

Contents

Part I The Return to Happiness

1 Overview of Happiness Research	3
Happiness and Philosophy	3
The Science of Happiness	6
The Economy of Happiness	10
2 Happiness, Culture and Relations of Power	13
Cross-National Measurements of Happiness and Culture	13
Universal Notions of Well-Being and Culture	14
The Cultural Perspective in Happiness Studies	16
Ethnocentrism and Universal Notions of Well-Being	17
Criticism of Survey Happiness Research	20
Happiness as Culturally and Historically Specific Experience	22
Happiness and the Promise of Neuroscience	23
Problematic Issues with the Cultural Perspective in Happiness Studies and Anthropology of Well-Being	24
The Consequences of the Cultural Construction (of Happiness) Thesis	25
Happiness, Relations of Power and Cultural Studies	30
Happiness and History	32
3 The Return to Happiness: A New Interdisciplinary Approach to Happiness Research	35
Towards a New Interdisciplinary Approach to the Study of Happiness	37
The Specifics of the Foucauldian Approach	38
Foucauldian Subject and Experience	42
The Relationship Between Subject and Experience	45
Power (Relations)	48
Truth (and Power)	54
Active Subjects, Freedom and Relationship to the Self	58

Part II The Birth of Happiness

4 Middle Ages: The Time Before Happiness.....	65
Methodology: Genealogical Approach and Archeological Method.....	65
The Critique of the Modern Relationship to Truth.....	68
The Foucauldian Understanding of Experience of Happiness.....	73
5 The Origins of Happiness in Renaissance and Reformation	77
Truth About Salvation in the Late Middle Ages	77
The Reformation Movement	81
The Affirmation of Mundane Life.....	85
The Attack on the Privileged Position of Suffering	88
The Culmination of Struggles Around the Pastoral Power	91
The First Steps Towards the Birth of Happiness.....	92
6 The Birth of Modern Happiness.....	95
The Truth About Happiness	95
God as the Foundation for Happiness on Earth.....	96
Enlightenment and the Birth of Modern Secular Happiness.....	102
The (Infinite) Progress Towards Individual and Public Happiness.....	110
Economic Progress and the Birth of Consumer Culture	114
The Modern Subject of Happiness.....	116
Practices of Pleasure and Happiness	119
Modern Experience of Happiness and Power	123
Raison of the State and the Birth of Modern	
Experience of Happiness	124
The Biopolitics of Happiness	131
7 The Evolution of Happiness: Development of Happiness	
from its Birth to its Contemporary Manifestations	135
Contemporary Compulsory Happiness and Consumer Culture	137
The Freedom to Consume and the Freedom to Desire.....	138
Can Consumption Really Bring Happiness?	141
8 Conclusion: Modernization as the Collective Pursuit of Happiness	143
Bibliography	149
Index.....	157

Critical Perspectives in Happiness Research

The Birth of Modern Happiness

Zevnik, L.

2014, XIV, 158 p., Hardcover

ISBN: 978-3-319-04402-6