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Discursive Dissimulation: Trivialization of the Violence and Seduction Practices in the Organizations

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Abstract

This article presents a critical approach about the discursive dissimulation that the organizations use to coopt individuals to its project, emphasizing, mainly, trivialization of the violence and seduction practices in this process. In the first part of the article, it makes a brief evaluation of theoretical foundations about multifaceted discourses on an aesthetics and quantophrenic behavior, which want to transform the organization as the center of this contemporaneous society. Subsequently, it is analyzed based on selected discursive sequences: (i) analysis of organizational speech and the modeling of talent seizure by using seduction as capture strategy and manipulation; (ii) analysis of violence dissimulated in the discourses of organizations investigated; and (iii) Evaluation of speech categories and their resonances by associating them to the theoretical construct. It is possible, with the research, to reveal through the analyzed discourses that the refusal to adapt itself to ideal types will not be accepted. The discourses are structured on an imaginary project and common ideal which confer an aura of exceptional to these organizations, by transmitting the sensation that only the life between two 'walls' may be possible. It may be also noticed the evidence of capturing individuals to put the emotional life at disposal of these companies, thus, to apprehend their time and competencies. As opposed, the phenomenon is understood as imprisonment of this alienating trap, in a framework of co-optation, becoming the life of these persons into loneliness, conformism present in the dedication to the company.

Introduction

The organizations bring in their wake the need of legitimation and compliance to their goals, by the officials, unilaterally. On that basis, they give themselves mobilization power and regimentation of individuals, built according to instrumental rationality. In the organizational narrative, there is a predominance of authoritarian ideological mechanism, objectified through seduction, where individuals' life is restrict to the organization life. Everything disguised into natural acceptance of things [1], however, immersed in a paradoxical game of permanence and exclusion. In this perspective, the fascination about the present generates obsession and necessity to select discourses that boost the individual's imprisonment to the immediacy and instantaneousness. In this stunning speed, we start 'surfing' on a generalized mobility [2]. In this homogeneity of perspectives, the work can no longer offer the secure axis around which it sets and involves self-definitions, identities and life projects [3].

Within this dynamic, the organization presents itself as unsettled and unpredictable, and the free choice is no longer an option, since the individual becomes a consumer of illusions [4], beleaguered in a 'cool' organizational curtailment [5-7] which promotes the 'dromocratic' culture [7], entailing the speed as maximum value of contemporaneity, a dictatorship of speed [8]. In this condition, perpetual mobility logic is established [9], in which the entire organizational speech is structured and oriented by an absolute commitment, however, of transitory nature. The power of this speech intensifies and disseminate,

compulsorily and seductively, the ways of organizational control on its actors, in the sense of delineating their conducts. The instability and elusive quality happen from an aesthetics that celebrates the ephemerality, the spectacle [10], and that makes conditional upon the training techniques that stuns and destabilizes.

In this spectacle society [4,6], is established a perfection culture which incites individuals to excellence organization practices, and reiterates hazards of living 'on the margin', since it is a seductive space of social representation. In this world of appearances [4], the continuous monologue of the organization claims for that everybody does what has been indicated [11].

In that ground, the regulation of organizational life determines the actors to constantly remodel their attributes and reconfirm utilitarian expectations, by channeling the pulses and mobilizing the spirits [8], in an infinite increase of performance that summarizes life to what is needed [12], thus becoming volunteer servants [13,14]. The speech establishes imagination, in which everyone who wants to take part of it must to fit itself to it. In this condition, this article aims to analyze the discursive dissimulation present in the organizational environment, by presenting fragments that indicate the 'kidnap' of subjectivity [15], receptive passivity and trivialization of violent and seductive practices for apprehension, induction and deep participation of these actors.

