


***The Subject "Wanting The Absurd" in Byung- Chul Han:
A Sociological Analysis on The "New Silly" Typecasting***

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ABSTRACT

The desire to understand the definition of "new human" in the sociological literature represents the story of this article. Considering the broad context of the definition, it becomes necessary to make a limitation. It is important for the study to make this limitation based on the "new silly" typecasting put forward by Byung-Chul Han. When it comes to what is meant by the "new silly" and who is included in the limits of this typification, the concept of consumption comes up. Considering the extent to which consumption, which is considered as a phenomenon for the satisfaction of desires, affects the daily life of the individual and how far it is absorbed, the actorly existence of the subject of consumption constitutes the development stage of the study. In this context, the late modern subject, which represents the new human and is focused on success and performance, as suggested by Byung-Chul Han, will shape the imagined structure of typification. The fact that the subject of consumption is a being "who wants", and that they realize this will be realized through which is "the absurd" gives a clue as to which person is the person directed by the article. It is important for us to open the aforementioned clue as to the actions that enable us to attribute value to the subject of consumption, specifically an entity "who wants", and what the power that governs these actions means for the "new silly who wants the absurd". In this sense, in order to understand the dimension of consumption, human, and subject relationship reflected in practices, the concepts of action and power are also included. In conclusion, the aim of this article is that it should be considered as looking at the deep meanings of being a consumer with Byung-Chul Han's concepts.

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