

## INTRODUCTION: THE FIVE KEY TERMS OF DRAMATISM

WHAT is involved, when we say what people are doing and why they are doing it? An answer to that question is the subject of this book. The book is concerned with the basic forms of thought which, in accordance with the nature of the world as all men necessarily experience it, are exemplified in the attributing of motives. These forms of thought can be embodied profoundly or trivially, truthfully or falsely. They are equally present in systematically elaborated metaphysical structures, in legal judgments, in poetry and fiction, in political and scientific works, in news and in bits of gossip offered at random.

We shall use five terms as generating principle of our investigation. They are: Act, Scene, Agent, Agency, Purpose. In a rounded statement about motives, you must have some word that names the *act* (names what took place, in thought or deed), and another that names the *scene* (the background of the act, the situation in which it occurred); also, you must indicate what person or kind of person (*agent*) performed the act, what means or instruments he used (*agency*), and the *purpose*. Men may violently disagree about the purposes behind a given act, or about the character of the person who did it, or how he did it, or in what kind of situation he acted; or they may even insist upon totally different words to name the act itself. But be that as it may, any complete statement about motives will offer *some kind of* answers to these five questions: what was done (act), when or where it was done (scene), who did it (agent), how he did it (agency), and why (purpose).

If you ask why, with a whole world of terms to choose from, we select these rather than some others as basic, our book itself is offered as the answer. For, to explain our position, we shall show how it can be applied.

Act, Scene, Agent, Agency, Purpose. Although, over the centuries, men have shown great enterprise and inventiveness in pondering matters of human motivation, one can simplify the subject by this pentad of key terms, which are understandable almost at a glance. They need

never to be abandoned, since all statements that assign motives can be shown to arise out of them and to terminate in them. By examining them quizzically, we can range far; yet the terms are always there for us to reclaim, in their everyday simplicity, their almost miraculous easiness, thus enabling us constantly to begin afresh. When they might become difficult, when we can hardly see them, through having stared at them too intensely, we can of a sudden relax, to look at them as we always have, lightly, glancingly. And having reassured ourselves, we can start out again, once more daring to let them look strange and difficult for a time.

In an exhibit of photographic murals (*Road to Victory*) at the Museum of Modern Art, there was an aerial photograph of two launches, proceeding side by side on a tranquil sea. Their wakes crossed and recrossed each other in almost an infinity of lines. Yet despite the intricateness of this tracery, the picture gave an impression of great simplicity, because one could quickly perceive the generating principle of its design. Such, ideally, is the case with our pentad of terms, used as generating principle. It should provide us with a kind of simplicity that can be developed into considerable complexity, and yet can be discovered beneath its elaborations.

We want to inquire into the purely internal relationships which the five terms bear to one another, considering their possibilities of transformation, their range of permutations and combinations—and then to see how these various resources figure in actual statements about human motives. Strictly speaking, we mean by a Grammar of motives a concern with the terms alone, without reference to the ways in which their potentialities have been or can be utilized in actual statements about motives. Speaking broadly we could designate as “philosophies” any statements in which these grammatical resources are specifically utilized. Random or unsystematic statements about motives could be considered as fragments of a philosophy.

One could think of the Grammatical resources as *principles*, and of the various philosophies as *casuistries* which apply these principles to temporal situations. For instance, we may examine the term Scene simply as a blanket term for the concept of background or setting *in general*, a name for *any* situation in which acts or agents are placed. In our usage, this concern would be “grammatical.” And we move into matters of “philosophy” when we note that one thinker uses “God” as

his term for the ultimate ground or scene of human action, another uses "nature," a third uses "environment," or "history," or "means of production," etc. And whereas a statement about the grammatical principles of motivation might lay claim to a universal validity, or complete certainty, the choice of any one philosophic idiom embodying these principles is much more open to question. Even before we know what act is to be discussed, we can say with confidence that a rounded discussion of its motives must contain a reference to *some kind of* background. But since each philosophic idiom will characterize this background differently, there will remain the question as to which characterization is "right" or "more nearly right."