Multifaceted Speech with a High Degree of Bricolage

The exacerbation of wish for competitiveness and productive tension will generate obsession and need for selecting discourses for manipulation of intra-psychic instances of organizational actors. In this condition, the organizations articulate discursive strategies, which

employ methods and psychological control tools for subjective and emotional mobilization, in a violence marked by the subtlety. The tone, in this context, is the excessive self-exaltation of phosphorescent individuality that implies the growing volatilization [16], eliminating the continuity line between present and future. In this condition, it is evident that the speech liquidated the long run, [17], however, the actors need bringing their lives entirely [18] to this stage, oriented by mutatis mutandi guidelines. In this subtle way of domination, the actors can see themselves perfectly embedded in the speech scope.

In this context, the actors will start reproducing and validating this logic, because they believe that they are free. In the possibility of becoming someone, the actors enjoy ephemeral glory conditioned to the organizational validation. Thus, the individuals start taking huge risks of becoming a collage of this spectacle society, by finding in the company a shelter of illusions, since the connections between both of them are tenuous. Immersed in the discourse, it is suggested behaviors to be staged. These actions of speeches interpret themselves on their own, because they have a self-referential structure [19], since the illocutionary actions are carried out through performing sentences. In this condition, the actors live in temporal extracts collecting pieces of experiences, looking for plausible, coherent and understandable meaning in a shaky ground of reality.

In a language game competitively built, information is valid only as actuality, but the narrative does not worn itself countless ideological and utilitarian masks are created. In this condition, the lives are subjected to a social control. The organization utters a narrative that instils the eternal 'search for novelty', absent from any limits or barriers. In this environment, the individualization is a fatality, not a choice [3], however, the fragmentation and particularization of self-realization objects aimed by individuals generates the confinement of the ego to the maze of wishes, becoming them captive of incessant search and movement. The drama of the speech ensures the audience and adhesion, because it is built on a finding of pulsating revitalization, specific of the liquid world and which finds echo in the individual's narcissism.

The environment professes a sense of existence, feeling of belonging and social inclusion that contribute for the internalization of the company image reflected on itself, mediated by the own speech. The organization produces a sense able to generate fascination, seduction and mobilization, but also makes dependent and alienates. The actors are promoted to the position of protagonists of this spectacle, and are able for make their own 'edition of the real'. However, imprisoned to the utilitarian logic and worshipping the performance and excellence. In this condition, the organization presents a multifaceted speech with high degree of bricolage, since they expect a subjective and affective implication [8], turning into ideal of life [9].

Based on the above mentioned, the organizations are social control ways, exercised through mechanisms which create rigidity that acts as barrier against spontaneous and instinctive behaviors [20]. It can be noticed that there is no possibility to discuss its pertinence [8], since the repression moved to the direct stimulation for the building of images of fascination and status. This dynamics constantly provides feedback to itself in a liquefied version of work relationships, based on interlocution that privileges the transitory, fluid and fleeting, the mobility, the instable, the spectacular, the mythical and heroic [21-26,4,8]. In this condition, the organizational society arises majestic to its actors, the aesthetics overlaps to the ethics.

The hypermodern organizational speech has in itself its own contradictions and closes to any other expression way [20]. Nevertheless, this relation is rooted in a subtle and seducer control [27], because this 'dominant capitalist production way, not only by the ideology that is transmitted, but also due to the servants that it forms' [28]. In this perspective, the organization is perpetuated by the individual, both due to rational reasons and deeper order reasons, which go unnoticed at the level of consciousness. The tendency of organization is to become a place of anguish and pleasure [29], being that, live in this environment is an ambiguous experience, because it attracts and repels, but to turn its actors' situation even more complex [22]. The organizational actors were unconsciously captured in the domain of the immediate organizational world [30].

The Organization: Synoptic Environment in a Discursive Aesthetic

Symbolically, the discourses reborn daily in the organizational aesthetics, spreading the excellence that shapes the real, feeds the performing tendency. In this liquid world [22], the organization becomes a perfect object, idealized, result of collective illusion, in which the actors believe that it is part of them [12]. The massive reiteration of this speech tends to see itself as unique truth. These discursive practices create an effect of identity sense [31]. The narrative transits through a vigilance that is not physical, but communication [8], since it induces to the volunteer adhesion. In this condition, the individual is always subjected to ways of control and domination [32].

