

Ilkka Levä

The war within Finland? A Deleuzian analysis of the societal production of the new psychological contract in the press during the 1990s recession

The change of the psychological contract (PC) of work in 1990s Finland is studied by applying the theories of Deleuze and Guattari. The study illustrates the change in the hegemonic frames of public discourse and its order words in Finnish newspapers regarding the body of working life during the recession of the 1990s. It altered working life: the new leading theme was efficiency and its improvement. New order words led to the new cultural reading of the psychological contract of work. It was depicted as an on-going battle in a war. The change in the agreement continues to have an impact, as it is being continuously renegotiated through arbitrary pressures towards working bodies in the metastable unstableness of the current biopolitical economy.