It is even likely that, whereas one philosophic idiom offers the best calculus for one case, another case answers best to a totally different calculus. However, we should not think of "cases" in too restricted a sense. Although, from the standpoint of the grammatical principles inherent in the internal relationships prevailing among our five terms, any given philosophy is to be considered as a casuistry, even a cultural situation extending over centuries is a "case," and would probably require a much different philosophic idiom as its temporizing calculus of motives than would be required in the case of other cultural situations.

In our original plans for this project, we had no notion of writing a "Grammar" at all. We began with a theory of comedy, applied to a treatise on human relations. Feeling that competitive ambition is a drastically over-developed motive in the modern world, we thought this motive might be transcended if men devoted themselves not so much to "excoriating" it as to "appreciating" it. Accordingly, we began taking notes on the foibles and antics of what we tended to think of as "the Human Barnyard."

We sought to formulate the basic stratagems which people employ, in endless variations, and consciously or unconsciously, for the outwitting or cajoling of one another. Since all these devices had a "you and me" quality about them, being "addressed" to some person or to some advantage, we classed them broadly under the heading of a Rhetoric. There were other notes, concerned with modes of expression and appeal in the fine arts, and with purely psychological or psychoanalytic matters. These we classed under the heading of Symbolic.

We had made still further observations, which we at first strove uneasily to class under one or the other of these two heads, but which we

were eventually able to distinguish as the makings of a Grammar. For we found in the course of writing that our project needed a grounding in formal considerations logically prior to both the rhetorical and the psychological. And as we proceeded with this introductory groundwork, it kept extending its claims until it had spun itself from an intended few hundred words into nearly 200,000, of which the present book is revision and abridgement.

Theological, metaphysical, and juridical doctrines offer the best illustration of the concerns we place under the heading of Grammar; the forms and methods of art best illustrate the concerns of Symbolic; and the ideal material to reveal the nature of Rhetoric comprises observations on parliamentary and diplomatic devices, editorial bias, sales methods and incidents of social sparring. However, the three fields overlap considerably. And we shall note, in passing, how the Rhetoric and the Symbolic hover about the edges of our central theme, the Grammar.

A perfectionist might seek to evolve terms free of ambiguity and inconsistency (as with the terministic ideals of symbolic logic and logical positivism). But we have a different purpose in view, one that probably retains traces of its "comic" origin. We take it for granted that, insofar as men cannot themselves create the universe, there must remain something essentially enigmatic about the problem of motives, and that this underlying enigma will manifest itself in inevitable ambiguities and inconsistencies among the terms for motives. Accordingly, what we want is *not terms that avoid ambiguity*, but *terms that clearly reveal the strategic spots at which ambiguities necessarily arise*.

Occasionally, you will encounter a writer who seems to get great exaltation out of proving, with an air of much relentlessness, that some philosophic term or other has been used to cover a variety of meanings, and who would smash and abolish this idol. As a general rule, when a term is singled out for such harsh treatment, if you look closer you will find that it happens to be associated with some cultural or political trend from which the writer would dissociate himself; hence there is a certain notable ambiguity in this very charge of ambiguity, since he presumably feels purged and strengthened by bringing to bear upon this particular term a kind of attack that could, with as much justice, be brought to bear upon any other term (or "title") in philosophy, including of course the alternative term, or "title," that the writer would

swear by. [Since no two things or acts or situations are exactly alike, you cannot apply the same term to both of them without thereby introducing a certain margin of ambiguity, an ambiguity as great as the difference between the two subjects that are given the identical title.] And all the more may you expect to find ambiguity in terms so "titular" as to become the marks of a philosophic school, or even several philosophic schools. Hence, instead of considering it our task to "dispose of" any ambiguity by merely disclosing the fact that it is an ambiguity, we rather consider it our task to study and clarify the *resources* of ambiguity. For in the course of this work, we shall deal with many kinds of *transformation*—and it is in the areas of ambiguity that transformations take place; in fact, without such areas, transformation would be impossible. Distinctions, we might say, arise out of a great central moltenness, where all is merged. They have been thrown from a liquid center to the surface, where they have congealed. Let one of these crusted distinctions return to its source, and in this alchemic center it may be remade, again becoming molten liquid, and may enter into new combinations, whereat it may be again thrown forth as a new crust, a different distinction. So that A may become non-A. But not merely by a leap from one state to the other. Rather, we must take A back into the ground of its existence, the logical substance that is its causal ancestor, and on to a point where it is consubstantial with non-A; then we may return, this time emerging with non-A instead.

