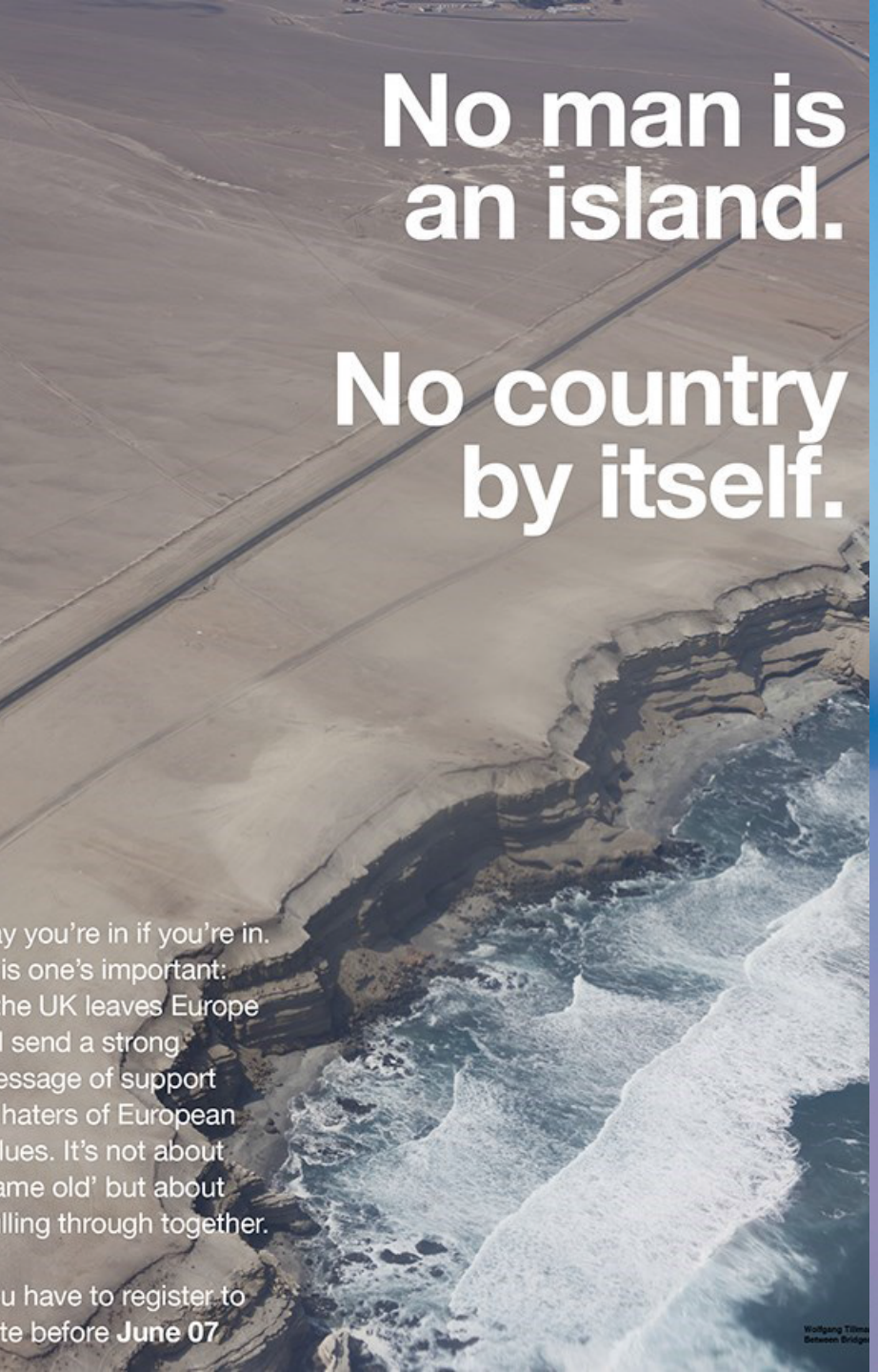

I'M IN
strongerin.co.uk
I'M IN
I'M IN
I'M IN
BRITAIN STRONGER IN EUROPE





Vote Leave
let's take control


DO YOU WANT TO BE LEFT ALONE ON A SMALL ISLAND WITH THESE MEN?
I'M IN



What is lost is lost forever.

