



**“Capital”: founding and current principles of a concept (1)**  
**Confronting economic history with Bourdieusian sociology**  
**« Capital » : fondements et actualités d’une notion. (1)**  
**Confrontations avec l’histoire économique et la sociologie bourdieusienne**

**4 & 5 mai/May 2017**

Salle Afrique, MISHA, 5 allée du Général Rouvillois, Strasbourg  
Université de Strasbourg

The *BodyCapital* project aims at a European 20<sup>th</sup> century history of changing healthy-self perceptions and practices conceived as economic history as cultural history including science and technology. Transforming our bodies into a capital and in generating individual receptiveness to the economization of health to the extent that individuals have come to internalize the adoption of such practices and devices, body labor and goods appear to be a particularly stable and valuable vantage point from which to address twentieth-century changes concerning health conceptions and practices, national health policies and politics and liberalizing market economies in Europe in an approach that may be termed as an economic health history from below.

Framing the object of study as *body capital*, our central question consists in asking how economic capitalist thought and evaluation have become a *habitus* (Bourdieu, 1979; Dalloz, 2013) internalized by individuals (Elias, 1969; Fassin, 2004) to the point that in health practices today, state-imposed public health programs and liberal market organization feed, and feed into individual citizens’ self-quantifying and self-optimizing practices, thereby making them appear evident.

Workshop WS3, “*Capital*”: *founding and current principles of a concept (1)*. *Confronting economic history with Bourdieusian sociology* intends to confront the general assumptions of our project with classical views from economic history attempting to further test the soundness of our central hypothesis and to debunk possible “impensées”. Similarly we intend to submit our intellectual “braconnage” of Bourdieu’s concept of “symbolic capital” to further scrutiny.

Visuals do not merely mirror or express what is observed but as media are endowed with their own distinct, interactive performative power. This workshop will inquire their essential and innovative complementarities with economic market principles in terms of promotion/communication. Visuals have been conceived since the interwar period as indispensable tools for the “invisible government” (Bernays, 1928), the alter ego to the “invisible hand” of the market, taking the form of promotion-communication and corporate public relations.

## Jeudi 4 mai 2017

Bibliothèque du DHVS, Institut d'Anatomie

14:00 – 17:00 **Séminaire de lecture.** Retours et discussion du *reading list*

## Vendredi 5 mai 2017

Salle d'Afrique, MISHA

9:00-9:30 Introduction

### Session 1 : Parler de capital dans l'économie de la santé

9:30-10:30 Rifka Weehuizen (USIAS, Université de Strasbourg)

10:30-11:30 Rodolphe Dos Santos Ferreira (BETA, Université de Strasbourg)

11:30-12:00 Discussion "capitale vu par l'économie"

12:00-14:00 Déjeuner au "Le 32"

### Session 2. Les approches selon Pierre Bourdieu : fondements et héritage

14:00-15:00 Jay Rowell (SAGE, Université de Strasbourg)

15:00-15:30 Discussion "capitale vu par la sociologie"

15:30-16:30 Discussion "BodyCapital et capital"

Organiser par : Christian Bonah (SAGE, UdS) et Anja Laukötter (MPIHD-Berlin)

Pour demander le *reading list*, s'inscrire ou tout autre information : [tkenig@unistra.fr](mailto:tkenig@unistra.fr)



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