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THE MOVIE L'OUTSIDER AND THE STORY OF JÉRÔME KERVIEL: AN EXAMPLE OF CONTRIBUTION OF CINEMA TO AN ANTHROPOLOGY OF FINANCIAL MARKETS

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L'OUTSIDER OU L'HISTOIRE DE JEROME KERVIEL: UN EXEMPLE D'APPORT DU CINEMA A UNE ANTHROPOLOGIE DES MARCHES FINANCIERS. L'OUTSIDER OU L'HISTOIRE DE JEROME KERVIEL: UN EXEMPLE D'APPORT DU CINEMA A UNE ANTHROPOLOGIE DES MARCHES FINANCIERS

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Abstract: Contemporary of shareholder capitalism, the movie Wall-Street [1987] by Oliver Stone inaugurates a long list of recent movies which proposes a critical look to finance. We think of these other movies: The Wolf of Wall Street [2013] of Martin Scorsese, The Big Short [2015] of Adam McKay... In France, L'Outsider [2016] deals with a story largely told by the media: that of Jérôme Kerviel ex trader and a former employee of La Société Générale. Analyzing this movie, we shall show that it contains a good illustration of trader's work in the world of finance with several teachings. First of all, the movie questions speeches on the rationality of the actors. We see: i) traders who mobilize questionable means as technical analysis to help them in their decisions; ii) an activity on the market generating of stress evacuated by childish collective behaviors. We understand that there is a high risk for traders of switching into pathological behavior such as those observed in the case of gambling addicts. At a second level, the film speaks of a violation of the rules of good practices, deviation of behavior common among traders using illegal means to make more money.... Deviance is approached as a sociological theme. It is a collective activity considering the management systems implemented by the bank to push the traders to the performance at least as guilty as the traders themselves.

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