The aesthetic perception constitutes in a privileged means to decipher the meaning of artefacts, by revealing discourses, values contained in not perceived aspects. In this context, the organization represents the knowledge and power. The speech voices reverberate in individuals conditioned to practices required of this knowledge. With stable environment, renew and encourage the fatigued decision of going ahead doing the same [21] it frames the precarious condition and cognition of these actors. Nevertheless, this image created in paradoxical and inaccurate references, the actors lose their identity, driven by self-fulfillment efforts, absorbing and expressing the 'organizational me'.

The organizations are perversely unilateral and the submission freely consented [8] of their actors reveals a fertile ground for the character corrosion [12], since they are deliberately immersed in undertaking their own lives [8], powered by narcissistic pressure of success here and now. The technocratic structure has as a creed the unlimited rationality, which signals that the power belongs to the experts [13,14]. Thus, it has become quite clear, the fragility and ephemerality involved in the work dynamics that unexpectedly dissolves social ties.

In Modernity, the panoptic ways of control reveal that the actors are arrested [32] to the organizational place. Confined between the thick and dense walls, the commitment will only be possible in a permanent tug-of-war [33], since the actors, who perform reciprocal functions, perform mutual coercion [34]. In this condition, the actors bind themselves to the need of psychological mobilization at the service of company's goals [8].

In Post-modernity, this control takes place through the synoptic, in which the individual is modeled and controlled at every moment no longer by coercion, but by seduction, no longer confined by 'walls', contained in the tangle of networks that select those who enter and seduce them to the self-vigilance practice [22]. This condition serves to

establish and sustain relations of domination, sense and reproduction in a continuous process. The alleged choice becomes a continuum to meet the expectations. The essential ingredients of the organizational speech has homogeneity of perspectives, which establishes fascination for the present, which alienates the worker from its previous history and from its future perspectives.

In this context, the work is the priority experience, in which the prevalence of spectacular action overlaps more reflexive ways. It must be remarked that, the process is featured by continuous reciprocity in pathological search, in which it does not dissociate time of work and time of non-work. In this condition, the control was transferred to the individual, being he entitled to the choice of 'do performances' [8], oriented to meet social expectations, for not be viewed as human scrap [23].

The worker in this condition becomes a docile body [35], in which the dreams coexist with nightmares [25,26], what may generate the consent of perverse actions, impregnated by search for perfection.

Quantophrenia: Inculcation of Senses in an Illusion of Domains

In order to keep alive the productive tension, the organization is a quantophrenic structure [8], because it transforms everything into mathematical language, since that, in that way, the calculation suggests domain. The organization's memory is usually quite selective in relation to its own speech [27]; however, inflated by the spirit of controlled and instrumental rationality, the organizations seek to control their actors through identification with a project. In this condition, the narrative transmits a circumstance of illusory power for its actors. The frustrations are inevitable, because the fantasy is never consistent with the experience. However, the organizations exercise a technological rationality that generates the control of the world by the reason [3].

This organizational aspect opens fatal possibility for invasion and domination of instrumental rationality. This mathematical logic frames the transformation of arguments in feelings when proposing immersion surrounding the tangible and utilitarianism. In this situation, the speed is an organizational ideology, since it exercises systemic scan of individual's time, space and movement [36].

Immersed in this discourse, the workers will be submissive to the consumption, then, it means to make them a saleable merchandise. The construction of the narrative is backed in the need of conquest and continuous wish. The free time is progressively dominated by worries about profitability and intensity [8]. The work extrapolates the environment and the working day, taking the organizational actors' lives, as well as their families' lives, too. It insidiously impose itself to the actors, driven by immediacy of enjoying ephemeral glory. The transversality of work precariousness starts having perfect adhesion, where the individual begins suffering a permanent disqualification process. Thus, it is subjected to a succession of restarts [17], that generates a standardized life [10], since the idleness is intolerable to it [8].

The paradoxes accumulate themselves in the organizations in weak ties [12] with detrimental effects on the subjectivity [15] and the deep adhesion [8], by perpetrating sweet violence. Currently, the durable relationship between the actors and the organization no longer exist. In this new modelling, the discontinuity starts ruling the dynamics, symbolizing the own inevitable, by expanding the sensation of disposability and the need to be flexible, floating, multifunctional and multipurpose.

