Excerpt from: Herbert Marcuse, *One-Dimensional Man: Studies in the Ideology of Advanced Industrial Society* (Boston: Beacon Press, 1964).

Introduction

Does not the threat of an atomic catastrophe which could wipe out the human race also serve to protect the very forces which perpetuate this danger? The efforts to prevent such a catastrophe overshadow the search for its potential causes in contemporary industrial society. These causes remain unidentified, unexposed, unattacked by the public be- cause they recede before the all too obvious threat from without—to the West from the East, to the East from the West. Equally obvious is the need for being prepared, for living on the blink, for facing the challenge. We submit to the peaceful production of the means of destruction, to the perfection of waste, to being educated for a defense which deforms the defenders and that which they defend.

If we attempt to relate the causes of the danger to the war in which society is organized and organizes its members, we are immediately confronted with the fact that advanced industrial society becomes richer, bigger, and better as it perpetuates the danger. The defense structure makes life easier for a greater number of people and extends man's mastery of nature. Under these circumstances, our mass media have little difficulty in selling particular interests as those of all sensible men. The political needs of society become individual needs and aspirations, their satisfaction promotes business and the commonweal, and the whole appeals to be the very embodiment of Reason.

And yet this society is irrational as a whole. Its productivity is destructive of the free development of human needs and faculties, its peace maintained by the constant threat of war, its growth dependent on the repression of the real possibilities for pacifying the struggle for existence—individual, national, and international. This repression, so different from that which characterized the preceding, less developed stages of our society, operates today not tram a position of natural and technical immaturity hut rather from a position of strength. The capabilities (intellectual and material) of contemporary society are immeasurably greater than ever before—which means that the scope of society's domination over the individual is immeasurably greater than ever before. Our society distinguishes itself by conquering the centrifugal social forces with Technology rather than Terror, on the dual basis of an overwhelming efficiency and an increasing standard of living.

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Chapter 1: The New Forms of Control

… By virtue of the way it has organized its technological base, contemporary industrial society tends to be totalitarian. For "totalitarian" is not only a terroristic political coordination of society, but also a non-terroristic economic-technical coordination which operates through the manipulation of needs by vested interests. It thus precludes the emergence of an effective opposition against the whole. Not only a specific form of government or party rule makes for totalitarianism, but also a specific system of production and distribution which may well be compatible with a "pluralism" of parties, newspapers, "countervailing powers," etc.

The intensity, the satisfaction and even the character of human needs, beyond the biological level, have always been preconditioned. Whether or not the possibility of doing or leaving, enjoying or destroying, possessing or rejecting something is seized as a *need* depends on whether or not it can be seen as desirable and necessary for the prevailing societal institutions and interests. In this sense, human needs are historical needs and, to the extent to which the society demands the repressive development of the individual, his needs themselves and their claim for satisfaction are subject to overriding critical standards.

We may distinguish both true and false needs. "False" are those which are superimposed upon the individual by particular social interests in his repression: the needs which perpetuate toil, aggressiveness, misery, and injustice. Their satisfaction might be most gratifying to the individual, but this happiness is not a condition which has to be maintained and protected if it serves to arrest the development of the ability (his own and others) to recognize the disease of the whole and grasp the chances of curing the disease. The result then is euphoria in unhappiness. Most of the prevailing needs to relax, to have fun, to behave and consume in accordance with the advertisements, to love and hate what others love and hate, belong to this category of false needs.

Such needs have a societal content and function which are determined by external powers over which the individual has no control; the development and satisfaction of these needs is heteronomous [i.e., subject to a law external to itself]. No matter how much such needs may have become the individual's own, reproduced and fortified by the conditions of his existence; no matter how much he identifies himself with them and finds himself in their satisfaction, they continue to be what they were from the beginning—products of a society whose dominant interest demands repression.

The distinguishing feature of advanced industrial society is its effective suffocation of those needs which demand liberation—liberation also from that which is tolerable and rewarding and comfortable—while it sustains and absolves the destructive power and repressive function of the affluent society. Here, the social controls exact the overwhelming need for the production and consumption of waste; the need for stupefying work where it is no longer a real necessity; the need for modes of relaxation which soothe and prolong this stupefication [i.e., a dulling of the senses]; the need for maintaining such deceptive liberties as free competition at administered prices, a free press which censors itself, free choice between brands and gadgets.

Under the rule of a repressive whole, liberty can be made into a powerful instrument of domination. The range of choice open to the individual is not the decisive factor in determining the degree of human freedom, but *what* can be chosen and what is chosen by the individual. The criterion for free choice can never be an absolute one, but neither is it entirely relative. Free election of masters does not abolish the masters or the slaves. Free choice among a wide variety of goods and services does not signify freedom if these goods and services sustain social controls over a life of toil and fear— that is, if they sustain alienation. And the spontaneous reproduction of superimposed needs by the individual does not establish autonomy; it only testifies to the efficacy of the controls.

Indeed, in the most highly developed areas of contemporary society, the transplantation of social into individual needs is so effective that the difference between them seems to be purely theoretical. Can one really distinguish between the mass media as instruments of information and entertainment, and as agents of manipulation and indoctrination? Between the automobile as nuisance and as convenience? Between the horrors and the comforts of functional architecture? Between the work for national defense and the work for corporate gain? Between the private pleasure and the commercial and political utility involved in increasing the birth rate?

We are again confronted with one of the most vexing aspects of advanced industrial civilization: the rational character of its irrationality. Its productivity and efficiency, its capacity to increase and spread comforts, to turn waste into need, and destruction into construction, the extent to which this civilization transforms the object world into an extension of man's mind and body makes the very notion of alienation questionable. The people recognize themselves in their commodities; they find their soul in their automobile, hi-fi set [i.e., stereo], split-level home, kitchen equipment. The very mechanism which ties the individual to his society has changed, and social control is anchored in the new needs which it has produced.

The prevailing forms of social control are technological in a new sense. To be sure, the technical structure and efficacy of the productive and destructive apparatus has been a major instrumentality for subjecting the population to the established social division of labor throughout the modem period. Moreover, such integration has always been accompanied by more obvious forms of compulsion: loss of livelihood, the administration of justice, the police, the armed forces. It still is. But in the contemporary period, the technological controls appear to be the very embodiment of Reason for the benefit of all social groups and interests- to such an extent that all contradiction seems irrational and all counteraction impossible.

No wonder then that, in the most advanced areas of this civilization, the social controls have been introjected [i.e., to incorporate the ideas of others into one's own psyche unconsciously] to the point where even individual protest is affected at its roots. The intellectual and emotional refusal "to go along" appears neurotic and impotent. This is the socio-psychological aspect of the political event that marks the contemporary period: the passing of the historical forces which, at the preceding stage of industrial society, seemed to represent the possibility of new forms of existence.