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## ***The Nescafé Policy: A Civil War, "Cold" or "Hot", Could End Argentina***

As long as the general population is apathetic, passive and oriented towards consumerism and hatred of the most vulnerable, the powerful will be able to do whatever they want, Chomsky himself said in 2018 about the effects of the dizzying process that occurs to me to describe as Nescafé politics.

Is civil war coming?



A possible key to understanding how and why Argentines find themselves on the very edge of the precipice is what I dare to call the effects of the Nescafé policy. It is a way of

doing politics – I will return to the idea later – from the instantaneous and the soluble, which has long been installed in the bowels of this society, in its institutions and among its civil actors.

This is the way that allowed a psychiatrist like Javier Milei to settle in the Casa Rosada with the intention of fulfilling the plans of his puppeteers: the marginal and lumpen vernacular bourgeoisie associated with the system of economic and financial power in the United States.

Argentina is facing the serious risk of a civil war with characteristics typical of the 21st century, in short, updated legacies of that internecine violence that subjugated the country from its beginnings as an independent Republic.

Yesterday...



### Justo José Urquiza

It should be noted that more than 40 years had to elapse from 1810 for the fate of the Argentines to be sealed with the battle of Pavón, in the province of Santa Fe, until the present day?-, when the army of the port of Buenos Aires led by Bartolomé Mitre prevailed in a strange military outcome over that of Justo José de Urquiza. clearing the way for national organization and the end of separatism between the Argentine Confederation and the province of Buenos Aires. It happened on September 17, 1861.

This was the beginning of the current Argentine model, oligarchic, dependent first on the British empire and then on the United States, exporter of its fertile agriculture and its wealth of natural resources.

Of course, the violence, "the war within," did not stop. After Pavón, the historian José María Rosa recounted in 1964, the oligarchic trumpeting announces the great victory... Sarmiento, from Buenos Aires, wrote to him on September 20: "Don't try to save the blood

of gauchos. This is a fertilizer that must be made useful to the country. Blood is the only thing they have of human beings."



And this "organizing" violence continued with the extermination of the Ranqueles and other indigenous nations, in order to extend the frontiers of the latifundista economy, at the end of the nineteenth century...

With the bloody repression of the workers at the beginning of the 20th century – for example the Tragic Week in Buenos Aires, in January 1919, during the radical government of Hipólito Yrigoyen and with a young officer named Juan Domingo Perón in the arsenals of the repressive forces...

With a policy of systematic persecution of anarchist militants, which reached its peak in the execution of the legendary Severino Di Giovanni, on February 1, 1931, an event about which Roberto Arlt, one of the great Argentine writers, left us a memorable chronicle...



The bombings of '55: hatred went unpunished

With a history of persecution, imprisonment and massacres of left-wing political, trade union and student leaders for decades, a process that registered at least four tragic cases

that speak for themselves: the bombing of the Plaza de Mayo in 1955; the execution of Peronist militants in León Suárez (province of Buenos Aires) on June 9, 1956, masterfully narrated by Rodolfo Walsh in his work Operation Massacre; the illegal repressions of the Triple A during the constitutional government of Isabel Perón, and the bestial genocide perpetrated by the last civic-military dictatorship from March 1976... expressly and tacitly claimed by the government of the deranged Milei.

That macabre dance of blood and violence that encloses Argentine history is expressed in the origin of its own literature, as explained by the academic, critic and novelist David Viñas (1927-2011), when he points out that it was born with a rape, that of the unitarian in the hands of supporters of Juan Manuel de Rosas, in the fictional text El Matadero by Esteban Echeverría, Published in 1871, 20 years after the death of its author.

Today...



Axel Kicillof

On February 13, the newspaper Página 12 reported: Since the end of last week, a version has been circulating on social networks that speaks of an alleged pact between the governor of Buenos Aires, Axel Kicillof, with his counterparts from Córdoba and Santa Fe, Martín Llaryora and Maximiliano Pullaro, to activate the Pact of San José de Flores and lead a provincialist rebellion against the national government. What historical fact does the mention of a Pact of San José de Flores refer us to?