And so with our five terms: certain formal interrelationships prevail among these terms, by reason of their role as attributes of a common ground or substance. Their participation in a common ground makes for transformability. At every point where the field covered by any one of these terms overlaps upon the field covered by any other, there is an alchemic opportunity, whereby we can put one philosophy or doctrine of motivation into the alembic, make the appropriate passes, and take out another. From the central moltenness, where all the elements are fused into one togetherness, there are thrown forth, in separate crusts, such distinctions as those between freedom and necessity, activity and passiveness, coöperation and competition, cause and effect, mechanism and teleology.

Our term, "Agent," for instance, is a general heading that might, in a given case, require further subdivision, as an agent might have his act modified (hence partly motivated) by friends (co-agents) or enemies

(counter-agents). Again, under "Agent" one could place any personal properties that are assigned a motivational value, such as "ideas," "the will," "fear," "malice," "intuition," "the creative imagination." A portrait painter may treat the body as a property of the agent (an expression of personality), whereas materialistic medicine would treat it as "scenic," a purely "objective material"; and from another point of view it could be classed as an agency, a means by which one gets reports of the world at large. Machines are obviously instruments (that is, Agencies); yet in their vast accumulation they constitute the industrial scene, with its own peculiar set of motivational properties. War may be treated as an Agency, insofar as it is a means to an end; as a collective Act, subdivisible into many individual acts; as a Purpose, in schemes proclaiming a cult of war. For the man inducted into the army, war is a Scene, a situation that motivates the nature of his training; and in mythologies war is an Agent, or perhaps better a super-agent, in the figure of the war god. We may think of voting as an act, and of the voter as an agent; yet votes and voters both are hardly other than a politician's medium or agency; or from another point of view, they are a part of his scene. And insofar as a vote is cast without adequate knowledge of its consequences, one might even question whether it should be classed as an activity at all; one might rather call it passive, or perhaps sheer motion (what the behaviorists would call a Response to a Stimulus).

Or imagine that one were to manipulate the terms, for the imputing of motives, in such a case as this: The hero (agent) with the help of a friend (co-agent) outwits the villain (counter-agent) by using a file (agency) that enables him to break his bonds (act) in order to escape (purpose) from the room where he has been confined (scene). In selecting a casuistry here, we might locate the motive in the agent, as were we to credit his escape to some trait integral to his personality, such as "love of freedom." Or we might stress the motivational force of the scene, since nothing is surer to awaken thoughts of escape in a man than a condition of imprisonment. Or we might note the essential part played by the *co-agent*, in assisting our hero to escape—and, with such thoughts as our point of departure, we might conclude that the motivations of this act should be reduced to social origins.

Or if one were given to the brand of speculative enterprise exemplified by certain Christian heretics (for instance, those who worshipped

Judas as a saint, on the grounds that his betrayal of Christ, in leading to the Crucifixion, so brought about the opportunity for mankind's redemption) one might locate the necessary motivational origin of the act in the *counter-agent*. For the hero would not have been prodded to escape if there had been no villain to imprison him. Inasmuch as the escape could be called a "good" act, we might find in such motivational reduction to the counter-agent a compensatory transformation whereby a bitter fountain may give forth sweet waters. In his *Anti-Dühring* Engels gives us a secular variant which no one could reasonably call outlandish or excessive:

It was slavery that first made possible the division of labour between agriculture and industry on a considerable scale, and along with this, the flower of the ancient world, Hellenism. Without slavery, no Greek state, no Greek art and science; without slavery, no Roman Empire. But without Hellenism and the Roman Empire as a basis, also no modern Europe.

We should never forget that our whole economic, political and intellectual development has as its presupposition a state of things in which slavery was as necessary as it was universally recognized. In this sense we are entitled to say: Without the slavery of antiquity, no modern socialism.

