

VEDRINA PSIHIJATRIJE i njeni otmičari

„Na delu je velika podvala. Standard je uzdignut u vrednost, uz tvrdnju da standard znači kvalitet. Mekdonaldizacija dovodi do urušavanja medicine, prosvete, nauke i snižava njihova postignuća. Nastaje nova realnost u kojoj lečivo postaje nelečivo, učivo nenaučivo, a nauka se transformiše u industriju za generisanje intelektualnog šuma. Ne manje važno, standardizacija obezličava međuljudske odnose.”

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Prikaz knjige: *Vedrina psihijatrije i njeni otmičari*

Autor: *dr sc. med. Saša Branković*

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Nova knjiga, *Vedrina psihijatrije i njeni otmičari*, čiji je autor dr Saša Branković, predstavlja dragocen i autentičan doprinos savremenim razmatranjima koja se tiču psihijatrije i mentalnog zdravlja. Kao iskusan kliničar i naučni istraživač, autor u knjizi objedinjuje bogato praktično iskustvo, naučno utemeljena saznanja i humanističke principe svoje profesije. Delo ujedno svedoči o intelektualnoj hrabrosti da se postave neprijatna pitanja i o slobodi kreativnog uma da ponudi moguća rešenja za unapređenje psihijatrijske prakse.

Knjiga predstavlja kritički osvrt na probleme savremene psihijatrijske prakse i ukazuje na urušavanje nekadašnjih civilizacijskih dostignuća u medicini pod pritiskom lukrativnih interesa i institucionalnih mehanizama. Na dokumentovan način, pozivajući se na relevantna istraživanja, autor pokazuje kako su uski ekonomski interesi farmaceutske industrije, preko najviših autoriteta svetske psihijatrijske zajednice, kroz standardizaciju prakse nametnuli izvestan redukcionizam u dijagnostici i terapiji. Time je psihijatrija transformisana iz svetle, humanističke discipline posvećene otklanjanju psihičke patnje kroz razumevanje individualnih specifičnosti pacijenta u uslužnu delatnost koju obeležavaju pojednostavljeno dijagnostičko zaključivanje i rigidni terapijski protokoli. Branković analizira, oslanjajući se na terminologiju Maksa Vebera, kako je vrednosna racionalnost, utemeljena na humanističkim načelima, zamenjena hladnom instrumentalnom racionalnošću neoliberalnog kapitalizma, koja redukcionistički standard proglašava merilom kvaliteta. Taj proces, koristan za profit, ali nikako za one koji se leče i one koji leče, autor duhovito naziva „mekdonaldizacijom“ psihijatrije.

Posebno je upečatljiva autorova distinkcija između psihijatrijske moderne – perioda vedrine, uspeha i optimizma u tretmanu mentalnih bolesti – i psihijatrijske postmoderne, koju obeležava sumorna i sablasna predstava o neizlečivosti oboljenja i nužnosti dugotrajnog, često doživotnog tretmana. Posledice takvog pristupa, prema Brankoviću, alarmantne su: ono što je nekada bilo izlečivo danas se proglašava neizlečivim, dok nove etičke norme čak dopuštaju eutanaziju mladih pacijenata koji boluju od depresije. Na taj način autor proširuje kritiku sa same psihijatrije na širi civilizacijski okvir, ukazujući na urušavanje temeljnih medicinskih i društvenih vrednosti.

Pored analitičke dubine, knjiga se izdvaja jasnim i pristupačnim stilom, oslobođenim stručnog žargona. Iako je formalno napisana u formi eseja sa brojnim referencama, čita se gotovo „u jednom dahu“. Autor vešto povezuje naučni diskurs sa svakodnevnom praksom, obraćajući se podjednako pristupačno i stručnjacima i laicima. Ovo delo ujedno predstavlja i prvi otvoreni istup

dr Brankovića pred širu javnost, kojim svoje bogato kliničko i naučno iskustvo stavlja u službu svih koji se suočavaju sa problemima mentalnog zdravlja.

Knjiga se posebno bavi problemom stigmatizacije psihijatrijskih pacijenata i erozijom medicinskog autoriteta. Branković hrabro razotkriva institucionalne mehanizme koji su doveli do degradacije struke, ali istovremeno, dekonstruišući mitove i predrasude, nudi nadu i putokaz za obnovu smisla psihijatrije kao autentične discipline posvećene čoveku. Autor se ne zaustavlja na kritici, već predlaže i praktične smernice za humaniju praksu. Njegov glas, iako beskompromisan, odiše nadom da su izlječenje, oporavak i dostojanstven život i dalje dostižni ciljevi medicine, koji ne smeju biti potisnuti interesima moćnika i profita.

