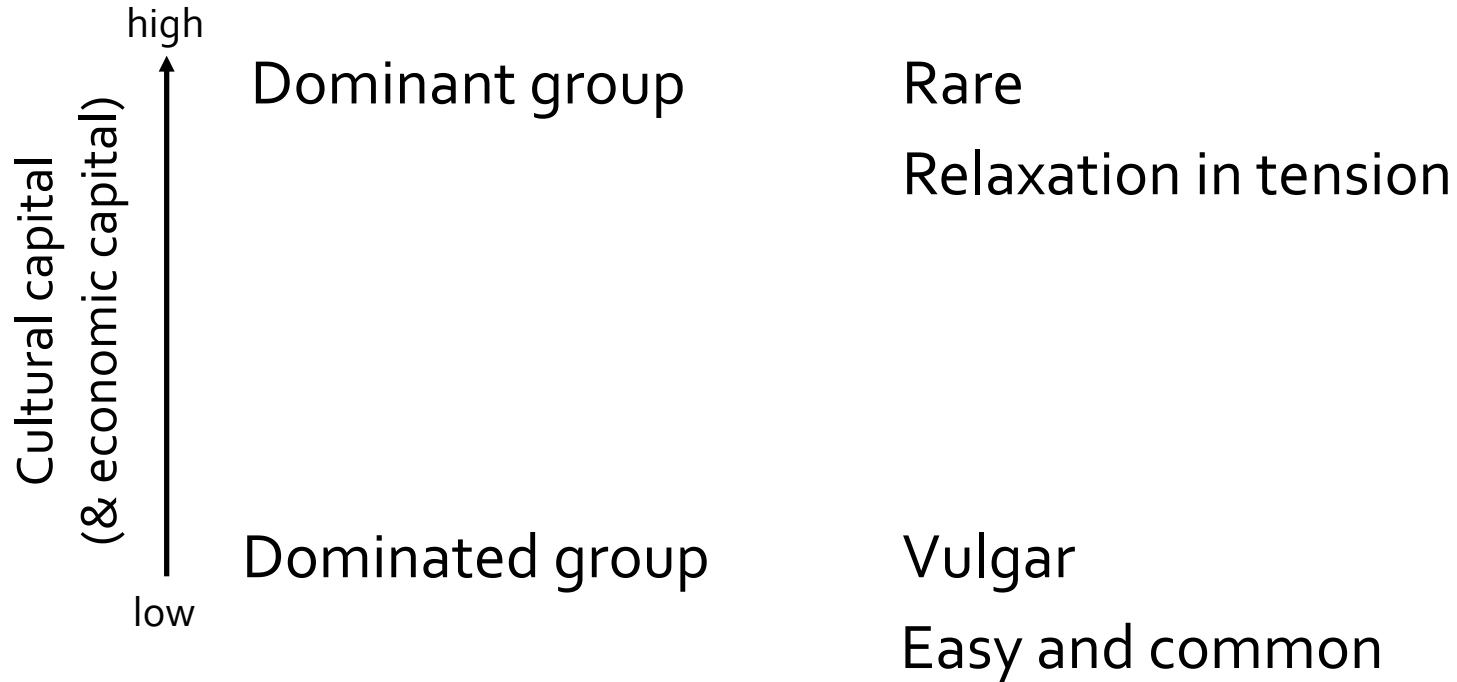


Culture of Services

Session 6-3 Pretension

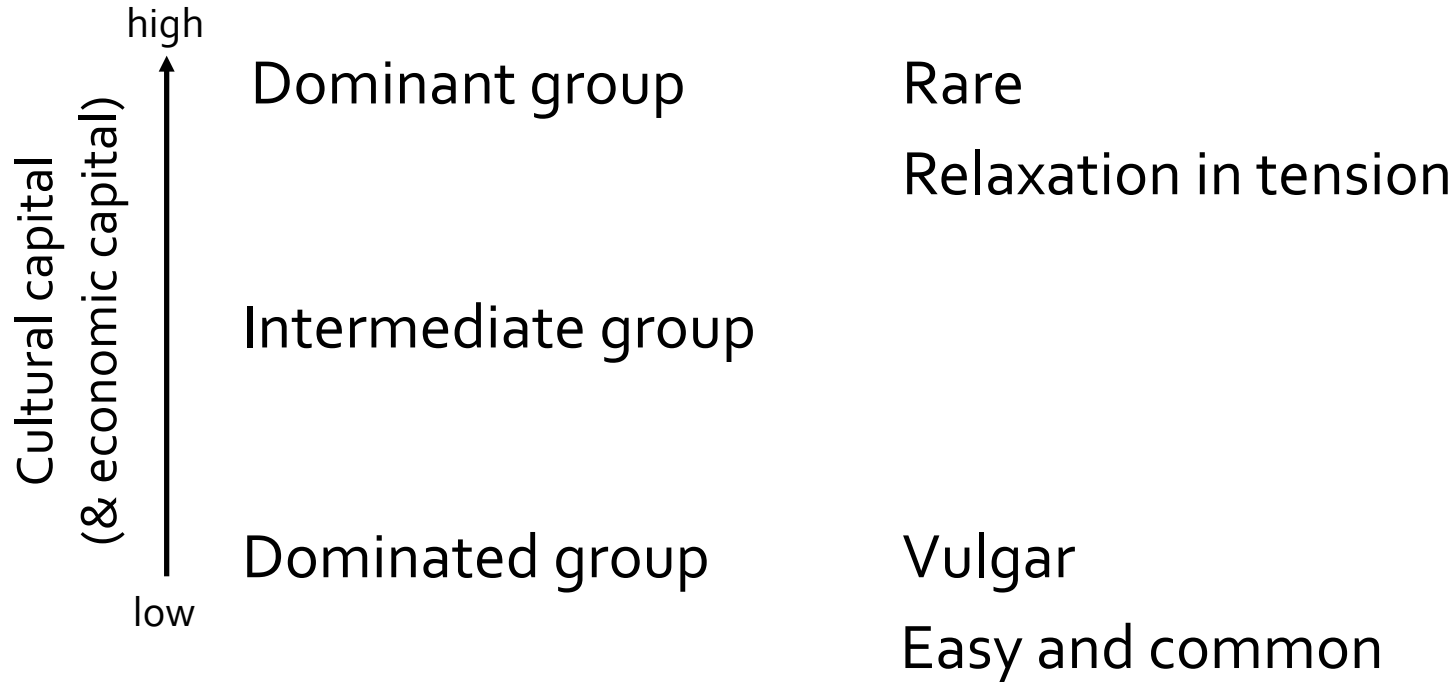
Yutaka Yamauchi
Kyoto University

Class structure