These marks of transformation elaborate 'kits of standard profile' [26], what signals the spectacularization of life, reinforcing the finding that the 'be', who had lost space 'have', now renegaded due to the 'look like' [27]. In this perspective, the organizations become a potential resource of career, a repository of opportunities to get a job, challenges and knowledge. Contaminated by this spirit, the organization requires the deep adhesion of the worker [8], in fact, an artifice to appropriate its qualities in the present.

In this condition, the actors endeavor to satisfy an abstract entity in which they are alone [9], driven by a quota of sacrifices consented [35]. The quantophrenic paradigm [8] consolidates itself in the eternal dissatisfaction, since, fearing for functional stability, the triumphs are temporary and the linearity of career no longer exists. In this condition, each actor must give continuous evidences about its utility and profitability [8], adopting receptive passivity and dramatization based on a symbiotic relationship [9].

Analysis Methodology

The research corpus refers to the discourses given by the Human Resources area and that are present in websites and promotional material from five big transnational industrial companies operating in Brazil [37]. This is an exploratory and descriptive research with qualitative approach, because it works with discourses and opinions, having procedures of rational and dialectic nature for best comprehension of the phenomenon complexity. The analysis had as emphasis the attractiveness strategies present in the discourses of these organizations, in the Human Resources area, for hiring future talented professionals.

The sample was obtained from selection of thirty largest transnational companies, in several Economics sectors. Subsequently, it was opted intentionally for the choice of one company from each sector, considering their presence in international business. The study analyses the language present in the discourses of human resource departments from the transnational companies selected in a temporal cut of information contained in the referred websites, in the period May 2014 until June 2015. In this condition, this article aims: (i) Analyze the organizational speech and the modelling of apprehension of talents using the seduction as a capturing strategy; (ii) Analyze the violence hidden in the discourses of the investigated organizations; and (iii) Evaluate the speech categories and their resonances associating them to the theoretical construct.

Considering questions as information security and exposure of these investigated companies, it was opted for non-disclosure of their names. It should be emphasized that, the study object is parameterized in the checking of the speech fragments from these companies, with construct of the phenomenon which condensate in the organizational acting. In this perspective, two speech categories are analyzed, according to the exposed in the Table 1 following:

Category of analysis	Category characteristics
The seduction, gathering, subtle and seductive resources of control and adherence to the project by means of devotion to the performance, excellence and permanent success.	Capture/ manipulation of affections and adhesion; life plan, career; feeling of belonging; adherence to the success; recognition; equality of opportunities; feeling of fullness; source wish; shelter of illusion; social visibility; status glamorous; and dissemination of the speech of participation.
The discursive disguised violence, represented in participates and hostile organizational policies of overload and precariousness of work contract, hidden in discursive disguises, like autonomy of working time, career, status and professional independency, in which the arena of domination is the own subconscious.	Dissolution of professional and personal frontiers; utilitarian relationships, individualization; entrepreneurship; competitiveness; status; a unique place; exclusion of discordant voices; precariousness; excellence culture; false autonomy; kidnapping and capture of subjectivity; perfect opportunity; preservance in the idealized image; speech to great configurations; creative imagination; ambitious for prestige.

Table 1: Analysis of categories.

In this article, the fragments are structured by means of differentiated elements of speech and information from 'individuals'. The opportunity is to succeed in endowing with materiality the senses perceived and assumed in this 'language', in the search for unravel the seduction and violence, reveals the great importance of it. Thus, it is noticed that, the analysis presented here is structured in the actors' perceptions and are not isolated, but categorized in the dramatizations of organizations that comes alive and dynamicity of the acting practices institutionalized in this reality, however, only as a discursive production.

