Chapter 1   The Subjectivity of Values

1. Moral scepticism

There are no objective values. This is a bald statement of the thesis of this chapter, but before arguing for it I shall try to clarify and restrict it in ways that may meet some objections and prevent some misunderstanding.

The statement of this thesis is liable to provoke one of three very different reactions. Some will think it not merely false but pernicious; they will see it as a threat to morality and to everything else that is worthwhile, and they will find the presenting of such a thesis in what purports to be a book on ethics paradoxical or even outragecus. Others will regard it as a trivial truth, almost too obvious to be worth mentioning, and certainly too plain to be worth much argument. Others again will say that it is meaningless or empty, that no real issue is raised by the question whether values are or are not part of the fabric of the world. But, precisely because there can be these three different reactions, much more needs to be said.

The claim that values are not objective, are not part of the fabric of the world, is meant to include not only moral goodness, which might be most naturally equated with moral value, but also other things that could be more loosely called moral values or disvalues – rightness and wrongness, duty, obligation, an action's being rotten and contemptible, and so on. It also includes non-moral values, notably aesthetic ones, beauty and various kinds of artistic merit. I shall not discuss these explicitly, but clearly much the same considerations apply to aesthetic and to moral values, and there would be at least some initial implausibility in a view that gave the one a different status from the other.

Since it is with moral values that I am primarily concerned, the view I am adopting may be called moral scepticism. But this name is likely to be misunderstood: 'moral scepticism' might also be used as a name for either of two first order views, or perhaps for an incoherent mixture of the two. A moral sceptic might be the sort of person who says 'All this talk of morality is tripe,' who rejects morality and will take no notice of it. Such a person may be literally rejecting all moral judgements; he is more likely to be making moral judgements of his own, expressing a positive moral condemnation of all that conventionally passes for morality; or he may be confusing these two logically incompatible views, and saying that he rejects all morality, while he is in fact rejecting only a particular morality that is current in the society in which he has grown up. But I am not at present concerned with the merits or faults of such a position. These are first order moral views, positive or negative: the person who adopts either of them is taking a certain practical, normative, stand. By contrast, what I am discussing is a second order view, a view about the status of moral values and the nature of moral valuing, about where and how they fit into the world. These first and second order views are not merely distinct but completely independent: one could be a second order moral sceptic without being a first order one, or again the other way round. A man could hold strong moral views, and indeed ones whose content was thoroughly conventional, while believing that they were simply attitudes and policies with regard to conduct that he and other people held. Conversely, a man could reject all established morality while believing it to be an objective truth that it was evil or corrupt.

With another sort of misunderstanding moral scepticism would seem not so much pernicious as absurd. How could anyone deny that there is a difference between a kind action and a cruel one, or that a coward and a brave man behave differently in the face of danger? Of course, this is undeniable; but it is not to the point. The kinds of behaviour to which moral values and disvalues are ascribed are indeed part of the furniture of the world, and so are the natural, descriptive, differences

between them; but not, perhaps, their differences in value. It is a hard fact that cruel actions differ from kind ones, and hence that we can learn, as in fact we all do, to distinguish them fairly well in practice, and to use the words 'cruel' and 'kind' with fairly clear descriptive meanings; but is it an equally hard fact that actions which are cruel in such a descriptive sense are to be condemned? The present issue is with regard to the objectivity specifically of value, not with regard to the objectivity of those natural, factual, differences on the basis of which differing values are assigned.

2. Subjectivism

Another name often used, as an alternative to 'moral scepticism', for the view I am discussing is 'subjectivism'. But this too has more than one meaning. Moral subjectivism too could be a first order, normative, view, namely that everyone really ought to do whatever he thinks he should. This plainly is a (systematic) first order view; on examination it soon ceases to be plausible, but that is beside the point, for it is quite independent of the second order thesis at present under consideration. What is more confusing is that different second order views compete for the name 'subjectivism'. Several of these are doctrines about the meaning of moral terms and moral statements. What is often called moral subjectivism is the doctrine that, for example, 'This action is right' *means* 'I approve of this action', or more generally that moral judgements are equivalent to reports of the speaker's own feelings or attitudes. But the view I am now discussing is to be distinguished in two vital respects from any such doctrine as this. First, what I have called moral scepticism is a negative doctrine, not a positive one: it says what there isn't, not what there is. It says that there do not exist entities or relations of a certain kind, objective values or requirements, which many people have believed to exist. Of course, the moral sceptic cannot leave it at that. If his position is to be at all plausible, he must give some account of how other

