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***Money is everything, human dignity doesn't count***



Sources: Rebellion

**Capital (2012)**

The FILMEL *CAPITAL* (2012), directed by Costa-Gavras and based in turn on the novel eponymous by Stéphane Osmond (2004), presents Marc's story Tourneuil (Gad Elmaleh), whom they elect as president of the Phénix bank, with a salary of €1.5 million per year (amount you disagree with Tourneuil, arguing that the presidents of other banks win the double or more), plus bonuses and prizes. Among the actions that As president of the bank we have the dismissal of ten thousand workers, the sale of toxic assets and the reduction of

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30% of loans to small businesses. Then buy a Japanese bank which is bankrupt, Phénix goes bankrupt and the group for The one who works buys the financial institution. Ultimately, the Grupo Financiero made a move to grow.

No It is a coincidence that in recent years they have appeared Films and documentaries on the functioning of banking in the countries at the centre of the world system, given their hegemony in the world system. itself, imposing a certain design on the economy of countries integers, and for being the cause of the latest economic crises international, especially the one in 2008, which had as its epicenter to the United States. Two of those movies are *Wall Street* (1987) and *Wall Street 2: Money Never Sleeps* (2010), directed by Oliver Stone.

No I share the naïve belief that finance capital is bad. (for not participating directly in the production of social wealth and for basing their profits on the interest they charge companies and citizens seeking credit to finance their investments, or domestic expenditures), while industrial capital would be good for promoting the creation of social wealth based on the work of the workers. In the world of cinema there is an excellent documentary that makes an X-ray of large industrial corporations, Entitled precisely *The Corporation* (2003), directed by Jennifer Abbott, Mark [Achbar](#) and [Joel Bakan](#). This Documentary clearly shows the contradiction between capitalism and capitalism the values of solidarity and health care and nature. This contradiction is *isimmanent* in the capitalist mode of production and not the result of evil. will of one or another capitalist in particular.

All These films and documentaries show that the guiding principle of capitalism, the logic of maximizing the rate of profit, profit that is disputed in a system of competition, necessarily lead to prioritize exchange value over use value, profit on the real and urgent needs of people and their own health physical and mental.

Yes Capitalism is a historical system whose essence is "ceaseless accumulation of capital" (Wallerstein), that is, the accumulation without limits, the subjectivity of people will remain marked by the imprint of this socio-economic system. Talk then of a subjectivity marked by the superstitious belief in The supposed magical attributes of the commodity, money and capital. Under capitalism, and this is fundamental to understanding its functioning and contemporary subjectivity, *the Money is everything and human dignity does not count*.

Yes in *Arcadia* (2005)<sup>1</sup> Costa-Gavras showed us the destructive effects of politics of the free dismissal in the subjectivity of workers (effects that They could even literally lead

you not only to distress but also to madness), in *El Capital* The Greek-French filmmaker shows us the subjectivity of capitalist, that of the banker specifically, the strategies that it uses and which will lead to further accumulation of capital for its bank, but also his ambition (Marc Tourneuil he tells his wife Diane Tourneuil -character played by Natacha Régnier-: "For you money is a memory, for me it is the future"), his fantasies of greatness, its reduction of the person to an instrument which may be useful or useless for the purposes of cumulation, its detachment from ethical principles, their tendency to measure Value of a person for the amount of money he has: in the First part of the film Diane Tourneuil, asks her husband:

Diane Tourneuil: What do you want?

Marc Tourneuil: Money

Diane: For what?

Marc: To be respected.

The The protagonist of the film is convinced that respect for his person will be the result of the amount of money you get accumulate.

In the extent to which the principle of maximisation of rate of profit, and the belief that the value of a person and A particular capitalist is measured by the quantity of money and capital that they have, to that extent the Principle of "the end justifies the means". The bourgeoisie financial (and in general all fractions of the bourgeoisie) tends to become lumpenbourgeoisie, involved in large acts of corruption, colluding with the State, evading massively paying taxes, reducing wages and seeking to pay poverty wages in Asian countries, selling toxic assets or carcinogenic products to the population. In the film, the character The criminal act of this bourgeoisie is recognized by the protagonist when cynically says in front of the board of the restructured bank and victor:

My friends, I am your modern Robin Hood. We will continue to steal from the poor to give to the rich.

