

# HISTORICAL DEVELOPMENT OF (A) THEORY OF ALIENATION

1. Ludwig Feuerbach - Alienation in/via RELIGION

alienation of basic human powers → externalization to (attributes of) "God" + denial of human powers to humans

(HUM - GOD)  
[= secretly - amplification of K = ESSENTIALLY HUMAN...]

2. Karl Marx - Alienation in/via PRODUCTION

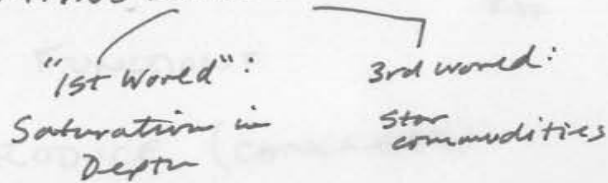
- 1. sep worker - product
- 2. sep worker - own ACTIVITY
- 3. sep worker (produces) WORLD
- 4. sep worker OTHER WORKERS

3. DeBord - Alienation in/via SPECTACULAR TECHNOLOGIES (isolation machines)

- Media
- Cars
- Cubicles
- Airplane seats

SPECT =

- A PERMANENT OPIUM WAR: GUARDIAN OF SLEEP
- Whatever escapes people's activity
- \* DOMINATING ENVIRONMENT



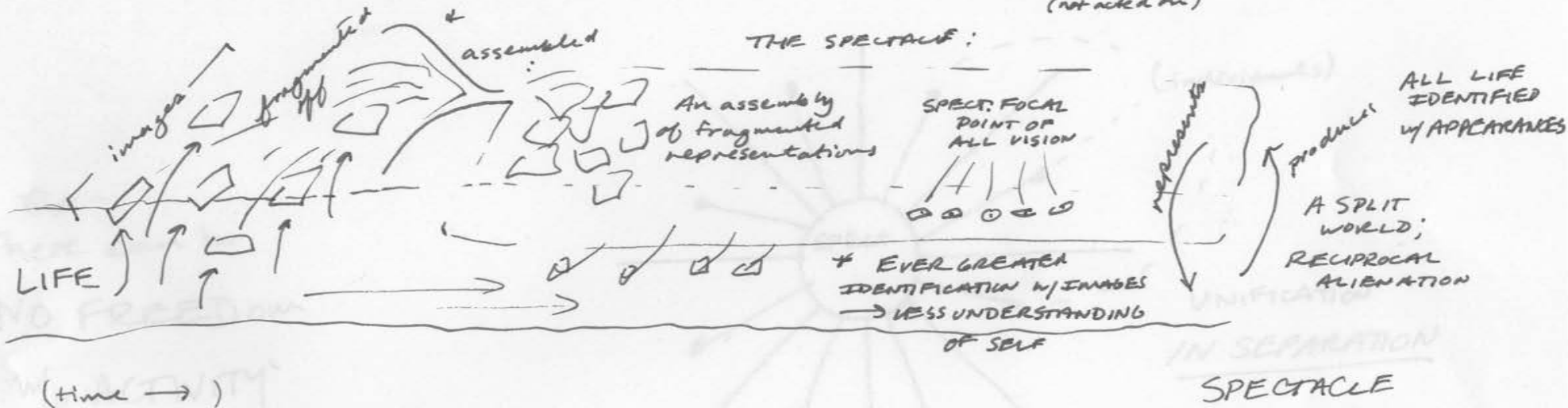
- "THE RULING ORDER'S NON-STOP DISCOURSE ABOUT ITSELF"

AS IDEOLOGY:

The Spect:

- \* KEEPS PEOPLE UNCONSCIOUS TO PRACTICAL CHANGES IN CONDITIONS OF EXISTENCE

Can ONLY BE LOOKED AT (not acted on)



- REALLY (& VEILING): THE ECONOMY DEVELOPING FOR ITSELF
- SEPARATING WHAT'S POSSIBLE vs WHAT'S PERMITTED

IN ADDITION - SPECTACULAR SOCIETY = A SOCIETY OF CONTROL  
 OUR SCIENCES = SCIENCES OF DOMINATION



Separate from our selves, our lives, our environment

SPECTACLE + SPECTACULAR TECHNOLOGY

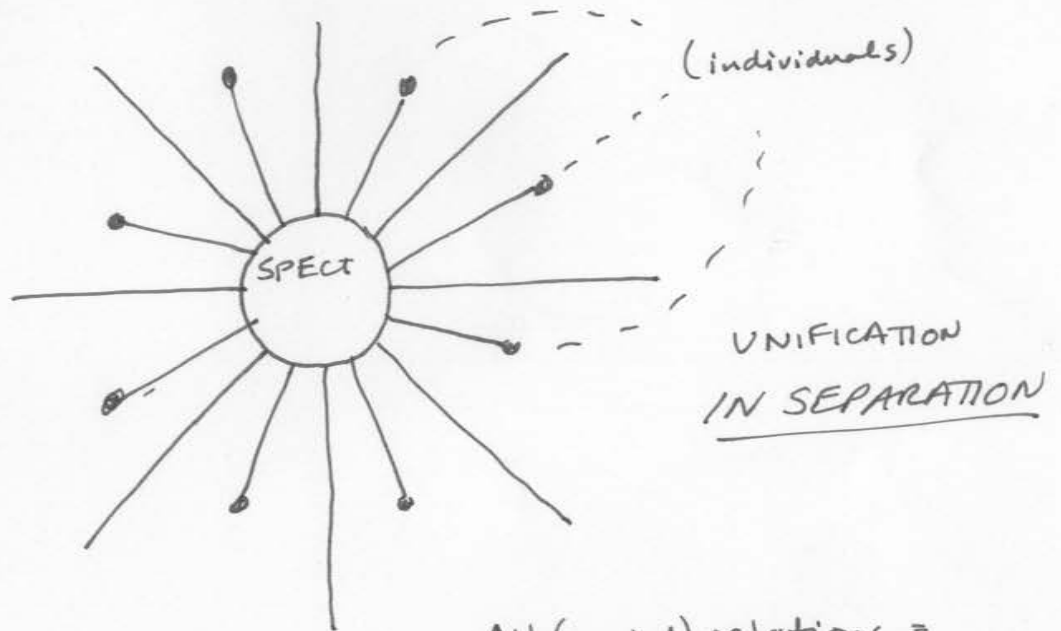
- Media
- CARS
- airplane seats
- Pokemon Go
- etc

FUNCTION =

PRODUCE (CONCRETE)

ALIENATION / SEPARATION

BUT -  
"There can be  
NO FREEDOM  
w/o ACTIVITY"



All (social) relations =  
MEDIATED BY THE SPECTACLE