On November 11, 1859, Mitre and Urquiza signed the Pact of the Union of San José de Flores, with which Buenos Aires joined the Confederation. As we have already seen, in 1861 everything ended between rifles and cavalry, in Pavón.

This Monday, February 26, another newspaper - Infobae - states: The dispute between the national government and Chubut (a Patagonian and oil-producing province governed by a

leader of the right-wing party founded by former President Mauricio Macri, now an ally of Milei) over funds withheld from the co-participation (those that the Nation must send to the provinces) escalated this weekend. From the United States, where he traveled to show off at a conservative summit, the president, Javier Milei, once again lashed out at Governor Ignacio "Nacho" Torres and the Patagonian responded...

In the midst of his madness and psychiatric hallucinations – in a low voice in Congress there are those who are already thinking about a trial for insanity against the president – Milei always resorts to insults such as human excrement, criminals, corrupt people and thieves to qualify the opposition, his own legislators who question him and anyone who thinks differently.



Nacho Torres' response to Milei: "Send me to the Gendarmerie, put me in prison."

On the other hand, from Chubut and in principle with the agreement of other governors close to the national government itself – including the mayor of the city of Buenos Aires, Jorge Macri, Mauricio's cousin – its governor threatens to cut off the energy supply from that province and of vital importance for densely populated areas of the country...

Tomorrow...?



Javier Milei

Milei carries out the orders of his constituents: to leave society in the hands of the market, to dismantle the State, to dismantle all policies of national sovereignty in the economic, political and educational-cultural spheres, and to subjugate the rights that the Constitution provides for the provinces, all with a fatal consequence: the impoverishment of the social majorities.

So, who knows, will the guns return among the Argentines? Said like this, it sounds risky, but it is not impossible, after a rebellion of the provinces eventually intervened by the federal power.

Faced with such a scenario, the national government has the Federal Police, the Gendarmerie – in principle a kind of border guard but for years applied to urban repression tasks – and the Naval Prefecture, in principle a coast guard force. Also with the Armed Forces, but who can guarantee that both would behave in a monolithic, disciplined way, without splitting?...



Argentina repression



And are the provinces disarmed?

They do not have Armed Forces – they do have bases of one or the other in their jurisdictions, and in the case of fractions anything could happen – but in addition each of them has its own police forces available, some of them very powerful, such as the one in the province of Buenos Aires, and all of them crucial connoisseurs of the territories, both because of their legal deployments and because of their complicity with organized crime and drug trafficking. areas in which U.S. intelligence services and security agencies, especially the DEA, have a significant presence.

The materialization of the newly developed hypothesis would put the country in a scenario of hot civil war, but it is very likely that the economic and political forces themselves – local and foreign – interested in the Lebanization or Balkanization of Argentina prefer a cold modality, which is expressed in political, jurisdictional and administrative reformulations from the forced and modifying functioning of the Constitution itself. under a permanent cloak of underhanded social and political violence.

On February 24, the newspaper La Nación – with the media of its group, those of the Clarín Group and others, shameless defenders of Milei and the ultra-right – reported the following:

The national deputy of the opposition Union for the Homeland (UP) and former candidate for mayor of the capital city, Leandro Santoro, shared a stark warning of what he believes could happen if the conflict between the governor of Chubut, Ignacio Torres, and President Javier Milei over the transfer of the co-participating funds continues. The legislator suggested that the "dismemberment of Argentina" could happen..."I said that this ends in the balkanization of Argentina. The dismemberment of the country. What happened to the Yugoslavs could happen," said the political scientist who graduated from the University of Buenos Aires.



In one way or another, the dream of the big corporations would be realized, and behind it is Washington, the plenipotentiary capital of the investments of U.S. companies in strategic economic areas and their local servants, the already characterized marginal and lumpen vernacular bourgeoisie.

A former Argentina then divided into new jurisdictional formulations in order to map its wealth and strategic resources. For example: the humid pampas, their agri-food production and their ports in the hands of the companies themselves – as has been the case for years; the northern Andean provinces with giant lithium reserves, in the express sights of the United States; the oil and South Atlantic companies; and the Andean mining companies and those that keep large reserves of water and biodiversity in their regions...

Nescafé...