Pragmatists would probably have referred the motivation back to a source in *agency*. They would have noted that our hero escaped by using an *instrument*, the file by which he severed his bonds; then in this same line of thought, they would have observed that the hand holding the file was also an instrument; and by the same token the brain that guided the hand would be an instrument, and so likewise the educational system that taught the methods and shaped the values involved in the incident.

True, if you reduce the terms to any one of them, you will find them branching out again; for no one of them is enough. Thus, Mead called his pragmatism a philosophy of the *act*. And though Dewey stresses the value of "intelligence" as an instrument (agency, embodied in "scientific method"), the other key terms in his casuistry, "experience" and "nature," would be the equivalents of act and scene respectively. We must add, however, that Dewey is given to stressing the *overlap* of these two terms, rather than the respects in which they are distinct, as he proposes to "replace the traditional separation of nature

and experience with the idea of continuity." (The quotation is from *Intelligence and the Modern World*.)

As we shall see later, it is by reason of the pliancy among our terms that philosophic systems can pull one way and another. [The margins of overlap provide opportunities whereby a thinker can go without a leap from any one of the terms to any of its fellows. (We have also likened the terms to the fingers, which in their extremities are distinct from one another, but merge in the palm of the hand. If you would go from one finger to another without a leap, you need but trace the tendon down into the palm of the hand, and then trace a new course along another tendon.) Hence, no great dialectical enterprise is necessary if you would merge the terms, reducing them even to as few as one; and then, treating this as the "essential" term, the "causal ancestor" of the lot, you can proceed in the reverse direction across the margins of overlap, "deducing" the other terms from it as its logical descendants.]

This is the method, explicitly and in the grand style, of metaphysics which brings its doctrines to a head in some over-all title, a word for being in general, or action in general, or motion in general, or development in general, or experience in general, etc., with all its other terms distributed about this titular term in positions leading up to it and away from it. There is also an implicit kind of metaphysics, that often goes by the name of No Metaphysics, and aims at reduction not to an over-all title but to some presumably underlying atomic constituent. Its vulgar variant is to be found in techniques of "unmasking," which would make for progress and emancipation by applying materialistic terms to immaterial subjects (the pattern here being, "X is nothing but Y," where X designates a higher value and Y a lower one, the higher value being thereby reduced to the lower one).

The titular word for our own method is "dramatism," since it invites one to consider the matter of motives in a perspective that, being developed from the analysis of drama, treats language and thought primarily as modes of action. The method is synoptic, though not in the historical sense. A purely historical survey would require no less than a universal history of human culture; for every judgment, exhortation, or admonition, every view of natural or supernatural reality, every intention or expectation involves assumptions about motive, or cause. Our work must be synoptic in a different sense: in the sense that it offers a



system of placement, and should enable us, by the systematic manipulation of the terms, to "generate," or "anticipate" the various classes of motivational theory. And a treatment in these terms, we hope to show, reduces the subject synoptically while still permitting us to appreciate its scope and complexity.

It is not our purpose to import dialectical and metaphysical concerns into a subject that might otherwise be free of them. On the contrary, we hope to make clear the ways in which dialectical and metaphysical issues *necessarily* figure in the subject of motivation. Our speculations, as we interpret them, should show that the subject of motivation is a philosophic one, not ultimately to be solved in terms of empirical science.

an imagery of parricide be taken as essential, as primary, as the true designation of the ultimate motive? And we, of course, would similarly ask: why must *any* imagery of killing, even when explicit, be taken as ultimate, rather than as an "opportunistic" terminology for specifying or localizing a principle of motivation "prior" to *any* imagery, either scenic or personal?