Discursive Production of Organizations

For achieving the objectives, it was assumed the reference from organizational studies and analysis of discourses present in the process of staff recruitment. With posterior survey, interpretation and categorization of these discourses with special focus on the language present in the human resources communication instruments from the companies researched. Therefore, the surveyed discursive sequences are presented following:

Sd01: Alpha Organization

Have you ever thought of working in a solid, well-succeeded company with strong global presence? What about? Working here is having opportunity to build not only major projects, but also great professionals. It provides to its employees opportunities for career and professional growth. We are not afraid of unexplored terrains. On the contrary, we face the unknown as an opportunity for learning and evolution. Having the life as priority commitment. Our philosophy of remuneration per performance provides equal possibilities of growing to our employees, independent on length of service (Emphasis added).

Sd02: Beta Organization

The professional development takes account of three personal dimensions: Challenges, Training and Coaching. The organization invests in qualification and development of its professionals. Internal recruitment is given first priority, whenever new opportunities emerge, in order to encourage employee professional growth within the company itself, thereby adding value to internal resources. The professionals of the organization are encouraged to be entrepreneurial and to look to the future. Employees have management freedom and independence over their own projects throughout the entire company. People are appreciated for their initiative and ability to work as a team, their overview of the organization and markets, their customer focus and their pursuit of continuing education. The organization seeks employees who have a passion for what they do and work to make sure that everybody feels committed and fulfilled. (Emphasis added).

Sd03: Delta Organization

The administration of our human resources is carried out in a transparent way, meritocratic, with focus on the appreciation of leaderships, as well as individual and collective talents. The human capital is essential part in the Organization strategy. We encourage talents, value the experience and promote people management based on transparency and ethics. Living Well is the quality of life program for the organization's employees. In the organization, initiatives are developed, which aim to improve health conditions both inside and outside the work environment. The promotion of diversity and respect to the human being are the registered marks of the organization. The selection of applicants follows the highest excellence standards in human resources. (Emphasis added).

Sd04: Gama Organization

If you are seeking opportunities to develop your full potential in a company with focus on innovation, high performance and that appreciates diversity, come on and be part of the organization's team. The organization is an international company, who makes ongoing investments in technology, equipment and physical premises. However, it is to the persons, that it attributes its most valuable asset, which the company dedicates its more special attention. The employees have access to the development resources needed to the highest levels of performance and enabling that the entire apprenticeship be linked to the company's strategies. The Internal Recruitment Program is designed to motivate and value employees, providing development opportunities and the possibility to broaden their professional horizons. The company leverages the information gathered to change policies, procedures, and programs, aiming to keep staff engaged and satisfied (Emphasis added).

Sd05: Omega Organization

Our aim is to improve people's lives, by improving the agribusiness and food production chain. The organization offers to the workers opportunities of apprenticeship and growth in order to help them gain job skills and leadership qualities needed to attain their full potential. Keeping the integrated and decentralized operations means to guarantee equilibrium between the efficiency of a global company and speed of a local firm. The organization supports professional development opportunities that strengthen existing skills, build new ones, and explore ways in which individual talents contribute to the

whole. It is an organization's global priority, provide the company, at all levels, with diverse talents, motivated and committed, who have skills, values and expertise adequate to the position, in order to deliver differentiated performance and results to the business. In the organization, there are many career opportunities and many paths to the success. If you share our values, so it is likely that there is a career plan for you within the organization. (Emphasis added).

The seduction contained in the Human Resources speech

The seduction promoted by power fantasies stimulates adhesion to the organizational project, creating instances of psych-social domain, in which the individual is called to recognize the organization as catalyst of success, performance and existence possibilities. In this dynamics, the discourses reverberate the domain instance that co-opts in a playful way and idealized when the speech from Alpha Organization urges, 'Have you ever thought of working in a solid company?', and in the Beta Organization discourse: 'seeks employees who have a passion'. Working in this perspective has become an imagination and passion exercise. Seduced by this condition, the actors are committed in a psychological state that links them to the organization.

