

## The Psychological & Medical Anthropology Seminar Series at UC San Diego Presents:

### The Politicization of Psychologization: Cognitive-Behavioral Therapy in Ho Chi Minh City, Vietnam

The increasing influence of cognitive behavioral therapy (CBT) has made counseling centers in post-reform Vietnam the site of an intensive reconfiguration of the interior self. Counselors argue that CBT's customizable focus on problematic behaviors is more culturally compatible for patients who are unaccustomed to more open-ended psychotherapies. Yet the very work of self-compartmentalization requires a broader questioning of personal and cultural identity as counselor and client alike must negotiate the cultural forms that assist and resist the internalization of CBT principles. I argue that psychologization in Vietnam is achieved through a reworking, not a replacement, of Confucian and socialist models of the self. The process of recasting everyday life, personal crises, and social relationships in a psychic register through CBT techniques politicizes them by denaturalizing and delegitimizing Confucian and socialist regimes of selfhood.

**Monday January 13, 2020; 9:30am – 11:00am**  
**Social Science Building 107**



Allen L. Tran received his Ph.D. in Anthropology from the University of California, San Diego and is an associate professor of anthropology at Bucknell University. He is primarily interested in the areas of cross-cultural psychiatry, global health, critical phenomenology, and development and teaches courses on anthropological theory, medical and psychological anthropology, and Southeast Asia.