That is, we can recognize that our anecdote is in the order of killing, of personal enmity, of factional strife, of invective, polemic, eristic, logomachy, all of them aspects of rhetoric that we are repeatedly and drastically encountering, since rhetoric is *par excellence* the region of the Scramble, of insult and injury, bickering, squabbling, malice and the lie, cloaked malice and the subsidized lie. Yet while admitting that the genius of our opening anecdote has malign inclinations, we can, without forcing, find benign elements there too. And we should find these; for rhetoric also includes resources of appeal ranging from sacrificial, evangelical love, through the kinds of persuasion figuring in sexual love, to sheer "neutral" *communication* (communication being the area where love has become so generalized, desexualized, "technologized," that only close critical or philosophic scrutiny can discern the vestiges of the original motive).

### *Identification*

We considered, among those "uses" to which *Samson Agonistes* was put, the poet's identification with a blind giant who slew himself in slaying enemies of the Lord; and we saw identification between Puritans and Israelites, Royalists and Philistines, identification allowing for a ritualistic kind of historiography in which the poet could, by allusion to a Biblical story, "substantially" foretell the triumph of his vanquished faction. Then we came upon a more complicated kind of identification: here the poet presents a motive in an essentially magnified or perfected form, in some way tragically purified or transcended; the imagery of death reduces the motive to *ultimate* terms, dramatic equivalent for an "entelechial" pattern of thought whereby a thing's nature would be classed according to the fruition, maturing, or ideal fulfillment, proper to its kind.

As seen from this point of view, then, an imagery of slaying (slaying of either the self or another) is to be considered merely as a special

case of identification in general. Or otherwise put: the imagery of slaying is a special case of transformation, and transformation involves the ideas and imagery of *identification*. That is: the *killing* of something is the *changing* of it, and the statement of the thing's nature before and after the change is an *identifying* of it.

Perhaps the quickest way to make clear what we are doing here is to show what difference it makes. Noting that tragic poets identify motives in terms of killing, one might deduce that "they are essentially killers." Or one might deduce that "they are essentially identifiers." Terms for identification in general are wider in scope than terms for killing. We are proposing that our rhetoric be reduced to this term of wider scope, with the term of narrower scope being treated as a species of it. We begin with an anecdote of killing, because invective, eristic, polemic, and logomachy are so pronounced an aspect of rhetoric. But we use a dialectical device (the shift to a higher level of generalization) that enables us to transcend the narrower implications of this imagery, even while keeping them clearly in view. We need never deny the presence of strife, enmity, faction as a characteristic motive of rhetorical expression. We need not close our eyes to their almost tyrannous ubiquity in human relations; we can be on the alert always to see how such temptations to strife are implicit in the institutions that condition human relationships; yet we can at the same time always look beyond this order, to the principle of identification in general, a terministic choice justified by the fact that the identifications in the order of love are also characteristic of rhetorical expression. We may as well be frank about it, since our frankness, if it doesn't convince, will at least serve another important purpose of this work: it will reveal a strategic resource of terminology. Being frank, then: Because of our choice, we can treat "war" as a "*special case of peace*"—not as a primary motive in itself, not as *essentially* real, but purely as a *derivative* condition, a *perversion*.

### *Identification and "Consubstantiality"*

A is not identical with his colleague, B. But insofar as their interests are joined, A is *identified* with B. Or he may *identify himself* with B even when their interests are not joined, if he assumes that they are, or is persuaded to believe so.

Here are ambiguities of substance. In being identified with B, A is "substantially one" with a person other than himself. Yet at the same time he remains unique, an individual locus of motives. Thus he is both joined and separate, at once a distinct substance and consubstantial with another.

While consubstantial with its parents, with the "firsts" from which it is derived, the offspring is nonetheless apart from them. In this sense, there is nothing abstruse in the statement that the offspring both is and is not one with its parentage. Similarly, two persons may be identified in terms of some principle they share in common, an "identification" that does not deny their distinctness.

[To identify A with B is to make A "consubstantial" with B.] Accordingly, since our *Grammar of Motives* was constructed about "substance" as key term, the related rhetoric selects its nearest equivalent in the areas of persuasion and dissuasion, communication and polemic. And our third volume, *Symbolic of Motives*, should be built about *identity* as titular or ancestral term, the "first" to which all other terms could be reduced and from which they could then be derived or generated, as from a common spirit. The thing's *identity* would here be its uniqueness as an entity in itself and by itself, a demarcated unit having its own particular structure.