Kao dragoceno svedočanstvo o stanju savremene psihijatrije, *Vedrina psihijatrije i njeni otmičari* je ujedno i inspirativna priča o snazi pojedinca da ostane veran svom pozivu i humanističkim idealima medicine. Ona podseća da integritet, znanje i hrabrost – uprkos savremenim izazovima – ostaju temelj istinske medicinske prakse, a njihova reafirmacija ključni je preduslov ne samo za obnovu psihijatrije već i za oporavak društva u celini.

Nikola Lalović

Book Review: „Vedrina psihijatrije i njeni otmičari“

(eng. The Serenity of Psychiatry and Its Kidnappers)

Author: Dr. Saša Branković, MD, PhD

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The new book, „*Vedrina psihijatrije i njeni otmičari*“ (*eng. The Serenity of Psychiatry and Its Kidnappers*), authored by Dr. Saša Branković, represents a valuable and authentic contribution to contemporary discussions on psychiatry and mental health. As an experienced clinician and scientific researcher, author combines in this work his extensive practical experience, evidence-based knowledge, and the humanistic principles of his profession. The work also testifies to the intellectual courage to raise uncomfortable questions and to the freedom of the creative mind to propose new possibilities for advancing psychiatric practice.

The book offers a critical reflection on the problems of contemporary psychiatric practice and points to the erosion of former civilizational achievements in medicine under the pressure of lucrative interests and institutional mechanisms. Drawing on relevant research, the author demonstrates how the narrow economic interests of the pharmaceutical industry, supported by leading authorities of the global psychiatric community, have imposed a reductionist model of diagnosis and therapy through standardized practice. Psychiatry has thus been transformed from a bright, humanistic discipline—dedicated to alleviating psychological suffering through understanding individual patient specificities—into a service activity characterized by simplified diagnostic reasoning and rigid therapeutic protocols.

Relying on the terminology of Max Weber, Branković analyzes how value rationality (substantive rationality), grounded in humanistic principles, has been replaced by the cold instrumental rationality (means-end rationality) of neoliberal capitalism, which elevates reductionist standards as the measure of quality. This process, beneficial to profit but detrimental to both those who are treated and those who treat, is wittily described by the author as the "McDonaldization" of psychiatry.

Particularly striking is the author's distinction between psychiatric modernity—a period marked by serenity, success, and optimism in the treatment of mental illness—and psychiatric postmodernity, characterized by a gloomy and sinister perception of incurability and the necessity of prolonged, often lifelong treatment. The consequences of such an approach, according to Branković, are alarming: what was once considered curable is now declared incurable, while new ethical norms even permit the euthanasia of young patients suffering from depression. In this way,

the author expands his critique from psychiatry itself to the broader civilizational context, pointing to the collapse of fundamental medical and social values.

In addition to its analytical depth, the book stands out for its clear and accessible style, free from professional jargon. Although formally presented as an essay with numerous references, it reads effortlessly, almost in one sitting. The author skillfully connects scientific discourse with everyday practice, addressing both professionals and lay readers with equal accessibility. The work also represents Dr. Branković's first public appearance before a wider audience, in which he places his extensive clinical and scientific experience at the service of all those facing mental health challenges.

The book pays special attention to the problem of stigmatization of psychiatric patients and the erosion of medical authority. Branković courageously exposes the institutional mechanisms that have led to the degradation of the discipline, but at the same time, by deconstructing entrenched myths and prejudices, he offers hope and a roadmap for restoring the meaning of psychiatry as an authentic discipline devoted to human beings. He does not stop at criticism but also proposes practical guidelines for more humane practice. His voice, though uncompromising, conveys the conviction that healing, recovery, and a dignified life remain attainable goals of medicine, which must not be subordinated to the interests of power and profit.

As a valuable testimony to the state of contemporary psychiatry, „*Vedrina psihijatrije i njeni otmičari*“ is also an inspiring story about the strength of the individual to remain true to their vocation and to the humanistic ideals of medicine. It reminds us that integrity, knowledge, and courage—despite contemporary challenges—remain the foundation of genuine medical practice, and that their reaffirmation is a key precondition not only for the renewal of psychiatry but also for the recovery of society as a whole.

Nikola Lalović