people have fallen into what he regards as an error, and this account will have to include some positive suggestions about how values fail to be objective, about what has been mistaken for, or has led to false beliefs about, objective values. But this will be a development of his theory, not its core: its core is the negation. Secondly, what I have called moral scepticism is an ontological thesis, not a linguistic or conceptual one. It is not, like the other doctrine often called moral subjectivism, a view about the meanings of moral statements. Again, no doubt, if it is to be at all plausible, it will have to give some account of their meanings, and I shall say something about this in Section 7 of this chapter and again in Chapters 2, 3, and 4. But this too will be a development of the theory, not its core.

It is true that those who have accepted the moral subjectivism which is the doctrine that moral judgements are equivalent to reports of the speaker's own feelings or attitudes have usually presupposed what I am calling moral scepticism. It is because they have assumed that there are no objective values that they have looked elsewhere for an analysis of what moral statements might mean, and have settled upon subjective reports. Indeed, if all our moral statements were such subjective reports, it would follow that, at least so far as we are aware, there are no objective moral values. If we were aware of them, we would say something about them. In this sense this sort of subjectivism entails moral scepticism. But the converse entailment does not hold. The denial that there are objective values does not commit one to any particular view about what moral statements mean, and certainly not to the view that they are equivalent to subjective reports. No doubt if moral values are not objective they are in some very broad sense subjective, and for this reason I would accept 'moral subjectivism' as an alternative name to 'moral scepticism'. But subjectivism in this broad sense must be distinguished from the specific doctrine about meaning referred to above. Neither name is altogether satisfactory: we simply have to guard against the (different) misinterpretations which each may suggest.

7. The claim to objectivity

If I have succeeded in specifying precisely enough the moral values whose objectivity I am denying, my thesis may now seem to be trivially true. Of course, some will say, valuing, preferring, choosing, recommending, rejecting, condemning, and so on, are human activities, and there is no need to look for values that are prior to and logically independent of all such activities. There may be widespread agreement in valuing, and particular value-judgements are not in general arbitrary or isolated: they typically cohere with others. or can be criticized if they do not, reasons can be given for them, and so on: but if all that the subjectivist is maintaining is that desires, ends. purposes, and the like figure somewhere in the system of reasons, and that no ends or purposes are objective as opposed to being merely inter-subjective, then this may be conceded without much fuss.

But I do not think that this should be conceded so easily. As I have said, the main tradition of European moral philosophy includes the contrary claim, that there are objective values of just the sort I have denied. I have referred already to Plato, Kant, and Sidgwick. Kant in particular holds that the cat-egorical imperative is not only. categorical and imperative but objectively so: though a rational being gives the moral law to

himself, the law that he thus makes is determinate and neces-
sary. Aristotle begins the *Nicomachean Ethics* by saying that
the good is that at which all things aim, and that ethics is part of
a science which he calls 'politics', whose goal is not knowledge
but practice; yet he does not doubt that there can be *knowledge*
of what is the good for man, nor, once he has identified this as
well-being or happiness, *eudaimonia*, that it can be known,
rationally determined, in what happiness consists; and it is plain
that he thinks that this happiness is intrinsically desirable, not
good simply because it is desired. The rationalist Samuel Clarke
holds that

> these eternal and necessary differences of things make it *fit and
> reasonable* for creatures so to act ... even separate from the con-
> sideration of these rules being the *positive will* or *command of God*;
> and also antecedent to any respect or regard, expectation or appre-
> hension, of any *particular private and personal advantage or dis-
> advantage, reward or punishment,* either present or future ...

Even the sentimentalist Hutcheson defines moral goodness as
'some quality apprehended in actions, which procures ap-
probation ...', while saying that the moral sense by which we
perceive virtue and vice has been given to us (by the Author of
nature) to direct our actions. Hume indeed was on the other
side, but he is still a witness to the dominance of the objectivist
tradition, since he claims that when we 'see that the distinction
of vice and virtue is not founded merely on the relations of
objects, nor is perceiv'd by reason', this 'wou'd subvert all the
vulgar systems of morality'. And Richard Price insists that right
and wrong are 'real characters of actions', not 'qualities of our
minds', and are perceived by the understanding; he criticizes the
notion of moral sense on the ground that it would make virtue
an affair of taste, and moral right and wrong 'nothing in the
objects themselves'; he rejects Hutcheson's view because
(perhaps mistakenly) he sees it as collapsing into Hume's.