Say you're in if you're in.
This one's important:
If the UK leaves Europe
it may spell the end of
the largest peace project
in human history. It's not
about 'same old' but
about pulling through
together.

Register to vote!
before **June 07**

BE AWARE OF WHAT IT MEANS TO LEAVE THE E.U.

-

DISSOLVE THE LARGEST PEACE PROJECT IN HUMAN HISTORY

SUPPORT A RIGHT-WING MOVEMENT

UNDO TRADE TREATIES FOR YEARS TO COME



DON'T COME TO GLASTONBURY WITHOUT HAVING USED YOUR POSTAL VOTE! REGISTER TO VOTE BY 7 JUNE

Wolfgang Tillmans
Between Bridges

It's also a question of where one belongs.

We are the European family.

Register to vo
before 7th Ju

Wolfgang Tillmans
Between Bridges


WOLFGANG TILLMANS
BETWEEN BRIDGES
Say you're in if you're in.
YOUR OPINION ABOUT THE EU ONLY COUNTS IF YOU REGISTER TO VOTE BEFORE 7TH JUNE
HAVE YOUR SAY.
What is lost is lost forever.
If people like Vladimir Putin, Nigel Farage, George Galloway, Marine LePen, and ISIS want Britain to leave the EU,
where does that put you?
For 60 years the EU has been the foundation of peace between European neighbours, after centuries of bloodshed.
Register to vote before 7th June.
Marine Le Pen of the French Front National knows the significance of Brexit.
She equated it to the Fall of the Berlin Wall, the beginning of the end of the EU.
The collapse of European unity is a goal that she shares with one of her party's proprietors Vladimir Putin and many other European far-right movements.
THE EU IS A BIG TRADING CLUB IN WHICH THE MEMBERS SET THE RULES.
IF WE LEAVE, WE WILL STILL HAVE TO FOLLOW THE RULES, BUT WE WILL HAVE NO SAY IN MAKING THEM.
HAVE YOUR SAY.
For 60 years the EU has been the foundation of peace between European neighbours.
After centuries of bloodshed.
This vote is not about bureaucracy.
Not about things that don't work well, that are still flawed.
This vote is about our core values, about saying yes or no to democracy, human rights and solidarity.
Pick your side.
NO MAN IS AN ISLAND. NO COUNTRY BY ITSELF.
IT'S TIME FOR ACTIVISM. REGISTER TO VOTE BEFORE 7TH JUNE
People ask what has the EU ever done for me?
The EU protects your rights against monopolies and challenges big business.
BE AWARE OF WHAT IT MEANS TO LEAVE THE EU
Your opinion about the EU only counts if you've registered to vote before the 7th of June
Democracy, peace and human rights have many enemies.
Brexit will make them stronger. Only as a united Europe can we stand in their way.
Have your say. Register to vote by 7th June.
Farewell?
Yes.
Slow?
Yes.
Attractive?
Uhh.
So, why?
The EU has brought peace to 28 member states.
Is Poland or Hungary the EU is best as the last defence against their authoritarian governments.
Don't leave them alone.
Cooperation, not confrontation.
No man is an island.
No country by itself.
Vladimir Putin
Rupert Murdoch
Nigel Farage
George Galloway
Abu Bakr al-Baghdadi (IS)
Nick Griffin (BNP)
and Marine LePen
want Britain to leave the EU.
Don't let them have their way. Have your say.
The EU Referendum is on the 23rd of June.
But you have to register to vote before

Aesthetics of political messaging



Vote Leave
let's take control

Design Messaging

- Should design aim to transform discourse?
- Should it aim itself at the underpinning ideological basis of our problem space?



Listening



- 11:11 (Confirmation Bias)
- 28 mins, BBC (6th Jan, 2017) (17:30 – 22:29)
- http://www.bbc.co.uk/programmes/b01rlrjz