

## Eros in the economy of governance: the sexual revolution and J. Baudrillard's theory of symbolic control

© F.V. Tagirov

RUDN University, Moscow, 117198, Russia

*The sphere of interpersonal relations, as well as the forms and mechanisms of self-identification of an individual in the modern era, are characterized by a sophisticated and often contradictory ensemble of diverse trends, many of which indicate the progressive liberalization of the subject's practices in the intimate field.*

*The complex of cultural, symbolic, political and legal processes aimed at this liberty was called the "sexual revolution". However, it is worth asking: does such liberation bring real freedom to the subject of eros, love and sexuality? Does it expand the boundaries of the self-realization of the subject in principle? And if so, what happens at the level of external, i.e. communicational, representational, and internal, i.e. responsible for the formation of identity, structures that ensure the inclusion of the subject in the control mechanisms? In other words: does the liberation of sexuality, whose numerous manifestations we can observe in the modern world, make a person more emancipated? And is it not suddenly that the subject of this liberation is even more dependent on both one's own sexuality and the principles regulating their subjectivity?*

*First of all, the theoretical basis of this study is the model of symbolic control proposed by J. Baudrillard, as well as by several other authors. This work is based on the principles of socio-critical, historical-philosophical and comparative methodology. The phenomenon of the sexual revolution is analyzed, as well as its consequences, which undoubtedly are concerned with including sexuality in the strategy of symbolic self-realization of the subject in the modern society. The article considers mainly the following aspects: the grounds, main tendencies and contradictions of the sexual revolution, transformations in the symbolic space coinciding with the sexual revolution, how does sexuality from the object of control become its means and how does it manifest itself in the modern economy, and, finally, how the principle of seduction can undermine the power of sexuality over the subject.*

**Keywords:** power, identity, control, self-realization, sexual revolution, sexuality, symbolic, simulacrum, seduction, eros

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**Tagirov F.V.**, Cand. Sc. (Philos.) Assoc. Professor, Department of Social Philosophy, RUDN University. Author of a number of research publications and monographs in the field of philosophy and anthropology: from the sacred practices of archaic societies and traditional metaphysics to social criticism, undertaken by Freudian-neo-Marxist and postmodern discourses, from the problem of revaluing values to eros as an object of social construction. e-mail: tagirov\_fv@rudn.university