But this objectivism about values is not only a feature of the
philosophical tradition. It has also a firm basis in ordinary
thought, and even in the meanings of moral terms. No doubt it

was an extravagance for Moore to say that 'good' is the name of a non-natural quality, but it would not be so far wrong to say that in moral contexts it is used as if it were the name of a supposed non-natural quality, where the description 'non-natural' leaves room for the peculiar evaluative, prescriptive, intrinsically action-guiding aspects of this supposed quality. This point can be illustrated by reflection on the conflicts and swings of opinion in recent years between non-cognitivist and naturalist views about the central, basic, meanings of ethical terms. If we reject the view that it is the function of such terms to introduce objective values into discourse about conduct and choices of action, there seem to be two main alternative types of account. One (which has importantly different subdivisions) is that they conventionally express either attitudes which the speaker purports to adopt towards whatever it is that he characterizes morally, or prescriptions or recommendations, subject perhaps to the logical constraint of universalizability. Different views of this type share the central thesis that ethical terms have, at least partly and primarily, some sort of non-cognitive, non-descriptive, meaning. Views of the other type hold that they are descriptive in meaning, but descriptive of natural features, partly of such features as everyone, even the non-cognitivist, would recognize as distinguishing kind actions from cruel ones, courage from cowardice, politeness from rudeness, and so on, and partly (though these two overlap) of relations between the actions and some human wants, satisfactions, and the like. I believe that views of both these types capture part of the truth. Each approach can account for the fact that moral judgements are action-guiding or practical. Yet each gains much of its plausibility from the felt inadequacy of the other. It is a very natural reaction to any non-cognitive analysis of ethical terms to protest that there is more to ethics than this, something more external to the maker of moral judgements, more authoritative over both him and those of or to whom he speaks, and this reaction is likely to persist even when full allowance has been made for the logical, formal, constraints of full-blooded prescriptivity and universalizability.

Ethics, we are inclined to believe, is more a matter of knowl-
edge and less a matter of decision than any non-cognitive
analysis allows. And of course naturalism satisfies this demand.
It will not be a matter of choice or decision whether an action is
cruel or unjust or imprudent or whether it is likely to produce
more distress than pleasure. But in satisfying this demand, it
introduces a converse deficiency. On a naturalist analysis, moral
judgements can be practical, but their practicality is wholly
relative to desires or possible satisfactions of the person or
persons whose actions are to be guided; but moral judgements
seem to say more than this. This view leaves out the categorical
quality of moral requirements. In fact both naturalist and non-
cognitive analyses leave out the apparent authority of ethics,
the one by excluding the categorically imperative aspect, the
other the claim to objective validity or truth. The ordinary user
of moral language means to say something about whatever it is
that he characterizes morally, for example a possible action, as
it is in itself, or would be if it were realized, and not about, or
even simply expressive of, his, or anyone else's, attitude or re-
lation to it. But the something he wants to say is not purely
descriptive, certainly not inert, but something that involves a
call for action or for the refraining from action, and one that is
absolute, not contingent upon any desire or preference or policy
or choice, his own or anyone else's. Someone in a state of moral
perplexity, wondering whether it would be wrong for him to
engage, say, in research related to bacteriological warfare,
wants to arrive at some judgement about this concrete case, his
doing this work at this time in these actual circumstances; his
relevant characteristics will be part of the subject of the judge-
ment, but no relation between him and the proposed action will
be part of the predicate. The question is not, for example,
whether he really wants to do this work, whether it will satisfy
or dissatisfy him, whether he will in the long run have a pro-
attitude towards it, or even whether this is an action of a sort
that he can happily and sincerely recommend in all relevantly
similar cases. Nor is he even wondering just whether to recom-
mend such action in all relevantly similar cases. He wants to

know whether this course of action would be wrong in itself. Something like this is the everyday objectivist concept of which talk about non-natural qualities is a philosopher's reconstruction.