The Board and partners of the bank then applaud it vigorously and soon after, Marc adds addressing the viewer:

*Are Some children, some big kids. They have fun. And they will continue having fun and having fun until everything bursts<sup>2</sup>.*

The Capital accumulation is compulsive, unstoppable, and takes place although the capitalists clearly have at their forefront a horizon of economic crisis and destruction of nature.

**Behave As Adults (2019)**

Costa-Gavras presents in 2019 *Behave as adults*, a film based on the book by Yanis Varoufakis about the crisis Greek 2015. Varoufakis was Greece's economy minister under the Syriza ruling front and with Alexis Tsipras as president.

The Film clearly presents the rapacity of the bourgeoisie international finance. The International Monetary Fund, the Bank Central European and the European Union were responsible for bringing you to your knees to the Greek president of the time and forced an entire country to pay a imposed and unfair debt wherever it was seen, despite the fact that the No payment of that debt under the conditions imposed by the International financial institutions won in a referendum with more than 61% of the votes. President Tsipras goes for the payment of the debt under those conditions and also the parliament approves that payment with more than 73% of the votes. Varoufakis resigned. At the time of Making the film, "the crisis continued and the Greek people He survived heroically," the film states.

Varoufakis He did not refuse to pay the debt, he demanded rather a restructuring of it and a "realistic policy against austerity". It also demanded reforms to combat the privileges of the oligarchy and fight against corruption. Minister Varoufakis He even explained that the combination of economic crisis more National humiliation breeds Nazism (a Nazi party had obtained third place in the last national elections of Greece). They were not sufficient arguments for the Troika to give its arm to twist. They imposed their policy of "structural adjustment" and austerity: cutting social spending, reducing social expenditures wages by up to 70%, as a result of which Greece's GDP had fallen by that time from \$250 billion to 175 billion dollars, so economic growth slowed down.

The Financial capital does not promote the economic development of countries undeveloped, promotes only adjusting their economies to Optimizing capital accumulation at the heart of the global system As Samir Amin constantly recalled.

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Said Marx that money is the general equivalent of all other wares. Money is also the measure of the value of people. That is why, for example, in capitalist societies The elderly and children have less value than adults, because The former do not produce, while the latter are in their stage "productive". That is why also the humanities and sciences Social criticism in general does not have the market value that have careers such as engineering directly linked to the development of certain sectors of science and technology. If money is the measure of the value of things and people, It makes no sense to fight to build conformed societies by equal and free people, all with the same possibilities of develop multilaterally, even if they choose a specialty Determined. If

money is the measure of the value of things and people, then there is no room for friendship and love (note that Marc Tourneuil It has no friends, only competitors and potential enemies, even within the board of directors of the bank he directs). The search for Great fortunes is normalized even when their realization is in contradiction with ethical principles. Fantasies of greatness of the bourgeois leads them to a life of luxury and waste, thus as to the negation and dissociation of social reality. Consequently, money as a measure of people's value does not It is not functional at all to the struggle to build a more egalitarian; on the contrary, it fosters indifference to the increase in social inequalities and socio-economic polarization global scale and even the absolute impoverishment of thick sectors of the world's population.

Without However, we must not forget that while the culture of individualism expands and deepens, also encounters resistance: dominance Ideological is not absolute. Resistance in the form of practices of solidarity and cooperation and mobilizations are very present in different parts of the world and in different areas of society. However, we must not lose sight of the fact that in any way the Dominant culture is the culture of the fetishism of money and individualism. And any substantive social change cannot Dispense with the transformation of this culture.

(\*) Santiago Ibarra is a sociologist and holds a master's degree in Social Studies Urban.

1 See our article "Some reflections on Arcadia, a Costa Gavras film". Text available in: <https://creacionheroica1928.blogspot.com/2021/07/cine.html>. <https://rebellion.org/algunas-reflexiones-en-torno-a-arcadia-una-pelicula-de-costa-gavras/> 1 July 2021.

2 Castello, Paul, "The Capital: Money is the master, the better you serve it the better you will try." Text available in: <https://latrivial.org/el-capital-el-dinero-es-el-amo-cuando-mejor-lo-sirvas-mejor-te-tratará/>

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