

The profitability society: reflections through a reality radical transformation

Eduardo Andrés Botero Cedeño

botero999@hotmail.com

Universidad Tecnológica de Pereira

Abstract:

The present article is conceived as a process of reflection around the results achieved in the development of the thesis entitled From Energy to Dynamis: conceptual bases for the conception and implementation of an intentional collective praxis, carried out within the framework of the doctorate in Complex Thought that the author advanced in the Multiversidad Mundo Real - Edgar Morin de México. What is contained here is about the characteristics and possibilities offered by what, from the Aristotelian distinction marked in the thesis title, has been defined as the Contemporary Energy: named by Byung-Chul Han, The Performance Society. In this sense, the writing raises as a central idea, the need to conceive radical transformations of the current social configuration, starting from a negative social criticism or regenerative social resistance. The key point to understand is that, given the mechanisms of self-exploitation and self-optimization that emerge from the devices of panoptic discipline and apoptical security erected by the neoliberal model, it is necessary to rethink the very foundations of organizations of the anthroposocial order. In other words, this article constitutes a call to conceive a radical transformation of contemporary society, rejecting the false sense of freedom that disguises itself as personal fulfillment, assuming a critical position against the nonsense characteristic of the current social configuration, renouncing the traditional rationalist teleological notion and embracing the contingent / complex as an important component of reality.

Keywords: Complexity; Dynamis; Energetic; Anthroposocial organization; Performance society.