Emotivism Highlighting



le reject the subjectivist view that to call an action right, or a thing good, is to say that it is generally approved of, because it is not self-contradictory to assert that some actions which are generally approved of are not right, or that some things which are generally approved of are not good. And we reject the alternative subjectivist view that a man who asserts that a certain action is right, or that a certain thing is good, is saying that he himself approves of it, on the ground that a man who confessed that he sometimes approved of what was bad or wrong would not be contradicting himself. And a similar argument is fatal to utilitarianism. We cannot agree that to call an action right is to say that of all the actions possible in the circumstances it would cause, or be likely to cause, the greatest happiness, or the greatest balance of pleasure over pain, or the greatest balance of satisfied over unsatisfied desire, because we find that it is not selfcontradictory to -say that it is sometimes wrong to perform the action which would actually or probably cause the greatest happiness, or the greatest balance of pleasure over pain, or of satisfied over unsatisfied desire, And since it is not self-contradictory to say that some pleasant things are not good, or that some bad things are desired, it cannot be the case that the sentence 'X is good' is equivalent to 'x is pleasant', or to 'x is desired'. And to every other variant of utilitarianism with which I am acquainted the same objection can be made. And therefore we should, I think, conclude that the validity of ethical judgements is not determined by the felicific tendencies of actions, any more than, by the nature of people's feelings; but that it must be regarded as 'absolute' or 'intrinsic', and not empirically calculable."

(Language, Truth and Logic, 1946:107)