The prevalence of this tendency to objectify values – and not only moral ones – is confirmed by a pattern of thinking that we find in existentialists and those influenced by them. The denial of objective values can carry with it an extreme emotional reaction, a feeling that nothing matters at all, that life has lost its purpose. Of course this does not follow; the lack of objective values is not a good reason for abandoning subjective concern or for ceasing to want anything. But the abandonment of a belief in objective values can cause, at least temporarily, a decay of subjective concern and sense of purpose. That it does so is evidence that the people in whom this reaction occurs have been tending to objectify their concerns and purposes, have been giving them a fictitious external authority. A claim to objectivity has been so strongly associated with their subjective concerns and purposes that the collapse of the former seems to undermine the latter as well.

This view, that conceptual analysis would reveal a claim to objectivity, is sometimes dramatically confirmed by philosophers who are officially on the other side. Bertrand Russell, for example, says that 'ethical propositions should be expressed in the optative mood, not in the indicative'; he defends himself effectively against the charge of inconsistency in both holding ultimate ethical valuations to be subjective and expressing emphatic opinions on ethical questions. Yet at the end he admits:

Certainly there *seems* to be something more. Suppose, for example, that some one were to advocate the introduction of bull-fighting in this country. In opposing the proposal, I should *feel*, not only that I was expressing my desires, but that my desires in the matter are *right*, whatever that may mean. As a matter of argument, I can, I think, show that I am not guilty of any logical inconsistency in holding to the above interpretation of ethics and at the same time expressing strong ethical preferences. But in feeling I am not satisfied.

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But he concludes, reasonably enough, with the remark: 'I can only say that, while my own opinions as to ethics do not satisfy me, other people's satisfy me still less.'

I conclude, then, that ordinary moral judgements include a claim to objectivity, an assumption that there are objective values in just the sense in which I am concerned to deny this. And I do not think it is going too far to say that this assumption has been incorporated in the basic, conventional, meanings of moral terms. Any analysis of the meanings of moral terms which omits this claim to objective, intrinsic, prescriptivity is to that extent incomplete; and this is true of any non-cognitive analysis, any naturalist one, and any combination of the two.

If second order ethics were confined, then, to linguistic and conceptual analysis, it ought to conclude that moral values at least are objective: that they are so is part of what our ordinary moral statements mean: the traditional moral concepts of the ordinary man as well as of the main line of western phil-osophers are concepts of objective value. But it is precisely for this reason that linguistic and conceptual analysis is not enough. The claim to objectivity, however ingrained in our language and thought, is not self-validating. It can and should be ques-tioned. But the denial of objective values will have to be put forward not as the result of an analytic approach, but as an 'error theory', a theory that although most people in making moral judgements implicitly claim, among other things, to be pointing to something objectively prescriptive, these claims are all false. It is this that makes the name 'moral scepticism' appropriate.

But since this is an error theory, since it goes against assump-tions ingrained in our thought and built into some of the ways in which language is used, since it conflicts with what is some-times called common sense, it needs very solid support. It is not something we can accept lightly or casually and then quietly pass on. If we are to adopt this view, we must argue explicitly for it. Traditionally it has been supported by arguments of two main kinds, which I shall call the argument from relativity and the argument from queerness, but these can, as I shall show, be supplemented in several ways.

8. The argument from relativity

The argument from relativity has as its premiss the well-known variation in moral codes from one society to another and from one period to another, and also the differences in moral beliefs between different groups and classes within a complex community. Such variation is in itself merely a truth of descriptive morality, a fact of anthropology which entails neither first order nor second order ethical views. Yet it may indirectly support second order subjectivism: radical differences between first order moral judgements make it difficult to treat those judgements as apprehensions of objective truths. But it is not the mere occurrence of disagreements that tells against the objectivity of values. Disagreement on questions in history or biology or cosmology does not show that there are no objective issues in these fields for investigators to disagree about. But such scientific disagreement results from speculative inferences or explanatory hypotheses based on inadequate evidence, and it is hardly plausible to interpret moral disagreement in the same way. Disagreement about moral codes seems to reflect people's adherence to and participation in different ways of life. The causal connection seems to be mainly that way round: it is that people approve of monogamy because they participate in a monogamous way of life rather than that they participate in a monogamous way of life because they approve of monogamy. Of course, the standards may be an idealization of the way of life from which they arise: the monogamy in which people participate may be less complete, less rigid, than that of which it leads them to approve. This is not to say that moral judgements are purely conventional. Of course there have been and are moral heretics and moral reformers, people who have turned against the established rules and practices of their own communities for moral reasons, and often for moral reasons that we would endorse. But this can usually be understood as the extension, in ways which, though new and unconventional, seemed to them to be required for consistency, of rules to which

they already adhered as arising out of an existing way of life. In short, the argument from relativity has some force simply because the actual variations in the moral codes are more readily explained by the hypothesis that they reflect ways of life than by the hypothesis that they express perceptions, most of them seriously inadequate and badly distorted, of objective values.

