We begin by admitting that the fundamental ethical concepts are unanalysable, inasmuch as there is no criterion by which one can test the validity of the judgements in which they occur. So far we are in agreement with the absolutists. But, unlike the absolutists, we are able to give an explanation of this fact about ethical concepts. We say that the reason why they are unanalysable is that they are mere pseudo-concepts. The presence of an ethical symbol in a proposition adds nothing to its factual content. Thus if I say to someone, 'You acted wrongly in stealing that money,' I am not stating anything more than if I had simply said, 'You stole that money.' In adding that this action is wrong I am not making any further statement about it. I am simply evincing my moral disapproval of it. It is as if I had said, 'You stole that money,' in a peculiar tone of horror, or written it with the addition of some special exclamation marks. The tone, or the exclamation marks, adds nothing to the literal meaning of the sentence. It merely serves to show that the expression of it is attended by certain feelings in the speaker.

If now I generalize my previous statement and say, 'Stealing money is wrong.' I produce a sentence which has no factual meaning—that is, expresses no proposition which can be either true or false. It is as if I had written 'Stealing money!!' - where the shape and thickness of the exclamation marks show, by a suitable convention, that a special sort of moral disapproval is the feeling which is being expressed. It is clear that there is nothing said here which can be true or false. Another man may disagree with me about the wrongness of stealing, in the sense that he may not have the same feelings about stealing as I have, and he may quarrel with me on account of my moral sentiments. But he cannot, strictly speaking, contradict me. For in saying that a certain type of action is right or wrong, I am not making any factual statement, not even a statement about my own state of mind. I am merely expressing certain moral sentiments. And the man who is ostensibly contradicting me is merely expressing his moral sentiments. So that there is plainly no sense in asking which of us is in the right. For neither of us is asserting a genuine proposition.

What we have just been saying about the symbol ‘wrong’ applies to all normative ethical symbols. Sometimes they occur in sentences which record ordinary empirical facts besides expressing ethical feeling about those facts: sometimes they occur in sentences which simply express ethical feeling about a certain type of action, or situation, without making any statement of fact. But in every case in which one would commonly be said to be making an ethical judgement, the function of the relevant ethical word is purely ‘emotive’. It is used to express feeling about certain objects, but not to make any assertion about them.
It is worth mentioning that ethical terms do not serve only to express feeling. They are calculated also to arouse feeling, and so to stimulate action. Indeed some of them are used in such a way as to give the sentences in which they occur the effect of commands. Thus the sentence ‘It is your duty to tell the truth’ may be regarded both as the expression of a certain sort of ethical feeling about truthfulness and as the expression of the command ‘Tell the truth.’ The sentence ‘You ought to tell the truth’ also involves the command ‘Tell the truth’, but here the tone of the command is less emphatic. In the sentence ‘It is good to tell the truth’ the command has become little more than a suggestion. And thus the ‘meaning’ of the word ‘good’, in its ethical usage, is differentiated from that of the word ‘duty’ or the word ‘ought’. In fact we may define the meaning of the various ethical words in terms both of the different feelings they are ordinarily taken to express, and also the different responses which they are calculated to provoke.

We can now see why it is impossible to find a criterion for determining the validity of ethical judgements. It is not because they have an ‘absolute’ validity which is mysteriously independent of ordinary sense-experience, but because they have no objective validity whatsoever. If a sentence makes no statement at all, there is obviously no sense in asking whether what it says is true or false. And we have seen that sentences which simply express moral judgements do not say anything. They are pure expressions of feeling and as such do not come under the category of truth and falsehood. They are unverifiable for the same reason as a cry of pain or a word of command is unverifiable—because they do not express genuine propositions.

Thus, although our theory of ethics might fairly be said to be radically subjectivist, it differs in a very important respect from the orthodox subjectivist theory. For the orthodox subjectivist does not deny, as we do, that the sentences of a moralizer express genuine propositions. All he denies is that they express propositions of a unique nonempirical character. His own view is that they express propositions about the speaker’s feelings. If this were so, ethical judgements clearly would be capable of being true or false. They would be true if the speaker had the relevant feelings, and false if he had not. And this is a matter which is, in principle, empirically verifiable. Furthermore they could be significantly contradicted. For if I say, ‘Tolerance is a virtue,’ and someone answers, ‘You don’t approve of it,’ he would, on the ordinary subjectivist theory, be contradicting me. On our theory, he would not be contradicting me. because, in saying that tolerance was a virtue, I should not be making any statement about my own feelings or about anything else. I should simply be evincing my feelings, which is not at all the same thing as saying that I have them.

The distinction between the expression of feeling and the assertion of feeling is complicated by the fact that the assertion that one has a certain feeling often accompanies the expression of that feeling, and is then, indeed, a factor in the expression of that feeling. Thus I may simultaneously
express boredom and say that I am bored, and in that case my utterance of the words ‘I am bored’ is one of the circumstances which make it true to say that I am expressing or evincing boredom. But I can express boredom without actually saying that I am bored. I can express it by my tone and gestures, while making a statement about something wholly unconnected with it, or by an ejaculation, or without uttering any words at all. So that even if the assertion that one has a certain feeling always involves the expression of that feeling, the expression of a feeling assuredly does not always involve the assertion that one has it. And this is the important point to grasp in considering the distinction between our theory and the ordinary subjectivist theory. For whereas the subjectivist holds that ethical statements actually assert the existence of certain feelings, we hold that ethical statements are expressions and excitants of feeling which do not necessarily involve any assertions.