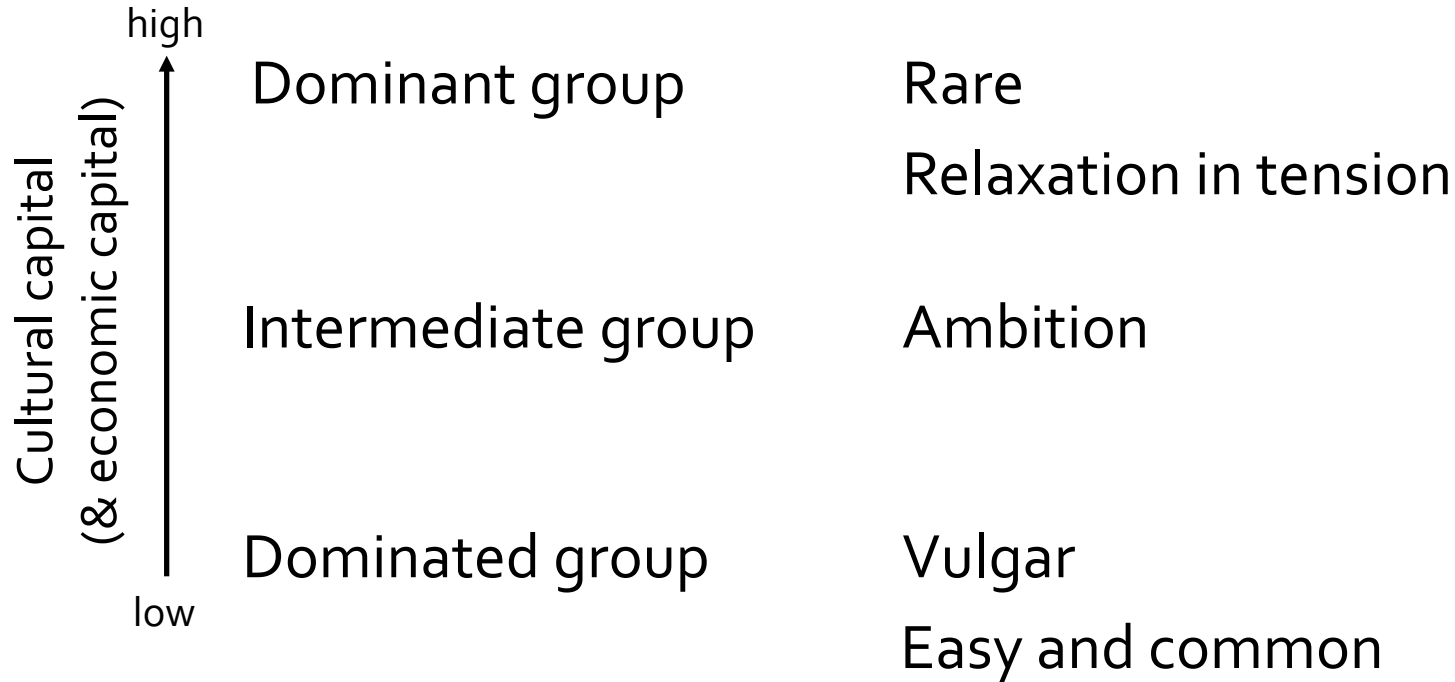
Bourdieu, P. (1984). *Distinction: a social critique of the judgement of taste*. (R. Nice). Cambridge: Harvard University Press.

