#### Capitalism coopts rebellion and difference – the Affirmative should be read as a manifesto for revolution – challenges to the status quo have become the new model for capitalism. Their rejection of hierarchy and logocentrism become marketing slogans

Frank, 1997 – prof of American History at Univ of Chicago[Thomas The Business of Culture in the new Gilded Age Commodify Your Dissent: Salvos from The Baffler ed. By Frank and Weiland; “Why Johnny Can’t Dissent”; Pages 31-32)

CAPITALISM IS CHANGING, obviously and drastically. From the moneyed pages of the Wall

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not yet landed an endorsement contract from a soda pop or automobile manufacturer.

#### The avant-garde is the sacrifice Capitalism makes against itself to keep the system vital and growing – Affirmative “revolutionary” acts are always already part of system that they rebel against.

Mann 91[Paul, Philosopher, “The Theory-Death of the Avant-Garde,” Book, 1991, page 45-46, 7/20/12]

The very term "avant-garde" is a cause and product of

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, to be more precise, in the way its history is told.

#### The Alternative is to reject the call to action and the Affirmative Manifesto of change. Disappearance provides the secrecy and anonymity that avoids giving opportunities to be coopted

Mann 91[Paul, Philosopher, “The Theory-Death of the Avant-Garde,” Book, 1991, page 144-5, 7/20/12]

One could say that this image is hardly original, that the history of the

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of our discourse, a space beyond which we can have no interest.

#### Our Framework – examination of discursive context and position must precede avant-garde action – their intellectual positions cannot just be held – they must be argued to succeed. This most closely mirrors the debate contest process.

Mann, 94 – Philosopher [Paul, philosopher, Masocriticism, page 103-4, 1994, July 20 2012]

Nothing is more valuable to the intellectual than a position. Even the fabled collapse

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no chaos theorist of discursive physics -- will ever be able to map.