But there is a well-known counter to this argument from relativity, namely to say that the items for which objective validity is in the first place to be claimed are not specific moral rules or codes but very general basic principles which are recognized at least implicitly to some extent in all society – such principles as provide the foundations of what Sidgwick has called different methods of ethics: the principle of universalizability, perhaps, or the rule that one ought to conform to the specific rules of any way of life in which one takes part, from which one profits, and on which one relies, or some utilitarian principle of doing what tends, or seems likely, to promote the general happiness. It is easy to show that such general principles, married with differing concrete circumstances, different existing social patterns or different preferences, will beget different specific moral rules; and there is some plausibility in the claim that the specific rules thus generated will vary from community to community or from group to group in close agreement with the actual variations in accepted codes.

The argument from relativity can be only partly countered in this way. To take this line the moral objectivist has to say that it is only in these principles that the objective moral character attaches immediately to its descriptively specified ground or subject: other moral judgements are objectively valid or true, but only derivatively and contingently – if things had been otherwise, quite different sorts of actions would have been right. And despite the prominence in recent philosophical ethics of universalization, utilitarian principles, and the like, these are very far from constituting the whole of what is actually affirmed as basic in ordinary moral thought. Much of this is concerned rather with what Hare calls 'ideals' or, less kindly, 'fanaticism'. That is, people judge that some things are good or right, and

others are bad or wrong, not because – or at any rate not only because – they exemplify some general principle for which widespread implicit acceptance could be claimed, but because something about those things arouses certain responses immediately in them, though they would arouse radically and irresolvably different responses in others. 'Moral sense' or 'intuition' is an initially more plausible description of what supplies many of our basic moral judgements than 'reason'. With regard to all these starting points of moral thinking the argument from relativity remains in full force.

9. The argument from queerness

Even more important, however, and certainly more generally applicable, is the argument from queerness. This has two parts, one metaphysical, the other epistemological. If there were objective values, then they would be entities or qualities or relations of a very strange sort, utterly different from anything else in the universe. Correspondingly, if we were aware of them, it would have to be by some special faculty of moral perception or intuition, utterly different from our ordinary ways of knowing everything else. These points were recognized by Moore when he spoke of non-natural qualities, and by the intuitionists in their talk about a 'faculty of moral intuition'. Intuitionism has long been out of favour, and it is indeed easy to point out its implausibilities. What is not so often stressed, but is more important, is that the central thesis of intuitionism is one to which any objectivist view of values is in the end committed: intuitionism merely makes unpalatably plain what other forms of objectivism wrap up. Of course the suggestion that moral judgements are made or moral problems solved by just sitting down and having an ethical intuition is a travesty of actual moral thinking. But, however complex the real process, it will require (if it is to yield authoritatively prescriptive conclusions) some input of this distinctive sort, either premisses or forms of argument or both. When we ask the awkward question, how we can

be aware of this authoritative prescriptivity, of the truth of these distinctively ethical premises or of the cogency of this distinctively ethical pattern of reasoning, none of our ordinary accounts of sensory perception or introspection or the framing and confirming of explanatory hypotheses or inference or logical construction or conceptual analysis, or any combination of these, will provide a satisfactory answer; 'a special sort of intuition' is a lame answer, but it is the one to which the clear-headed objectivist is compelled to resort.

Indeed, the best move for the moral objectivist is not to evade this issue, but to look for companions in guilt. For example, Richard Price argues that it is not moral knowledge alone that such an empiricism as those of Locke and Hume is unable to account for, but also our knowledge and even our ideas of essence, number, identity, diversity, solidity, inertia, substance, the necessary existence and infinite extension of time and space, necessity and possibility in general, power, and causation. If the understanding, which Price defines as the faculty within us that discerns truth, is also a source of new simple ideas of so many other sorts, may it not also be a power of immediately perceiving right and wrong, which yet are real characters of actions?