The organization image becomes fundamental for building the employee image [38], consequently, they materialize in the Alpha Organization's discourses: 'solid company with strong global presence', in Gama Organization: 'an international company' and in Omega Organization: 'it is a global company', putting itself under condition of omnipresent World Company. The individual, caught in the trap, accepts the authorized voice and its symbols, taking these practices as its, living a narcissistic illusion of omnipotence. Without realizing, it has already been seduced by the condition of belonging to the club of rare people [25-26]. However, based on this approach, it wonders, how to be solid in a liquid world?

Based on ideological premises, the organizations utter discourses that indicate to transcend the mere fact of producing goods and services to establish themselves as mediator and bearer of the actors' life purposes. In this condition, Alpha Organization regards itself as bearer of 'growth possibilities to our employees'. The Gama Organization affirms to offer 'opportunities to develop their full potential'. On the other hand, Omega Organization intend itself as owner of: 'opportunities of apprenticeship and growth in order to help them gain job skills and leadership qualities needed to attain their full potential.' based on this utilitarian logic, an artifice is established for appropriating of the actors' qualities, today.

The imaginary perfection settles in the organizational discourses by promising a life condition. Alpha Organization announces, 'the life as priority commitment', while the Delta Organization predicts, 'to improve health conditions both inside and outside the work environment'. A career project: Beta Organization expresses, 'internal recruitment is given first priority', and Alpha Organization: 'provides to its employees opportunities for career and professional growth'; and the adherence to the success, is reinforced in Gama Organization's discourse: 'be part of the organization's team', while the Beta Organization utters, 'employees have management freedom and independence'. Moreover, all these things happening in an environment 'based on transparency and ethics' (Delta Organization). The discursive evidences signal the search for actors' adhesion to prevent any deviations in face of all this magnitude proposed.

However, besides discursive constructions, 'the bond depends on a 'glue' as uncertain as the performance, results and easiness of relationship [39]. The seductive speech based on a pseudo-freedom to manage and transform its career hides the precariousness of relationship, since it settles in only if the actors achieve 'the highest excellence standards' (Delta Organization) proposed by the human resources department. Under this aegis, the bond will depend on the actors' skills to reproduce in their daily actions 'the equilibrium between the efficiency and velocity' already reached by Omega Organization. The intensity of this premise is reinforced by Gama Organization when it affirms that, 'the company leverages the information gathered to change policies, procedures, and programs, aiming to keep staff engaged and satisfied'. In this perspective, it is noted that the control modulates the life unlimitedly.

The sweet violence hidden in the Human Resources discourse

In the organizational drama, the persuasion is indispensable for legitimating the Speech. In this dynamics, the actors are caught in their own trap of desires [40]. In this arena, a game is proposed, in which the actors beg for domination, since it is more worthwhile and pleasant to the palate [8]. This pact proved itself fragile; however, the actors surrender to themselves and to their pulsatory flow [8].

The persuasion contained in the discourses is evidenced when the organizations self-proclaim, 'our aim is to improve people's lives' (Omega Organization); kaleidoscope of success 'we have many paths to the success' (Omega Organization); omnipotent centralism, 'we are not afraid of unexplored terrains' (Alpha Organization); and passport to the collective belonging, 'individual talents which contribute to the whole' (Omega Organization).

Before the pragmatism of utility, the discourses promote the sweet violence, when promising development possibilities and achievement of 'me' through the organizations. As it is described in the discursive sequences, 'develop its potential with a challenger and dynamic work' (Alpha Organization) and 'the employees have access to the development resources needed to the highest levels of performance' (Gama Organization). These propositions suggest the actors' incompleteness far from this 'protector bosom', thus, needing the organizational guardianship to, finally, become someone. This guardianship is evidenced in the discursive sequence from Gama Organization, 'the entire apprenticeship be linked to the company's strategies'.

The instrumental rationality is showed with all their aspects in the discourses. It knows that, when present, denies all that is human. This invasion and domination of instrumental rationality restrict the actors to become profitable. This dynamics is so porous that allows qualifying the human beings paradoxically in: human capital (Gama Organization); internal resources (Beta Organization); the most valuable asset (Gama Organization); human resources (Delta Organization); collaborators (Delta Organization); and great professionals (Alpha Organization).

