

CONSCIOUSNESS: an Optimality Theory Approach.

ABSTRACT

Based on the “Dvaita Vada Philosophy of Vaisnavism” (Prabhupada, 1972) the purpose of this article is to describe the characteristics of “consciousness”.

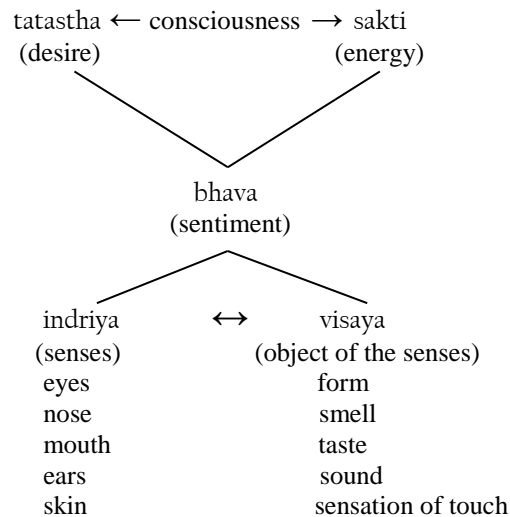
DEFINITION

Just like the symptom of fire is “light and heat” the symptom of the soul is “consciousness” (Prabhupada, 1972).

Consciousness means “to be aware of something”. And the “essence of this awareness” can be divided as “tastha” (desire) and “sakti” (energy).

THE “CAITA (CONSCIOUSNESS) MODEL”

For the purpose of describing the characteristics of “consciousness” we have developed the “CAITA [ˈtʃei.tə] MODEL” as below:



Notice that the union of “tatastha” and “sakti” generates “bhava”.

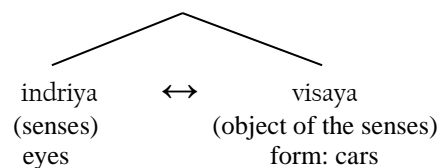
The “senses” (indriya) represents the different gates of our body by which our “consciousness” (tatastha -sakti) experiences the material world manifested as the “object of the senses” (visaya).

Based on the “CAITA MODEL” above the interaction of “consciousness and language” can be demonstrated on the following dialogue:

THE CAR SHOPPING

Someone wants to buy a car. He looks up at an advertisement and finds the address of a “car shopping” together with some car photos.

This part corresponds to the interaction of the “senses” (the eyes) with the “object of the senses” (the form: cars).



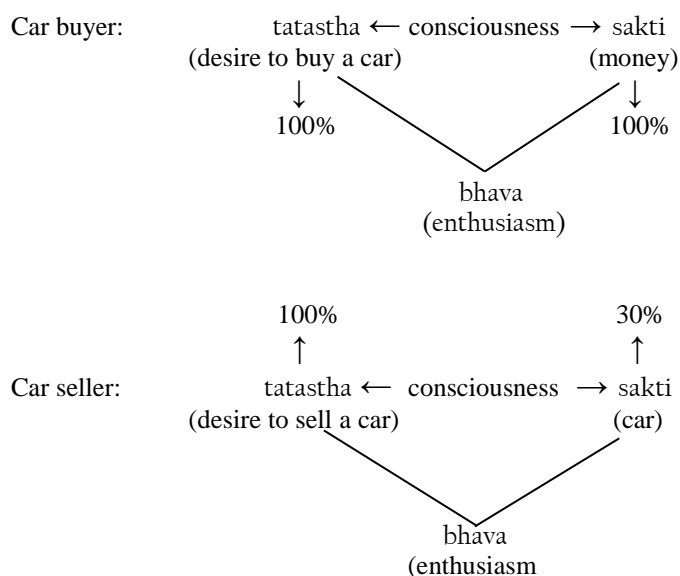
As he gets there he greets the “car seller” with great enthusiasm and says:

Car buyer: Hi! I’m looking for a “brand new sport car!”.

Car seller (replying with great enthusiasm): Fantastic! We’ve just received some last week!

The “car buyer” then notices that the “sport car” is actually not brand new! It has been repainted. He thanks the car seller and leaves for another car shopping.

If we apply the “CAITA MODEL” on this conversation we can see that it lacks a symmetrical relationship:



On this dialogue the “car buyer” presents one hundred percent (100%) of sakti: translated here as “money” whereas the “car seller’s” presents much less than that: his car has actually been estimated only thirty percent (30%) of the actual price.

The second candidate (car seller) violates the “SAKTI CONSTRAINT” and so the “car business” can not be successful.

REFERENCES

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Prabhupada, Bhaktivedanta Swami (1972). The Bhagavad-Gita as it is. Los Angeles – BBT. The United States of America.

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