Class structure



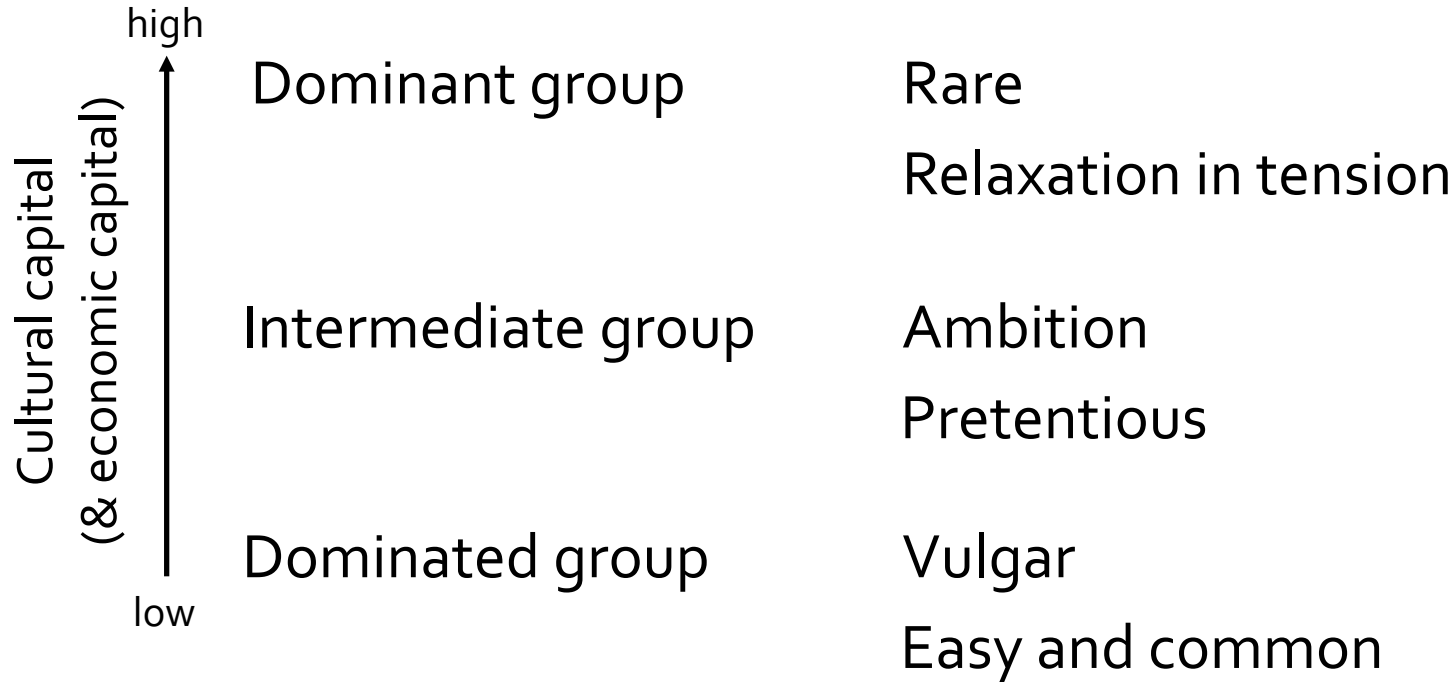
Bourdieu, P. (1984). *Distinction: a social critique of the judgement of taste*. (R. Nice). Cambridge: Harvard University Press.

Class structure



Bourdieu, P. (1984). *Distinction: a social critique of the judgement of taste*. (R. Nice). Cambridge: Harvard University Press.

Class structure



Bourdieu, P. (1984). *Distinction: a social critique of the judgement of taste*. (R. Nice). Cambridge: Harvard University Press.

Anxiety

“ ...the petit-bourgeois experience of the world starts out from **timidity**, the **embarrassment** of someone who is **uneasy** in his body and his language and who, instead of being ‘as one body with them’, observes them from outside, through other people’s eyes, watching, checking, correcting himself... (p. 207)

Bourdieu, P. (1984). *Distinction: a social critique of the judgement of taste*. (R. Nice). Cambridge: Harvard University Press.



Pierre Bourdieu
(work by Alicia Gaudi CC BY)

Ease

“ By contrast, **ease** ... presupposes the **self-assurance which comes from the certainty** of being able to objectify that objectification, appropriate that appropriation. (pp. 207-208)



Pierre Bourdieu
(work by Alicia Gaudi CC BY)

Bourdieu, P. (1984). *Distinction: a social critique of the judgement of taste*. (R. Nice). Cambridge: Harvard University Press.

Ease

“ Those who are held to be distinguished have the privilege of not worrying about their distinction... Where the petit bourgeois or nouveau riche ‘overdoes it’, betraying his own insecurity, bourgeois discretion signals its presence by a sort of ostentatious discretion, sobriety and understatement. (p. 249)

Bourdieu, P. (1984). *Distinction: a social critique of the judgement of taste*. (R. Nice). Cambridge: Harvard University Press.



Pierre Bourdieu
(work by Alicia Gaudi CC BY)

Aesthetic of service

Simple relaxation is not the answer for service.

- Many customers appear to be in the intermediate group trying to match the dominant aesthetic.
- This is a self-defeating process...

Services should have this tension.

