

Contents

Figures and Tables

page vii

Introduction: The Disillusioned Present	1
Progress, Dystopia, Nostalgia	3
Disillusionment as an Opportunity	6
From Industrial Modernity to the Society of Singularities	7
 1 Cultural Conflicts as a Struggle over Culture: Hyperculture and Cultural Essentialism	 14
The Culturalization of the Social	15
Culturalization I: Hyperculture	18
Culturalization II: Cultural Essentialism	21
Hyperculture and Cultural Essentialism: Between Coexistence and Conflict	24
“Doing Universality” – The Culture of the General as an Alternative?	27
 2 From the Leveled Middle-Class Society to the Three-Class Society: The New Middle Class, the Old Middle Class, and the Precarious Class	 33
The Global and Historical Context	36
Underlying Conditions: Post-Industrialization, the Expansion of Education, a Shift in Values	41
In the Paternoster Elevator of the Three-Class Society	45
The New Middle Class: Successful Self-Actualization and Urban Cosmopolitanism	48
The Old Middle Class: Sedentariness, Order, and Cultural Defensiveness	51
The Precarious Class: Muddling Through and Losing Status	55
The Upper Class: Distance due to Assets	57

Cross-Sectional Characteristics: Gender, Migration, Regions, Milieus	59
A Trend toward Political Polarization and Future Social Scenarios	68
3 Beyond Industrial Society: Polarized Post-Industrialism and Cognitive-Cultural Capitalism	73
The Rise and Fall of Industrial Fordism	77
The Saturation Crisis	80
The Production Crisis and Polarized Post-Industrialism	83
Globalization, Neoliberalism, Financialization	88
Cognitive Capitalism and Immaterial Capital	90
Cultural Goods and Cultural Capitalism	95
Winner-Take-All Markets: The Scalability and Attractiveness of Cognitive and Cultural Goods	99
Extreme Capitalism: The Economization of the Social	105
4 The Weariness of Self-Actualization: The Late-Modern Individual and the Paradoxes of Emotional Culture	111
From Self-Discipline to Self-Actualization	113
Successful Self-Actualization: An Ambitious Dual Structure	116
The Culture of Self-Actualization as a Generator of Negative Emotions	120
Ways Out of the Spiral of Disappointment?	127
5 The Crisis of Liberalism and the Search for the New Political Paradigm: From Apertistic to Regulatory Liberalism	131
Political Paradigms and Political Paradoxes	133
Problems and Solutions: Between the Paradigms of Regulation and Dynamization	136
The Rise of the Social-Corporatist Paradigm	139
The Crisis of Overregulation	142
The Rise of the Paradigm of Apertistic Liberalism	145
The Threefold Crisis of Apertistic Liberalism	149
Populism as a Symptom	154
“Regulatory Liberalism” as the Paradigm of the Future?	158
Challenges Facing Regulatory Liberalism	163
<i>Notes</i>	170
<i>Bibliography</i>	185
<i>Index</i>	193