

Short Summary of the thesis 'Avoiding the Subject':

In this thesis I examined the global self-help industry from a (Lacanian) psychoanalytical perspective. I conducted an ontological examination of the 'self' that is ought to help itself in self-help culture and reviewed the supposed ideals of autonomy and completeness that are imposed on the subject through a Lacanian lens. To do this, I extrapolated Lacans critique on the Neo-Freudian branch of 'ego-psychology' to the most influential self-help works. This enabled me to put the Lacanian conception of the self against the self within self-help discourse, which revealed how self-help has been prone to avoiding constitutive notions of subjectivity.