This is an important counter to the argument from queerness. The only adequate reply to it would be to show how, on empiricist foundations, we can construct an account of the ideas and beliefs and knowledge that we have of all these matters. I cannot even begin to do that here, though I have undertaken some parts of the task elsewhere. I can only state my belief that satisfactory accounts of most of these can be given in empirical terms. If some supposed metaphysical necessities or essences resist such treatment, then they too should be included, along with objective values, among the targets of the argument from queerness.

This queerness does not consist simply in the fact that ethical statements are 'unverifiable'. Although logical positivism with its verifiability theory of descriptive meaning gave an impetus to non-cognitive accounts of ethics, it is not only logical positivists

but also empiricists of a much more liberal sort who should find objective values hard to accommodate. Indeed, I would not only reject the verifiability principle but also deny the con-clusion commonly drawn from it, that moral judgements lack descriptive meaning. The assertion that there are objective values or intrinsically prescriptive entities or features of some kind, which ordinary moral judgements presuppose, is, I hold, not meaningless but false.

Plato's Forms give a dramatic picture of what objective values would have to be. The Form of the Good is such that knowledge of it provides the knower with both a direction and an overriding motive; something's being good both tells the person who knows this to pursue it and makes him pursue it. An objective good would be sought by anyone who was acquainted with it, not because of any contingent fact that this person, or every person, is so constituted that he desires this end, but just because the end has to-be-pursuedness somehow built into it. Similarly, if there were objective principles of right and wrong, any wrong (possible) course of action would have not-to-be-doneness somehow built into it. Or we should have something like Clarke's necessary relations of fitness between situations and actions, so that a situation would have a demand for such-and-such an action somehow built into it.

The need for an argument of this sort can be brought out by reflection on Hume's argument that 'reason' – in which at this stage he includes all sorts of knowing as well as reasoning – can never be an 'influencing motive of the will'. Someone might object that Hume has argued unfairly from the lack of influencing power (not contingent upon desires) in ordinary objects of knowledge and ordinary reasoning, and might main-tain that values differ from natural objects precisely in their power, when known, automatically to influence the will. To this Hume could, and would need to, reply that this objection in-volves the postulating of value-entities or value-features of quite a different order from anything else with which we are acquainted, and of a corresponding faculty with which to detect them. That is, he would have to supplement his explicit argu-

ment with what I have called the argument from queerness.

Another way of bringing out this queerness is to ask, about anything that is supposed to have some objective moral quality, how this is linked with its natural features. What is the connection between the natural fact that an action is a piece of deliberate cruelty – say, causing pain just for fun – and the moral fact that it is wrong? It cannot be an entailment, a logical or semantic necessity. Yet it is not merely that the two features occur together. The wrongness must somehow be 'consequential' or 'supervenient'; it is wrong because it is a piece of deliberate cruelty. But just what *in the world* is signified by this 'because'? And how do we know the relation that it signifies, if this is something more than such actions being socially condemned, and condemned by us too, perhaps through our having absorbed attitudes from our social environment? It is not even sufficient to postulate a faculty which 'sees' the wrongness: something must be postulated which can see at once the natural features that constitute the cruelty, and the wrongness, and the mysterious consequential link between the two. Alternatively, the intuition required might be the perception that wrongness is a higher order property belonging to certain natural properties; but what is this belonging of properties to other properties, and how can we discern it? How much simpler and more comprehensible the situation would be if we could replace the moral quality with some sort of subjective response which could be causally related to the detection of the natural features on which the supposed quality is said to be consequential.

It may be thought that the argument from queerness is given an unfair start if we thus relate it to what are admittedly among the wilder products of philosophical fancy – Platonic Forms, non-natural qualities, self-evident relations of fitness, faculties of intuition, and the like. Is it equally forceful if applied to the terms in which everyday moral judgements are more likely to be expressed – though still, as has been argued in Section 7, with a claim to objectivity – 'you must do this', 'you can't do that', 'obligation', 'unjust', 'rotten', 'disgraceful', 'mean', or talk about good reasons for or against possible actions? Admittedly

not; but that is because the objective prescriptivity, the element a claim for whose authoritativeness is embedded in ordinary moral thought and language, is not yet isolated in these forms of speech, but is presented along with relations to desires and feelings, reasoning about the means to desired ends, inter-personal demands, the injustice which consists in the violation of what are in the context the accepted standards of merit, the psychological constituents of meanness, and so on. There is nothing queer about any of these, and under cover of them the claim for moral authority may pass unnoticed. But if I am right in arguing that it is ordinarily there, and is therefore very likely to be incorporated almost automatically in philosophical ac-counts of ethics which systematize our ordinary thought even in such apparently innocent terms as these, it needs to be exam-ined, and for this purpose it needs to be isolated and exposed as it is by the less cautious philosophical reconstructions.

