The Free Development of "One-Dimensional Man" in the era of "Everything is Medium"

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Abstract: Marcuse criticized the industrial civilization brought about by the rapid development of industrial society in "The One-Dimensional Man: A Study of the Ideology of Advanced Industrial Society". The book explains in detail that the development of capitalism has turned people into purely technical animals that do not have their own spiritual life and emotional life, and lack the spirit of criticism and negation and multi-directional thinking. Under such material oppression, "technical logic" turns man into a deformed and alienated "one-dimensional man." However, with the advancement of the times and the rapid update and iteration of science and technology, human beings have not been completely immersed in one-way media indoctrination under the one-dimensional totalitarian society, and technology has developed rapidly at the same time as there is no simple control thought. Citizens are active in thinking, extending their spirits, and To express oneself, the construction of discourse power under the traditional discourse system gradually disintegrates, and the "one-dimensional person" is transformed into a "multi-dimensional person", realizing the relatively free development of human beings.

Keywords: One Dimensional People; Critical Thinking

1. The basics of *the One-dimensional Man*

1.1 The basic idea of one dimension

One dimension is mentioned and used repeatedly in The One Dimension Man, which is the core idea of the book. Its specific meaning refers to the "one dimension" of human thought and the "one side" of life mode. The formation of this ideology has its deep-seated material and policy reasons. First of all, the rapid development of large industry leads to the rapid improvement of productivity. Modern, mechanized and automated production lines liberate the hands of citizens and reduce their labor burden. The production of large quantities of consumer goods meets the material needs of citizens. Citizens fall into a temporary loss in enjoying the fruits of material civilization, resulting in a false dislocation of "satisfaction". Marcuse will "ideology of the developed industrial society" the idea as "one dimensional man" subtitle, science and technology, literature and art, philosophy thinking into the category of ideology, from the perspective of the alienation of people in developed industrial society of the whole system criticism ideology and culture, and puts forward the theory of "one dimensional".

1.2 The connotation of "one dimensional person"

In fact, the unidirectional person refers to the person who has lost the ability of negation, judgment and transcendence, can not discern the essence and phenomenon, can not acutely perceive the potential, social and natural characteristics, and is difficult to surpass the self-status quo. He is himself in a position of being ruled and dominated by technology. Such a person will often lose the ability to think, and no longer to imagine another life outside the reality, just to be satisfied with the present. Marcuse believes that normal people have two dimensions. The first dimension is people who accept and conform to the realistic living society, and the second dimension is people who criticize and create or even deny the realistic living society.[1]

2. The internal and external conditions of the formation of the "one-dimensional man"

2.1 The formation of a "one-dimensional society"

The rapid development of technology makes the society become a new totalitarian society. This new social model is to control the operation and advancement of the whole society through the use of scientific and technological means, so as to conquer all fields and assimilate various social forces. According to Marcuse, the continuous advancement of industrialization led to the unprecedented development of science and technology and the rationality of technology. Furthermore, in the political field, the ruler propagates ideas through technology, the opposition party and other factions reach a consensus under the alienation of technology, and the whole society issues a voice, transmits a political will, and expresses a discourse. Citizens just one-way acceptance, do not issue opposing opinions. There is no cultural exchange or emotional connection between the ruler and the ruled. The rapid development of science and technology makes people's material life conditions fully improve, consumer goods, the proletariat can also have their own fixed assets, meet in the manufacture, consumption, losing to recognize their own class, and the satisfaction of false suppressed the centrifugal force of the society, with the people to rebel against society has lost its reasonable reason. It can be said that in the unidirectional society, the ideal of citizens is surpassed by the reality, and the ideological consciousness of citizens only has the dimension of acceptance and obedience. It should be said that the emergence of a large number of people with only a "one-way" ideology is the primary embodiment of a "one-way" society.[2]