However, "substance" is an abstruse philosophic term, beset by a long history of quandaries and puzzlements. It names so paradoxical a function in men's systematic terminologies, that thinkers finally tried to abolish it altogether—and in recent years they have often persuaded themselves that they really did abolish it from their terminologies of motives. They abolished the *term*, but it is doubtful whether they can ever abolish the *function* of that term, or even whether they should *want* to. A doctrine of *consubstantiality*, either explicit or implicit, may be necessary to any way of life. For substance, in the old philosophies, was an *act*; and a way of life is an *acting-together*; and in acting together, men have common sensations, concepts, images, ideas, attitudes that make them *consubstantial*.

The *Grammar* dealt with the universal paradoxes of substance. It considered resources of placement and definition common to all thought. The *Symbolic* should deal with unique individuals, each its own peculiarly constructed act, or form. These unique "constitutions" being capable of treatment in isolation, the *Symbolic* should

consider them primarily in their capacity as singulars, each a separate universe of discourse (though there are also respects in which they are consubstantial with others of their kind, since they can be classed with other unique individuals as joint participants in common principles, possessors of the same or similar properties).

The *Rhetoric* deals with the possibilities of classification in its *partisan* aspects; it considers the ways in which individuals are at odds with one another, or become identified with groups more or less at odds with one another.

Why "at odds," you may ask, when the titular term is "identification"? Because, to begin with "identification" is, by the same token, though roundabout, to confront the implications of *division*. And so, in the end, men are brought to that most tragically ironic of all divisions, or conflicts, wherein millions of cooperative acts go into the preparation for one single destructive act. We refer to that ultimate *disease* of cooperation: *war*. (You will understand war much better if you think of it, not simply as strife come to a head, but rather as a disease, or perversion of communion. Modern war characteristically requires a myriad of constructive acts for each destructive one; before each culminating blast there must be a vast network of interlocking operations, directed communally.)

[Identification is affirmed with earnestness precisely because there is division. Identification is compensatory to division. If men were not apart from one another, there would be no need for the rhetorician to proclaim their unity.] If men were wholly and truly of one substance, absolute communication would be of man's very essence. It would not be an ideal, as it now is, partly embodied in material conditions and partly frustrated by these same conditions; rather, it would be as natural, spontaneous, and total as with those ideal prototypes of communication, the theologian's angels, or "messengers."

The *Grammar* was at peace insofar as it contemplated the paradoxes common to all men, the universal resources of verbal placement. The *Symbolic* should be at peace, in that the individual substances, or entities, or constituted acts are there considered in their uniqueness, hence outside the realm of conflict. For individual universes, as such, do not compete. Each merely *is*, being its own self-sufficient realm of discourse. And the *Symbolic* thus considers each thing as a set of inter-

related terms all conspiring to round out their identity as participants in a common substance of meaning. An individual does in actuality compete with other individuals. But within the rules of Symbolic, the individual is treated merely as a self-subsistent unit proclaiming its peculiar nature. It is "at peace," in that its terms *cooperate* in modifying one another. But insofar as the individual is involved in conflict with other individuals or groups, the study of this same individual would fall under the head of *Rhetoric*. Or considered rhetorically, the victim of a neurotic conflict is torn by parliamentary wrangling; he is heckled like Hitler within. (Hitler is said to have confronted a constant wrangle in his private deliberations, after having imposed upon his people a flat choice between conformity and silence.) Rhetorically, the neurotic's every attempt to legislate for his own conduct is disorganized by rival factions within his own dissociated self. Yet, considered Symbolically, the same victim is technically "at peace," in the sense that his identity is like a unified, mutually adjusted set of terms. For even antagonistic terms, confronting each other as parry and thrust, can be said to "cooperate" in the building of an over-all form.

