

Only empty sheets or blue books are permitted

Final Exam, IAH231a, Summer 2010, Dr. Christian Lotz

“Exams should be learning experiences”

(Lotz, Master of Wisdom, 21st Century)

Time frame for this exam: 120 minutes

[A] The British sociologists Sennett claimed that, according to empirical evidence, self-employed house cleaners and craftsmen belong to the least alienated workers in our modern societies (if we assume that alienation is somehow quantifiable). Explain whether and why Marx would have agreed with or rejected this claim by referring to all major aspects of Marx’s theory of alienation. **(6 points)**

[B] Max Weber uses a brief text from Benjamin Franklin for his thesis that moral attitudes determine the “ethos of capitalism.” [1] Read the text, [2] briefly explain Franklin’s “ethics,” explain [3] why Weber was interested in this text, and [4] explain why this example of a Puritan ethics is a historical example for the ethical consequence of Luther’s and Calvin’s theological doctrines. Finally, [4] briefly explain how Marx would have interpreted Franklin’s ethics. **(4 points)**

Remember that TIME is Money. He that can earn Ten Shillings a Day by his Labour, and goes abroad, or sits idle one half of that Day, tho' he spends but Sixpence during his Diversion or Idleness, ought not to reckon That the only Expence; he has really spent or rather thrown away Five Shillings besides. Remember that CREDIT is Money. If a Man lets his Money lie in my Hands after it is due, he gives me the Interest, or so much as I can make of it during that Time. This amounts to a considerable Sum where a Man has good and large Credit, and makes good Use of it. Remember that Money is of a prolific generating Nature. Money can beget Money, and its Offspring can beget more, and so on. Five Shillings turn'd, is Six: Turn'd again, 'tis Seven and Three Pence; and so on 'til it becomes an Hundred Pound. The more there is of it, the more it produces every Turning, so that the Profits rise quicker and quicker. He that kills a breeding Sow, destroys all her Offspring to the thousandth Generation. He that murders a Crown, destroys all it might have produc'd, even Scores of Pounds. Remember that Six Pounds a Year is but a Groat a Day. For this little Sum (which may be daily wasted either in Time or Expence unperceiv'd) a Man of Credit may on his own Security have the constant Possession and Use of an Hundred Pounds. So much in Stock briskly turn'd by an industrious Man, produces great Advantage. Remember this Saying, That the good Paymaster is Lord of another Man's Purse. He that is known to pay punctually and exactly to the Time he promises, may at any Time, and on any Occasion, raise all the Money his Friends can spare. This is sometimes of great Use: Therefore never keep borrow'd Money an Hour beyond the Time you promis'd, lest a Disappointment shuts up your Friends Purse forever.

The most trifling Actions that affect a Man's Credit, are to be regarded. The Sound of your Hammer at Five in the Morning or Nine at Night, heard by a Creditor, makes him easy Six Months longer. But if he sees you at a Billiard Table, or hears your Voice in a Tavern, when you should be at Work, he sends for his Money the next Day. Finer Cloaths than he or his Wife wears, or greater Expence in any particular than he affords himself, shocks his Pride, and he duns you to humble you. Creditors are a kind of People, that have the sharpest Eyes and Ears, as well as the best Memories of any in the World. Good-natur'd Creditors (and such one would always chuse to deal with if one could) feel Pain when they are oblig'd to ask for Money. Spare 'em that Pain, and they will love you. When you receive a Sum of Money, divide it among 'em in Proportion to your Debts. Don't be asham'd of paying a small Sum because you owe a greater. Money, more or less, is always welcome; and your Creditor had rather be at the Trouble of receiving Ten Pounds voluntarily brought him, tho' at ten different Times or Payments, than be oblig'd to go ten Times to demand it before he can receive it in a Lump. It shews, besides, that you are mindful of what you owe; it makes you appear a careful as well as an honest Man; and that still encreases your Credit. Beware of thinking all your own that you possess, and of living accordingly. 'Tis a mistake that many People who have Credit fall into. To prevent this, keep an exact Account for some Time of both your Expences and your Incomes. If you take the Pains at first to mention Particulars, it will have this good Effect; you will discover how wonderfully small trifling Expences mount up to large Sums, and will discern what might have been, and may for the future be saved, without occasioning any great Inconvenience.

