



impact

chukware '00 Bellarmine

Good

1

LANG

1/2

LANGUAGE IS KEY TO HUMAN RIGHTS

Hurst **Hannum**, Ford Foundation to the Procedural Aspects of International Law Institute, **90** (Autonomy, Sovereignty, and Self Determination, jlux)

↳ There is disagreement as to whether the right of minorities "to use" their own language implies a positive obligation on the part of the state to support such use, ^{120x} but prohibiting use of a language is clearly impermissible under international human rights norms. The right to use one's own language was a fundamental aspect of the guarantees included in the various post-World War I "minorities treaties"; it is basic to the political structures of, for instance, Belgium, Canada, Finland, India, Spain, and Yugoslavia; and it is an inextricable component of freedom of expression and association. > JL 457

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Bad

LNG

2,2

LANGUAGE IS TYRANNICAL

Chris HORROCKS History of Arts, Kingston U 1997 Introducing Baudrillard p10

But what methodology could he use?
Fashionable **Structuralism** — a method which emphasizes "deep" permanent structures of languages and cultures, which contends that the "subject" is not derived from existence but from language

I am against structuralism — a system intent on classifying culture is repressive.



No... I see a structural system at work in consumption — and structuralism could be used to expose its dynamics.

What's the noise?

LANGUAGE = CAPITALISM

Chris HORROCKS History of Arts, Kingston U 1997 Introducing Baudrillard

It wasn't long before Baudrillard saw that semiology itself was not a way of demythologizing the consumer world — it was part of the problem. Structural linguistics and semiology were capitalism.

This manipulation, that plays on the faculty of producing meaning and difference, is more radical than that which plays on labour power.

Are there structural similarities between the commodity form — which allows goods to circulate in the way Marx had claimed — and the sign form which allows meanings to circulate?

Baudrillard thought the two structures were linked in consumption. "Consumption is the stage where the commodity is produced as a sign and signs (culture) are produced as commodities."

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