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The weakening of the paternal role and the new symbolical references - Gadgets, internet and social networks: A psychoanalytical perspective over the subject in the contemporary times

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The objective of this research does not focus on judging technology or social networks, but rather on evaluating this new way of interaction by taking a closer look at it. It is clear that a new model for social bonding with others has arisen, through gadgets and internet, which has caused the development of a new social system within our culture. Internet has made communication accessible to each and every one, due to prompt globalization, and has made it increasingly virtual. The contemporary culture is capitalist and has giddily enlarged its choice of objects and ways of interaction with the world. It is widely known that culture guides our values, tendencies, fashion, leading it to adapt in order to keep up with all the supply, which promises pleasure and fulfillment. The advertisements are persuading and manipulate the imagination of consumers with the promise of immediate happiness. The imperative “connect yourself” has been the most used verb in the last years. In this research, I analyze the contemporary culture’s discontent, as well as its constant presence in the man’s history, although he can get updates through the new tool and objects suggested by the media and advertisement, supported by the society of spectacle. The latter summons the subjects to see and be seen. The constant media exposure, particularly through social networks, has become the newest form of fulfillment and phallic predicate to the subjects of the cyber world. The psychoanalytical theory is ample regarding other areas of knowledge. It allows us to better understand the subjectivity of the subjects and how they have been building and/or repressing their desires, through several symptoms. These queries refer to the main issue affecting contemporary culture and bring the current communication to question by analyzing the position of the subject in relation to the objects supply and the demand of the cultural, as well as of the technology. Finally, the study of communication, psychoanalysis and culture provides an innovative scientific research work with interdisciplinary qualities. Through analyzing this current framework, we can determine the contemporary subject’s profile, which is part of a culture that constantly demands socially and economically an alienated and distant attitude from the real subjectivity and desire.

Biography

Mara Lucia Miranda Baroni is doing her PhD in the Department of Clinical Psychology at PCL University of Brazil, Brazil. She is also working as a Professor in Unip - University of Paulista, Brazil. She is also working as a Management Consultant in Brazil.

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