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EMERGENCE OF THE DIALECTIC

An Inquiry of Herbert Marcuse's "One Dimensional Man: The Triumph of Positive Thinking, and One-Dimensional Philosophy."

PREFACE

"Language which the man on the street actually speaks [is] the language which expresses his behavior; it is therefore the token of concreteness. However, it is also the token of a false concreteness. The language which provides most of the material for the analysis is a purged language, purged not only of its "unorthodox" vocabulary, but also of the means for expressing any other contents than those furnished to the individuals by their society."

Herbert Marcuse, "One Dimensional Man"

ABSTRACT

In Herbert Marcuse's "One Dimensional Man," - linguistic analysis "speaks for itself" in order to define its own posture to reality; thus, linguistic analysis must indispensably centralize its posture in "debunking" transcendent concepts - concepts that often contradict the space of established universal discourse. As an effect, linguistic analysis becomes a posture of instituted supposition, an empirically accomplished fact; for Marcuse, such linguistic suppositions also become dangerous negations of the ontological semantic - a purged language, an impoverished language insulated from that which is not expressed *"in it."*

My endeavor is to examine Herbert Marcuse's "One Dimensional Man," concerning "The Triumph of Positive Thinking" and "One-Dimensional Philosophy." As such, this work will examine Marcuse's in-depth assessment of language and the dialectic of authenticity. This writing will be 1) Marcuse's valuation concerning the prevailing meanings, usages and power of "speech" - - Or, what this speech says about the society that speaks it; 2) a study concerning the dynamics of tension between "analysis of universal discourse" and the "vernacular concreteness of behavior;" 3) Marcuse's proposal of alternative prescriptions. As such, these points will illustrate the indispensable need to reestablish (or perhaps reclaim) a dialectic that serves to correctly and mindfully reflect the core consciousness of a particular culture in order to ascertain authentic relations amongst the collective whole. A revelation of concealed knowledge brought to surface that encompasses the core consciousness of a people and thought - a conveyance of knowledge that reflects the seamless connection of self-identity with the whole of humanity thus generating bonds of understanding and authentic collectivity.