

Editorial

Post-structuralism and practice theories have shaken the Cartesian universal notion of the self-reflecting subject to its core. No longer is the subject viewed as the autonomous point of origin for initiative, but rather is analysed in the context of its respective social identity constructed by discourse and produced by social practices. This perspective has proven itself to be of exceptional utility for cultural and social analysis. The analytical value of the ensuing concept of subjectivation is the potential of supplementing related terms such as individualisation, disciplinary power, or habitualization by bringing new aspects of self-making to the fore. In this context, the analyses of the DFG Research Training Group »Self-Making. Practices of Subjectivation in Historical and Interdisciplinary Perspective« aim to contribute to the development of a revised understanding of the subject. They still take the fundamental dimensions of subjectivity such as agency and reflexivity into account, but do not overlook or lose sight of the historicity and sociality of the subject. Thus, the ultimate aim is to reach a deeper understanding of the interplay of doing subject and doing culture in various spaces of (and in) time.

Poststrukturalismus und Praxistheorien haben die cartesianische Universalie eines sich selbst reflektierenden Subjekts aufgelöst. Das Subjekt gilt nicht länger als autonomes Zentrum der Initiative, sondern wird in seiner jeweiligen sozialen Identität als Diskurseffekt oder Produkt sozialer Praktiken analysiert. Dieser Zugang hat sich als außerordentlich produktiv für kritische Kultur- und Gesellschaftsanalysen erwiesen. Der analytische Wert der Kategorie der Subjektivierung besteht darin, verwandte Konzepte der Individuierung, Disziplinierung oder der Habitualisierung zu ergänzen, indem sie andere Momente der Selbst-Bildung in den Blick rückt. So verstehen sich die Analysen des DFG-Graduiertenkollegs »Selbst-Bildungen. Praktiken der Subjektivierung in historischer und interdisziplinärer Perspektive« als Beiträge zur Entwicklung eines revidierten Subjektverständnisses. Sie tragen zentralen Dimensionen der Subjektivität wie Handlungsfähigkeit und Reflexionsvermögen Rechnung, ohne hinter die Einsicht in die Geschichtlichkeit und die Gesellschaftlichkeit des Subjekts zurückzufallen. Auf diese Weise soll ein vertieftes Verständnis des Wechselspiels von doing subject und doing culture in verschiedenen Zeit-Räumen entstehen.

The series is edited by/Die Reihe wird herausgegeben von Thomas Alkemeyer, Gunnilla Budde, Thomas Etzemüller, Dagmar Freist, Rudolf Holbach, Johann Kreuzer, Sabine Kyora, Gesa Lindemann, Ulrike Link-Wieczorek, Norbert Ricken, Reinhard Schulz and Silke Wenk.

Lucas Haasis is a postdoctoral researcher and the research coordinator of the UK-German Prize Papers Project (www.prizepapers.de). He is also a lecturer of Early Modern History at the Carl von Ossietzky University of Oldenburg, Germany. His research focusses on 18th-century letter-writing practices, mercantile culture of the 18th century, materiality studies, and praxeological approaches in historiography and global microhistory.

Lucas Haasis

The Power of Persuasion

Becoming a Merchant in the 18th Century

[transcript]

Printed with the generous support of the German Research Foundation (DFG)

Originally submitted as a dissertation at the Carl von Ossietzky University of Oldenburg, 2020.



The EOSC Future project is co-funded by the European Union Horizon Programme call INFRAEOSC-03-2020, Grant Agreement number 101017536

The free availability of the e-book edition of this publication was financed by the project EOSC Future.

Bibliographic information published by the Deutsche Nationalbibliothek

The Deutsche Nationalbibliothek lists this publication in the Deutsche Nationalbibliografie; detailed bibliographic data are available in the Internet at <http://dnb.d-nb.de>



This work is licensed under the Creative Commons Attribution 4.0 (BY) license, which means that the text may be remixed, transformed and built upon and be copied and redistributed in any medium or format even commercially, provided credit is given to the author. For details go to <https://creativecommons.org/licenses/by/4.0/>

Creative Commons license terms for re-use do not apply to any content (such as graphs, figures, photos, excerpts, etc.) not original to the Open Access publication and further permission may be required from the rights holder. The obligation to research and clear permission lies solely with the party re-using the material.

First published in 2022 by transcript Verlag, Bielefeld

© Lucas Haasis

Cover layout: Kordula Röckenhaus, Bielefeld

Printed by Majuskel Medienproduktion GmbH, Wetzlar

Print-ISBN 978-3-8376-5652-7

PDF-ISBN 978-3-8394-5652-1

<https://doi.org/10.14361/9783839456521>

ISSN of series: 2703-1276

eISSN of series: 2703-1284

Printed on permanent acid-free text paper.