

## **WHAT FICTION CAN TEACH US? Making the case for Utopian Analysis**

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## **Introdução**

Utopia was deemed obsolete after the “end of history” (Fukuyama, 1992), yet the desire for better futures persists. This paper argues that fictional narratives, such as the Fallout series (2024), activate utopia as a critical method to expose contemporary social tensions. Rather than offering a perfect model, fiction projects contradictions, desires, and fears, revealing ideological limits and opening space for imagining alternatives.

## **Problema de Pesquisa e Objetivo**

How can utopia, articulated in audiovisual fiction, help us address contemporary social dilemmas? This paper proposes Utopian Analysis as a method for interpreting fiction, identifying structural antagonisms, social exclusions, and collective desires that shape organizational imaginaries and restrict the construction of desirable futures.

## **Fundamentação Teórica**

Drawing on Jameson (1982, 2005) and Levitas (2013), we explore utopia as a form of political unconscious and as a sociological method. We incorporate debates on future-making (Wenzel et al., 2020), nostalgia (Fisher, 2020), and consumer utopias (Kozinets, 2019), arguing that (dys/u)topian fictions reveal both the limits and yearnings of contemporary imagination. Utopia here is a critical and affective way of thinking, not a final plan.

## **Metodologia**

We adopt an abductive interpretive approach. Both authors independently watched the Fallout series (2024) while recording reflections in episode-specific diaries. Two interpretive meetings allowed us to identify three analytical categories: corporate logic, social stratification, and utopian cracks. We draw on Jameson’s narrative horizons and Levitas’ vectors of utopian method to interpret the series’ ideological tensions.

## **Análise dos Resultados**

Fallout portrays fragmented futures shaped by corporate domination, collective resistance, and technocratic ideology. It denounces the privatization of survival, the manipulation of time as power, and the use of nostalgic aesthetics to justify inequality. Yet, acts of care and emergent communities expose fractures where utopian desire and alternative futures can still take root.

## **Conclusão**

Fallout stages a conflict among competing (dys/u)topian visions. Through Utopian Analysis, we show that fiction reveals ideological constraints and blocked possibilities while also opening space for imagining alternatives. Utopia, in this sense, offers no fixed solution but functions as a provocation toward social transformation and critique of the normalized absence of alternatives.

## **Contribuição / Impacto**

This paper proposes Utopian Analysis as a method for organizational research, expanding how we engage with fiction, aesthetics, and critique. By positioning fiction as a space where social imaginaries and ideological constraints are made visible, the paper contributes a novel approach to understanding how organizations and society construct, limit, and contest possible futures.

## **Referências Bibliográficas**

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