It is the brand with which Nestlé, the Swiss mega food corporation, markets its instant and soluble coffee globally, a modality to which I appealed here to rehearse some ideas about the reason for the current Argentina governed by a madman and in danger of dissolution.

Well, instantaneous and soluble are the social and political practices of the latest generation, in this digital 21st century, of social networks and Artificial Intelligence, a device that in the traditional media and large platforms operates – as the American scientist and intellectual Noam Chomsky recently wrote in The New York Times – as the greatest thief of intellectual property in history.

As long as the general population is apathetic, passive and oriented towards consumerism and hatred of the most vulnerable, the powerful will be able to do whatever they want, Chomsky himself said in 2018 about the effects of the dizzying process that occurs to me to describe as Nescafé politics.



El artículo [Qué es eso del síndrome de Houdini](#), de Roberto Gutiérrez Alcalá y publicado el 5 de febrero último por la Gaceta de la UNAM (Universidad Autónoma de México), nos alumbra en forma notable con algunas ideas que pueden ser útiles a la hora de explicarnos a la- digámosle categoría- política Nestlé.



#### Emotional escapism

On the Internet we can read information about the supposed Houdini syndrome, which would consist of the inability or avoidance of establishing deep and lasting emotional bonds with another person...

However, this so-called "syndrome"... it is not a pathology recognized by science...

Ricardo Trujillo Correa, from the Faculty of Psychology of the UNAM, points out: "In any case, we find the psychopathologization of everyday life... It's a way of not taking responsibility for one's own life..."

In the terms of liquid love proposed by [Zygmunt Bauman](#), we live in a time in which we touch the other in a superficial way, because going deeper into them is scary, boring and/or tiring. In fact, if we look closely, as Walter Benjamin said, today's world has been designed in the logic of the shopping mall, to be in constant transit, not to remain. For example, TV shows or videos on Instagram or Facebook are designed so that we see and hear not a broad and deep discourse, but a short and fast one. This brings us into what could be called the memization of culture, through which we are always transiting on the surface and in the immediate.

Trujillo Correa recalls Don DeLillo's novel "Cosmopolis," in which a young billionaire lives in a limousine equipped with television screens and computer monitors: there he eats, has sex, attends to his business... and from time to time he goes down to the street to walk

while the limousine follows him, in a metaphor for the existence of those who are everywhere and, at the same time, nowhere...

French-Israeli sociologist and writer Eva Illouz, author of the book *Frozen Intimacies*, undertook a qualitative investigation of interventions on dating apps such as Tinder and found that part of the logic of looking for a partner on these types of apps is associated with the logic of the market. You go to the market and select: this yes, this no; This suits me, this doesn't suit me. In this way, instead of a personality, what you see in the other is a consumer product. But you also become a product and then the dynamic is reversed for you. In other words, you are not only the searcher, the buyer, but also the sought-after, the product...

We are then faced with a social behavior that accounts for the current stage of the capitalist-imperialist system, which is that of the commodity as a totality, a sort of new dictatorship that dehumanizes in ontological terms and has a political expression of maximum, which in Argentina was synthesized with the emergence of a psychiatric hospital at the summit of political power. by the work and misfortune of those instantaneous and soluble vows.

But is the traditional political spectrum – on the right and on the left – only a victim of this process, or does it also play the objective role of also being the cause and responsible for it?

It is, moreover, tenable to affirm that they are part of the second formulation and the most serious thing about the panorama is that the Nescafé policy infected the self-titled national and popular or progressive actors – words do not matter in this case – who due to their theoretical shortcomings, opportunism, corruption and incapacities smoothed the path to the government of this psychopathological ultra-right experience that can lead to tragic scenarios... And here and in this regard it is unavoidable to quote one of the most important Argentine essayists, [Ezequiel Martínez Estrada \(1895-1964\)](#), who in *La literatura y la formación de una conciencia nacional- Para un revision de la letras argentinas* (Losada, Buenos Aires, 1967) stated: parody is our tragic destiny.

And finally, a brief, but disturbing apostille that a few days ago the lucid professor, graduate in History and PhD in Communication from the National University of La Plata (UNLP), Carlos Ciappina, published on his social media accounts:

Unbearable hypothesis: Could it be that Milei discovered the true heart and soul of the Argentine majority?



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