10. Patterns of objectification

Considerations of these kinds suggest that it is in the end less paradoxical to reject than to retain the common-sense belief in the objectivity of moral values, provided that we can explain how this belief, if it is false, has become established and is so resistant to criticisms. This proviso is not difficult to satisfy.

On a subjectivist view, the supposedly objective values will be based in fact upon attitudes which the person has who takes himself to be recognizing and responding to those values. If we admit what Hume calls the mind's 'propensity to spread itself on external objects', we can understand the supposed objectivity of moral qualities as arising from what we can call the projection or objectification of moral attitudes. This would be analogous to what is called the 'pathetic fallacy', the tendency to read our feelings into their objects. If a fungus, say, fills us with disgust, we may be inclined to ascribe to the fungus itself a non-natural quality of foulness. But in moral contexts there is more than this propensity at work. Moral attitudes themselves are at least

partly social in origin: socially established – and socially necessary – patterns of behaviour put pressure on individuals, and each individual tends to internalize these pressures and to join in requiring these patterns of behaviour of himself and of others. The attitudes that are objectified into moral values have indeed an external source, though not the one assigned to them by the belief in their absolute authority. Moreover, there are motives that would support objectification. We need morality to regulate interpersonal relations, to control some of the ways in which people behave towards one another, often in opposition to contrary inclinations. We therefore want our moral judgements to be authoritative for other agents as well as for ourselves: objective validity would give them the authority required. Aesthetic values are logically in the same position as moral ones; much the same metaphysical and epistemological considerations apply to them. But aesthetic values are less strongly objectified than moral ones; their subjective status, and an 'error theory' with regard to such claims to objectivity as are incorporated in aesthetic judgements, will be more readily accepted, just because the motives for their objectification are less compelling.

But it would be misleading to think of the objectification of moral values as primarily the projection of feelings, as in the pathetic fallacy. More important are wants and demands. As Hobbes says, 'whatsoever is the object of any man's Appetite or Desire, that is it, which he for his part calleth *Good'*; and certainly both the adjective 'good' and the noun 'goods' are used in non-moral contexts of things because they are such as to satisfy desires. We get the notion of something's being objectively good, or having intrinsic value, by reversing the direction of dependence here, by making the desire depend upon the goodness, instead of the goodness on the desire. And this is aided by the fact that the desired thing will indeed have features that make it desired, that enable it to arouse a desire or that make it such as to satisfy some desire that is already there. It is fairly easy to confuse the way in which a thing's desirability is indeed objective with its having in our sense objective value. The fact

that the word 'good' serves as one of our main moral terms is a trace of this pattern of objectification.

Similarly related uses of words are covered by the distinction between hypothetical and categorical imperatives. The statement that someone 'ought to' or, more strongly, 'must' do such-and-such may be backed up explicitly or implicitly by reference to what he wants or to what his purposes and objects are. Again, there may be a reference to the purposes of someone else, perhaps the speaker: 'You must do this' – 'Why?' – 'Because I want such-and-such'. The moral categorical imperative which could be expressed in the same words can be seen as resulting from the suppression of the conditional clause in a hypothetical imperative without its being replaced by any such reference to the speaker's wants. The action in question is still required in something like the way in which it would be if it were appropriately related to a want, but it is no longer admitted that there is any contingent want upon which its being required depends. Again this move can be understood when we remember that at least our central and basic moral judgements represent social demands, where the source of the demand is indeterminate and diffuse. Whose demands or wants are in question, the agent's, or the speaker's, or those of an indefinite multitude of other people? All of these in a way, but there are advantages in not specifying them precisely. The speaker is expressing demands which he makes as a member of a community, which he has developed in and by participation in a joint way of life; also, what is required of this particular agent would be required of any other in a relevantly similar situation; but the agent too is expected to have internalized the relevant demands, to act as if the ends for which the action is required were his own. By suppressing any explicit reference to demands and making the imperatives categorical we facilitate conceptual moves from one such demand relation to another. The moral uses of such words as 'must' and 'ought' and 'should', all of which are used also to express hypothetical imperatives, are traces of this pattern of objectification.