In short, the Way to Wealth, if you desire it, is as plain as the Way to Market. It depends chiefly on two Words, INDUSTRY and FRUGALITY; i. e. Waste neither Time nor Money, but make the best Use of both. He that gets all he can honestly, and saves all he gets (necessary Expences excepted) will certainly become RICH; If that Being who governs the World, to whom all should look for a Blessing on their Honest Endeavours, doth not in his wise Providence otherwise determine.

Philadelphia, B. Franklin and D. Hall, at the New-Printing-Office, 1748

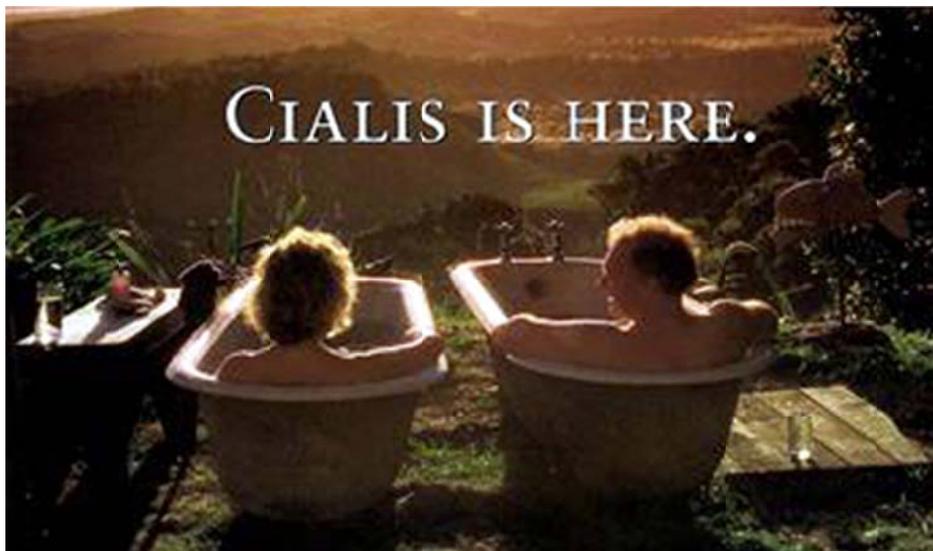
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[C] In his “State of the Union” address in 2003 the US president Bush said the following:

The qualities of courage and compassion that we strive for in America also determine our conduct abroad. The American flag stands for more than our power and our interests. Our founders dedicated this country to the cause of human dignity, the rights of every person, and the possibilities of every life. This conviction leads us into the world to help the afflicted, and defend the peace, and confound the designs of evil men. In Afghanistan, we helped liberate an oppressed people. And we will continue helping them secure their country, rebuild their society, and educate all their children -- boys and girls. (Applause.) In the Middle East, we will continue to seek peace between a secure Israel and a democratic Palestine. (Applause.) Across the Earth, America is feeding the hungry -- more than 60 percent of international food aid comes as a gift from the people of the United States. As our nation moves troops and builds alliances to make our world safer, we must also remember our calling as a blessed country is to make this world better.

[1] Briefly explain why Bush (implicitly and most likely unintentionally) is applying the protestant concept of calling and the elect in his speech to the US as a nation (accordingly, first explain this concept), and [2] present an argument - on the basis on what we learned about the real reasons of hunger in the world (Robbins) - against the claim that “feeding the hungry” is (*as the exclusive strategy and in the long run*) making the world better. (4 points)

[D] Look at this advertising picture from Cialis, one of the most important producers of “Cialis.” “Cialis” is a drug that helps to overcome male erectile dysfunctions:



[1] Explain how sexuality and romance is constructed and repackaged in this advertisement image; [2] come up with a brief “message” that this image confers (only write ONE sentence); [3] explain, with the findings of Illouz, how and why this advertisement of a “sexuality” drug is a good example for what she calls the “contradiction” of the postmodern capitalist practice of love (4 points)

Good luck! I hope you not only enjoyed this class, but also learned how to *articulate* the world you live in with the help of Marx, Weber, Robbins, and Illouz.

Thanks for a good summer class, LOTZ

Additional points: grammar, expression, spelling (2 points); clarity, organization, coherence (2 points), class ranking (3 points)