The innocent violence practiced by the Organizations, dully justified by certified experts and strategists with proven experience [8], is manifested when establishing a state of alert that points an eminent risk, whose danger might be avoid only through the efficient and attentive posture of each employee. This vaunted risk is diffuse, hindering the specific attack to the threat, thus demanding constant surveillance and investments without respites in maintenance of competences acquired, as well as the new ones. Upholding this

premise, the Omega Organization says it supports 'the professional development opportunities that strengthen existing skills, build new ones, and explore ways in which individual talents contribute to the whole'. Corroborating what was exposed, the Beta Organization defends 'the continuous learning'.

The posture of common employee no longer meets expectations, reason why the Beta Organization works 'to further encourage employee's professional growth', that for it means 'to be entrepreneurial and look to the future'. The entrepreneur has been built as a model of heroic life because it summarizes a life style [40]. The myth of organizational entrepreneur legitimates the illusion for the employee projected to the status of business owner.

Compliant with the thought of extraordinary performance, it establishes the 'remuneration per performance' (Alpha Organization). In this condition, remuneration is directly linked to the meritocratic. Only the individual will have the merit for its success, as well as the failure might be attributed only to it. Then, conditioned to turn success in an obligation. Being necessary, to be more effective and productive in order to survive [8].

The uninterrupted monologue shapes the daily life, the organizational actors are summoned to the mobilization of the 'ideal I', which for Beta Organization is manifested in a context that 'everybody feels committed and fulfilled'.

In this perspective, it is noted that it is not enough acting in a committed way, it becomes imperative to feel. Then, the organization promotes a domination system and psychic dependence [9] which subjects to a resonance from an ideology that hides the conflict and the relations of domination.

With a speech in which the violence is marked by the subtlety, the Omega Organization professes, 'if you share our values, so it is likely that there is a career plan for you within the organization'. The exclusion of discordant voices is definite, because, there is only one place if there is total sharing of values, promoting the individual's desubstantialization [6]. This aspect reveals conditions of human abandonment creating the bases for sublimation [16]. The price to be paid for inclusion in this immeasurable totalizer dynamism is that, the individuals must obey the imperative objectives of the whole system [41].

Final Considerations

The research enunciates that the speech disseminated by the Human Resources of companies is centered in organizational competences, becoming the competence individual attributes at the mercy of the modeling established in a singular aesthetics of omnipotent corporative power. The social imagination is a way to represent for us what we are, what we want to be, what we want to do and in which kind of society and organization we want to intervene or exist [42].

In a concise way, the discursive sequence extrapolates the restricted aim when hiring and attracting talents, because takes hold of a seductive narrative that engenders a meaning over and above the functional use present in the organization relationship and people [43]. The study solidifies, without reductionism, the speech of sweet violence hidden that exposes a great archetype centered in the organizational image [44]. It is noticed that factual configurations are sufficiently elaborated and the repertoires much considerable to be installed as mediators and bearer of purposes of these actors' lives [45]. It is also noticed that, the discourses promote the sweet violence by promising

development possibilities and achievement of 'me' through the organizations [46]. The individual, caught in this trap, will accept the authorized voice and its symbols, taking these practices as its, living the narcissistic illusion of omnipotence.

The reality pointed through the discourses analyzed expresses that the refusal to adapt to the ideal types will not be accepted [47]. The speech is structured in an imaginary project and common ideal, which confers to the organizations an aura of exceptional, transmitting the sensation that there is life only among its 'walls' [48-51]. It is also noticed the evidence of capturing individuals to make available the emotional life for the company, to apprehend their time and their competences [52]. In counterpoint, the phenomenon is comprehended as imprisonment of this alienating trap, in a framework of co-optations, which might turn people's lives into loneliness, a conformism present in dedication to the company.

Based on the theoretical framework used in this article, it is worth mentioning that the phenomenon is not singular condition of these companies, since it has become the dominant fad in the field of the corporate world. On the other hand, it is also worth mentioning that many individuals yearn for taking part of this environment. It is concluded that, there is no way to resist to the obedience to this strength of love, even being aware that it is not perpetual, and has certain validity.

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