It may be objected that this explanation links normative ethics too closely with descriptive morality, with the mores or

socially enforced patterns of behaviour that anthropologists record. But it can hardly be denied that moral thinking starts from the enforcement of social codes. Of course it is not confined to that. But even when moral judgements are detached from the mores of any actual society they are liable to be framed with reference to an ideal community of moral agents, such as Kant's kingdom of ends, which but for the need to give God a special place in it would have been better called a commonwealth of ends.

Another way of explaining the objectification of moral values is to say that ethics is a system of law from which the legislator has been removed. This might have been derived either from the positive law of a state or from a supposed system of divine law. There can be no doubt that some features of modern European moral concepts are traceable to the theological ethics of Christianity. The stress on quasi-imperative notions, on what ought to be done or on what is wrong in a sense that is close to that of 'forbidden', are surely relics of divine commands. Admittedly, the central ethical concepts for Plato and Aristotle also are in a broad sense prescriptive or intrinsically action-guiding, but in concentrating rather on 'good' than on 'ought' they show that their moral thought is an objectification of the desired and the satisfying rather than of the commanded. Elizabeth Anscombe has argued that modern, non-Aristotelian, concepts of *moral* obligation, *moral* duty, of what is *morally* right and wrong, and of the *moral* sense of 'ought' are survivals outside the framework of thought that made them really intelligible, namely the belief in divine law. She infers that 'ought' has 'become a word of mere mesmeric force', with only a 'delusive appearance of content', and that we would do better to discard such terms and concepts altogether, and go back to Aristotelian ones.

There is much to be said for this view. But while we can explain some distinctive features of modern moral philosophy in this way, it would be a mistake to see the whole problem of the claim to objective prescriptivity as merely local and unnecessary, as a post-operative complication of a society from

which a dominant system of theistic belief has recently been rather hastily excised. As Cudworth and Clarke and Price, for example, show, even those who still admit divine commands, or the positive law of God, may believe moral values to have an independent objective but still action-guiding authority. Responding to Plato's Euthyphro dilemma, they believe that God commands what he commands because it is in itself good or right, not that it is good or right merely because and in that he commands it. Other\Vise God himself could not be called good. Price asks, 'What can be more preposterous, than to make the Deity nothing but will; and to exalt this on the ruins of all his attributes?' The apparent objectivity of moral value is a widespread phenomenon which has more than one source: the persistence of a belief in something like divine law when the belief in the divine legislator has faded out is only one factor among others. There are several diferent patterns of ob-jectification, all of which have left characteristic traces in our actual moral concepts and moral language.

12. Conclusion

I have maintained that there is a real issue about the status of values, including moral values. Moral scepticism, the denial of objective moral values. is not to be confused with any one of several first order normative views, or with any linguistic or conceptual analysis. Indeed, ordinary moral judgements involve a claim to objectivity which both non-cognitive and naturalist analyses fail to capture. Moral scepticism must, therefore, take the form of an error theory, admitting that a belief in objective

values is built into ordinary moral thought and language, but holding that this ingrained belief is false. As such, it needs arguments to support it against 'common sense'. But solid arguments can be found. The considerations that favour moral scepticism are: first, the relativity or variability of some important starting points of moral thinking and their apparent dependence on actual ways of life; secondly, the metaphysical peculiarity of the supposed objective values, in that they would have to be intrinsically action-guiding and motivating; thirdly, the problem of how such values could be consequential or supervenient upon natural features; fourthly, the corresponding epistemological difficulty of accounting for our knowledge of value entities or features and of their links with the features on which they would be consequential; fifthly, the possibility of explaining, in terms of several different patterns of objectification, traces of which remain in moral language and moral concepts, how even if there were no such objective values people not only might have come to suppose that there are but also might persist firmly in that belief. These five points sum up the case for moral scepticism; but of almost equal importance are the preliminary removal of misunderstandings that often prevent this thesis from being considered fairly and explicitly, and the isolation of those items about which the moral sceptic is sceptical from many associated qualities and relations whose objective status is not in dispute.

But what if we can establish this negative conclusion, that there are no objective values? How does it help us to say anything positively about ethics? Does it not at one stroke rule out all normative ethics, laying it down that all affirmative first order judgements are false, since they include, by virtue of the very meanings of their terms, unwarranted claims to objectivity? I shall take up these questions in Chapter 5; but I want to amplify and reinforce the conclusion of this chapter by some investigations of the meanings and logical connections of moral terms.