2.2 The derivation of one - dimensional culture and thought

In industrialized totalitarian societies, the views of the minority are infinitely magnified and the opinions of the majority are buried. Starting from the existing interests, policy makers form policies by integrating their own resources and publicizing them through news media platforms. Undoubtedly, this strengthens the manipulation and control of citizens' thoughts, which is concentrated in the aspects of discourse power, cultural thoughts and ideology. Discourse becomes a tool for rulers to unify thoughts, manipulate society and control people's hearts, and the people can only "aphasia" in passive acceptance. Culture such as combined products from the production line, production as planned, individual diversity and cultural ideas being swallowed, processing become reasonable "devices", high culture and low culture by "technical reason" to eliminate and sort out, replaced by assembly line, fast food culture, "as a social organization, on its own The essential critical functions of independent thought, freedom of will, and political opposition are deprived as the needs of the individual become more and more satisfied."[3]

2.3 Highly centralized media development

Under the high development of industrialization, the media has become the voice and transmitter of the rulers. In order to strengthen the ideological control and the unidirectional output of culture, the communication of language and information is homogenized and moves in the same direction, concentrating on opposing the construction of citizens' critical thinking. The ruler integrates thoughts and views that are in line with his own image and safeguard his own interests, uses the designed language to connect them, publicize and release them on the media platform, and highlight his own thinking and behavior mode. With the progress of science and technology, the rapid renewal and iteration of media forms have strengthened control more and more. Through a series of measures, the ruler perfected the agenda setting, integrated one-way thinking, clarified his own positioning in the mimicry environment, and constructed a framework and discourse system conducive to the development of his own class. Replace "reality" with a false "medium truth". The function of public opinion guidance and ideological control of media communication is dissimilated into a one-way communication. Marcuse once asked: "Can citizens really distinguish between the mass media as an instrument of news and entertainment and the mass media as a force of indoctrination and manipulation?" Shanghai: Shanghai Translation Publishing House, 2008.9.] This distinction is precisely based on the people with critical thinking, while the citizens in the perspective

of "technological alienation" call the people who are unidirectional have lost the ability to think in multiple dimensions, lost the ability to reflect and doubt. Critical thinking is weakened in the medium by the ruler in the form of unidirectional indoctrination.

2.4 The dissolution of the discourse power of traditional media in the age of everything media

The development of science and technology has brought rapid renewal and iteration of media, and newspapers, radio, television and other media have declined. Under the new mode of communication, everyone has a microphone and a microphone, and the right of discourse is seriously "decentralized" in major media platforms, breaking the "linear transmission mechanism" of the previous single communication. According to the 49th Statistical Report on the Development of Internet in China released by China Internet Network Information Center (CNNIC) on February 25, 2022, by December 2021, the total number of Internet users in China reached 1.032 billion person-time, which increased by 42.69 million compared with December 2020, and the Internet penetration rate reached 73.0%. Among them, the number of mobile Internet users reached 1.029 billion, and 99.7 percent of Internet users use mobile phones.It is clear from the report that with the development of Internet technology for the masses, the threshold for the use of media platforms has become lower, the number of Internet users has increased exponentially, and more and more people are participating in online activities. Relatively loose regulatory environment, fast and convenient mode of operation, make the emerging network platform "free market" opinion, huge amounts of information gathered here, multiple thinking here, compared to the spread of the industrial society under the highly centralized privilege, single dimension mode of transmission, the spread of a new era under the background of all kinds of information is changing the cognitive dimension of citizens, The emerging media platform has made the sharing, diversity and openness of information dissemination infinite, and the discourse power of mainstream media has been seriously weakened. The media market has been divided and occupied by the public, and the discourse power of official media has been seized by we-media. Everyone has the opportunity to interpret the social situation and judge right and wrong. The situation of mainstream media controlling information dissemination in the past has been severely challenged. Compared with the "temple" communication in the traditional media environment, in the mass media era, the right of discourse is no longer solely in the hands of official media organizations and social elites. Where there are hot spots, where there is traffic, there is no shortage of finder's "eyes." In this case, the publicity and guidance function of traditional media has been gradually eliminated in the era of "everything is media".

Conclusion

Science and technology do not necessarily exert one-dimensional influence on people in alienation, but may control the thoughts and lives of some people, just like the people with single logical thinking, absence of thought and emotion, and rigid ideology explained by Marcuse in "One-dimensional Man". Iterative quickly but with time, technology, this kind of situation is gradually being eliminated by the emerging media, people under the age of "all things media" to construct self, improve cognition, thought, or because the revolution of science and technology advance, or match on humanity and science and technology, no matter what, "one dimensional" is toward the multidimensional free development.

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