



The Center for Iberian & Latin American Studies, UC San Diego

Neuropolitics, antidepressants and the rise of neuro-narratives in Catalonia (Spain)

Thursday, April 6, 2017

**12-1:30 PM, Deutz Room, Copley Building,
Institute of the Americas Complex, UC San Diego**

The dramatic increase in the consumption of antidepressants in many countries can be taken as one example of the contemporary cerebralization of human affliction. This process has been led by expert systems and has already leaked into popular culture, creating new biosocialities or neurosocialities, and new ontologies of self as well: the neural self. I define the neural self as an interiorized, cerebralized, centripetal, inwardly-oriented process from which is derived a cerebral idea of personhood. The result is the emergence of neuro-narratives. This paper, based on fieldwork among consumers of antidepressants in Catalonia, analyzes how neuro-narratives show their fetishistic power, since while they de-socialize the human affliction, they also naturalize the conventions of a world of created needs.



Angel Martínez-Hernández is professor and chair of the Medical Anthropology Research Center at the Universitat Rovira i Virgili (Spain). His main research projects have focused on biomedical cultures, biopolitics, health policies in Europe and Latin America, and Amazonian cultures. He is a member of the Expert Advisory Group on Cultural Contexts of Health and Well-being of the WHO Regional Office for Europe. Currently, he is a Fulbright Visiting Scholar at

CILAS and Global Health, UC San Diego.

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