

Studying the Evolution of Marcel's Lifestyle Based on Eric Landowski's Pattern of Lifestyle

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Abstract

It has been established by Saussure that meaning has a differential and privative aspect. This is also applicable to the subject and his identity, meaning for having a distinct identity the subject needs an “other” who is different from himself. Based on this fundamental debate, Eric Landowski, the French social semiotician, offers the model that studies the contact of the groups: the “dominated other” and the “dominant reference”; he calls these behaviors and contacts the “lifestyle”. In this way, he defines four lifestyles of bear, snob, dandy and chameleon. This paper scrupulously describes and explores the two final models and tries to analyze the system of taste and desire of Marcel, the main character and the narrator of Marcel Proust's masterpiece, *In Search of Lost Time*, and shows the way this character passes from the lifestyle of the “mundane man”, to the lifestyle of the “bear” (jungle man), and finally to the lifestyle of the “genius man”.

Keywords: lifestyle, system of taste and desire ,bear , genius man , Marcel

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