The *Rhetoric* must lead us through the Scramble, the Wrangle of the Market Place, the flurries and flare-ups of the Human Barnyard, the Give and Take, the wavering line of pressure and counterpressure, the Logomachy, the onus of ownership, the Wars of Nerves, the War. It too has its peaceful moments: at times its endless competition can add up to the transcending of itself. In ways of its own, it can move from the factional to the universal. But its ideal culminations are more often beset by strife as the condition of their organized expression, or material embodiment. Their very universality becomes transformed into a partisan weapon. For one need not scrutinize the concept of "identification" very sharply to see, implied in it at every turn, its ironic counterpart: division. Rhetoric is concerned with the state of Babel after the Fall. Its contribution to a "sociology of knowledge" must often carry us far into the lugubrious regions of malice and the lie.

### *The Identifying Nature of Property*

Metaphysically, a thing is identified by its *properties*. In the realm of Rhetoric, such identification is frequently by property in the most

materialistic sense of the term, economic property, such property as Coleridge, in his "Religious Musings," calls a

twy-streaming fount,  
Whence Vice and Virtue flow, honey and gail.

And later:

From Avarice thus, from Luxury and War  
Sprang heavenly Science; and from Science, Freedom.

Coleridge, typically the literary idealist, goes one step further back, deriving "property" from the workings of "Imagination." But meditations upon the dual aspects of property as such are enough for our present purposes. In the surrounding of himself with properties that name his number or establish his identity, man is ethical. ("Avarice" is but the scenic word "property" translated into terms of an agent's attitude, or incipient act.) Man's moral growth is organized through properties, properties in goods, in services, in position or status, in citizenship, in reputation, in acquaintanceship and love. But however ethical such an array of identifications may be when considered in itself, its relation to other entities that are likewise forming their identity in terms of property can lead to turmoil and discord. Here is *par excellence* a topic to be considered in a rhetoric having "identification" as its key term. And we see why one should expect to get much insight from Marxism, as a study of capitalistic rhetoric. Veblen is also, from this point of view, to be considered a theorist of rhetoric. (And we know of no better way to quickly glimpse the range of rhetoric than to read, in succession, the articles on "Property" and "Propaganda" in *The Encyclopaedia of the Social Sciences*.)

Bentham's utilitarian analysis of language, treating of the ways in which men find "eulogistic coverings" for their "material interests," is thus seen to be essentially rhetorical, and to bear directly upon the motives of property as a rhetorical factor. Indeed, since it is so clearly a matter of rhetoric to persuade a man by identifying your cause with his interests, we note the ingredient of rhetoric in the animal experimenter's ways of conditioning, as animals that respond avidly at a food signal suggest, underlying even human motives, the inclination, like a house dog, to seek salvation in the Sign of the Scraped Plate. But the lessons of this "animal rhetoric" can mislead, as we learn from the United States' attempts to use food as an instrument of policy in Europe after the war. These efforts met with enough ill will to sug-

gest that the careful "screening" of our representatives, to eliminate reformist tendencies as far as possible and to identify American aid only with conservative or even reactionary interests, practically *guaranteed* us a dismal rhetoric in our dealings with other nations. And when Henry Wallace, during a trip abroad, began earning for our country the genuine good will of Europe's common people and intellectual classes, the Genius of the Screening came into its own: our free press, as at one signal, began stoutly assuring the citizens of both the United States and Europe that Wallace did not truly represent us. What did represent us, presumably, was the policy of the Scraped Plate, which our officialdom now and then bestirred themselves to present publicly in terms of a dispirited "idealism," as heavy as a dead elephant. You see, we were not to be identified with very resonant things; our press assured our people that the outcome of the last election had been a "popular mandate" to this effect. (We leave this statement unrevised. For the conditions of Truman's reelection, after a campaign in which he out-Wallaced Wallace, corroborated it "in principle.")

