

*Abstract*

This paper will show how post-industrial consumer society and changes in the socialization process of individuals influence the growth of individuals' narcissist features. The decline of parental authority and discipline favoured permissive educational techniques within the family as well as school socialization and education. In the paper, the data gathered through participant-observation in schools will be used and interviews with pedagogical workers will be analysed to establish how the school as the key institution of cultural transmission shapes narcissistic culture by favouring the permissive educational praxis. This paper will expectedly show that the changes in the educational system highlighted the permissiveness (manifested as a wider choice of subjects, less repressive evaluation methods, less strict advancement criteria, teaching methods designed on an active and independent pupil's participation, more democratic relations between pupils and teachers, practicing alternative punishments and a therapeutic approach instead of the restrictive one). The paper leads to a conclusion that school is the key institution and the instrument of a capitalist society, which socializes and educates individuals for the consumer society. The erosion of the teacher's authority due to parents' interference in the teachers' professional work, and the increased use of the therapeutic approach strengthen the permissiveness in school education. With the inconsistency of punishment as well as emphasizing the importance of grading, our school system indirectly strengthens the narcissism of individuals and prepares them for life in a narcissistic, consumer society. Key words: narcissism, narcissistic society, consumer society, permissive education, school

V prispevku bomo predstavili narcisizem kot funkcionalno osebnostno obliko potrošniškega kapitalizma. Analizirali bomo vpliv družbenega okolja na formiranje narcisizma kot »družbeno nujne forme subjektivnosti« v postindustrijski potrošniški družbi, če uporabimo Žižkove (1985) besede ob njegovi interpretaciji Lascheve (1979) »*Kulture narcisizma*«, ki nam bo predstavljala teoretsko izhodišče.

Na začetku bomo izpostavili spremembe v socializaciji posameznikov v potrošniški družbi, ki so z zatonom starševske avtoritete in klasično dojete discipline favorizirale permisivne vzgojne tehnike v družinski in šolski vzgoji ter socializaciji nasploh in posledično vplivale na porast narcisističnih lastnosti pri posameznikih.

V nadaljevanju bomo predstavili uvajanje permisivnih trendov v šolski sistem sodobne potrošniške družbe ter izpostavili porast narcisizma kot produkta permisivne vzgoje.