







LAUTANTE ET LERIA SUPER INVOLATAE CONCEPTIO  
VULLE LARGI BENEFALTOVM QVOLI SE VLTARVRSI S EXORNATA STD

1604  
2112  
2419  
3055





- Rules

incest



punishment

in the first place



shame

# RULES

- **Rules** only come into play to control those rare actors who refuse to be institutionalized.
- Take the example of **incest**: it carries a legal punishment, but it rarely happens, because the taboo itself is a successful deterrent.
- People avoid incest not because they fear the **punishment**, they do so because they are institutionalized not to want to commit incest **in the first place**.
- In other words, they feel the **shame** and potential cultural isolation.



# INSTITUTIONALIZATION

"Society is a human product. Society is an objective reality. Man is a social product."