[In pure identification there would be no strife.] Likewise, there would be no strife in absolute separateness, since opponents can join battle only through a mediatory ground that makes their communication possible, thus providing the first condition necessary for their interchange of blows. [But put identification and division ambiguously together, so that you cannot know for certain just where one ends and the other begins, and you have the characteristic invitation to rhetoric.] Here is a major reason why rhetoric, according to Aristotle, "proves opposites." When two men collaborate in an enterprise to which they contribute different kinds of services and from which they derive different amounts and kinds of profit, who is to say, once and for all, just where "cooperation" ends and one partner's "exploitation" of the other begins? The wavering line between the two cannot be "scientifically" identified; rival rhetoricians can draw it at different places, and their persuasiveness varies with the resources each has at his command. (Where public issues are concerned, such resources are not confined to the intrinsic powers of the speaker and the speech, but depend also for their effectiveness upon the purely technical means of communication, which can either aid the utterance or hamper it. For a "good" rhetoric neglected by the press obviously cannot be so



"communicative" as a poor rhetoric backed nation-wide by headlines. And often we must think of rhetoric not in terms of some one particular address, but as a general *body of identifications* that owe their convincingness much more to trivial repetition and dull daily reënforcement than to exceptional rhetorical skill.)

If you would praise God, and in terms that happen also to sanction one system of material property rather than another, you have forced Rhetorical considerations upon us. If you would praise science, however exaltedly, when that same science is at the service of imperialist-militarist expansion, here again you bring things within the orbit of Rhetoric. For just as God has been identified with a certain worldly structure of ownership, so science may be identified with the interests of certain groups or classes quite *unscientific* in their purposes. Hence, however "pure" one's motives may be actually, the impurities of identification lurking about the edges of such situations introduce a typical Rhetorical wrangle of the sort that can never be settled once and for all, but belongs in the field of moral controversy where men properly seek to "prove opposites."

Thus, when his friend, Preen, wrote of a meeting where like-minded colleagues would be present and would all be proclaiming their praise of science, Prone answered: "You fail to mention another colleague who is sure to be there too, unless you take care to rule him out. I mean John Q. Militarist-Imperialist." Whereat, Preen: "This John Q. Militarist-Imperialist must be quite venerable by now. I seem to have heard of him back in Biblical times, before Roger B. Science was born. Doesn't he get in everywhere, unless he is explicitly ruled out?" He does, thanks to the ways of identification, which are in accordance with the nature of property. And the rhetorician and the moralist become one at that point where the attempt is made to reveal the undetected presence of such an identification. Thus in the United States after the second World War, the temptations of such an identification became particularly strong because so much scientific research had fallen under the direction of the military. To speak merely in praise of science, without explicitly dissociating oneself from its reactionary implications, is to identify oneself with these reactionary implications by default. Many reputable educators could thus, in this roundabout way, *function* as "conspirators." In their zeal to get federal subsidies for the science department of their college or

university, they could help to shape educational policies with the ideals of war as guiding principle.

### *Identification and the "Autonomous"*

As regards "autonomous" activities, the principle of Rhetorical identification may be summed up thus: The fact that an activity is capable of reduction to intrinsic, autonomous principles does not argue that it is free from identification with other orders of motivation extrinsic to it. Such other orders are extrinsic to it, as considered from the standpoint of the specialized activity alone. But they are not extrinsic to the field of moral action as such, considered from the standpoint of human activity in general. The human agent, *qua* human agent, is not motivated solely by the principles of a specialized activity, however strongly this specialized power, in its suggestive role as imagery, may affect his character. Any specialized activity participates in a larger unit of action. "Identification" is a word for the autonomous activity's place in this wider context, a place with which the agent may be unconcerned. The shepherd, *qua* shepherd, acts for the good of the sheep, to protect them from discomfiture and harm. But he may be "identified" with a project that is raising the sheep for market.

Of course, the principles of the autonomous activity can be considered irrespective of such identifications. Indeed, two students, sitting side by side in a classroom where the principles of a specialized subject are being taught, can be expected to "identify" the subject differently, so far as its place in a total context is concerned. Many of the most important identifications for the specialty will not be established at all, until later in life, when the specialty has become integrally interwoven with the particulars of one's livelihood. The specialized activity itself becomes a different thing for one person, with whom it is a means of surrounding himself with family and amenities, than it would be for another who, unmarried, childless, loveless, might find in the specialty not so much a means to gratification as a substitute for lack of gratification.

Carried into unique cases, such concern with identifications leads to the sheer "identities" of Symbolic. That is, we are in pure Symbolic when we concentrate upon one particular integrated structure of motives. But we are clearly in the region of rhetoric when considering