We have already remarked that the main objection to the ordinary subjectivist theory is that the validity of ethical judgements is not determined by the nature of their author's feelings. And this is an objection which our theory escapes. For it does not imply that the existence of any feelings is a necessary and sufficient condition of the validity of an ethical judgement. It implies, on the contrary, that ethical judgements have no validity.

There is, however, a celebrated argument against subjectivist theories which our theory does not escape. It has been pointed out by Moore that if ethical statements were simply statements about the speaker's feelings, it would be impossible to argue about questions of value. To take a typical example: if a man said that thrift was a virtue, and another replied that it was a vice, they would not be disputing with one another. One would be saying that he approved of thrift, and the other that he didn't; and there is no reason why both these statements should not be true. Now Moore held it to be obvious that we do dispute about questions of value, and accordingly concluded that the particular form of subjectivism which he was discussing was false.

It is plain that the conclusion that it is impossible to dispute about questions of value follows from our theory also. For as we hold that such sentences as 'Thrift is a virtue' and 'Thrift is a vice' do not express propositions at all, we clearly cannot hold that they express incompatible propositions. We must therefore admit that if Moore's argument really refutes the ordinary subjectivist theory, it also refutes ours. But, in fact, we deny that it does refute even the ordinary subjectivist theory. For we hold that one never really does dispute about questions of value.

This may seem, at first sight, to be a very paradoxical assertion. For we certainly do engage in disputes which are ordinarily regarded as disputes...
about questions of value. But, in all such cases, we find, if we consider
the matter closely, that the dispute is not really about a question of value,
but about a question of fact. When someone disagrees with us about the
moral value of a certain action or type of action, we do admittedly resort to
argument in order to win him over to our way of thinking. But we do not
attempt to show by our arguments that he has the ‘wrong’ ethical feeling
towards a situation whose nature he has correctly apprehended. What we
attempt to show is that he is mistaken about the facts of the case. We argue
that he has misconceived the agent’s motive: or that he has misjudged the
effects of the action, or its probable effects in view of the agent’s knowledge;
or that he has failed to take into account the special circumstances in which
the agent was placed. Or else we employ more general arguments about
the effects which actions of a certain type tend to produce, or the qualities
which are usually manifested in their performance. We do this in the hope
that we have only to get our opponent to agree with us about the nature
of the empirical facts for him to adopt the same moral attitude towards
them as we do. And as the people with whom we argue have generally
received the same moral education as ourselves, and live in the same social
order, our expectation is usually justified. But if our opponent happens to
have undergone a different process of moral ‘conditioning’ from ourselves,
so that, even when he acknowledges all the facts, he still disagrees with us
about the moral value of the actions under discussion, then we abandon the
attempt to convince him by argument. We say that it is impossible to argue
with him because he has a distorted or undeveloped moral sense; which
signifies merely that he employs a different set of values from our own. We
feel that our own system of values is superior, and therefore speak in such
derogatory terms of his. But we cannot bring forward any arguments to
show that our system is superior. For our judgement that it is so is itself
a judgement of value, and accordingly outside the scope of argument. It
is because argument fails us when we come to deal with pure questions
of value, as distinct from questions of fact, that we finally resort to mere
abuse.

In short, we find that argument is possible on moral questions only if some
system of values is presupposed. If our opponent concurs with us in ex-
pressing moral disapproval of all actions of a given type C, then we may get
him to condemn a particular action A, by bringing forward arguments to
show that A is of type t. For the question whether A does or does not belong
to that type is a plain question of fact. Given that a man has certain moral
principles, we argue that he must, in order to be consistent, react morally
to certain things in a certain way. What we do not and cannot argue about
is the validity of these moral principles. We merely praise or condemn them
in the light of our own feelings.

If anyone doubts the accuracy of this account of moral disputes, let him
try to construct even an imaginary argument on a question of value which
does not reduce itself to an argument about a question of logic or about an empirical matter of fact. I am confident that he will not succeed in producing a single example. And if that is the case, he must allow that its involving the impossibility of purely ethical arguments is not, as Moore thought, a ground of objection to our theory, but rather a point in favour of it.

Having upheld our theory against the only criticism which appeared to threaten it, we may now use it to define the nature of all ethical inquiries. We find that ethical philosophy consists simply in saying that ethical concepts are pseudo-concepts and therefore unanalysable. The further task of describing the different feelings that the different ethical terms are used to express, and the different reactions that they customarily provoke, is a task for the psychologist. There cannot be such a thing as ethical science, if by ethical science one means the elaboration of a ‘true’ system of morals. For we have seen that, as ethical judgements are mere expressions of feeling, there can be no way of determining the validity of any ethical system. And, indeed, no sense in asking whether any such system is true. All that one may legitimately inquire in this connexion is, What are the moral habits of a given person or group of people, and what causes them to have precisely those habits and feelings? And this inquiry falls wholly within the scope of the existing social sciences.

It appears, then, that ethics, as a branch of knowledge, is nothing more than a department of psychology and sociology. And in case anyone thinks that we are overlooking the existence of casuistry, we may remark that casuistry is not a science, but is a purely analytical investigation of the structure of a given moral system. In other words, it is an exercise in formal logic.

When one comes to pursue the psychological inquiries which constitute ethical science, one is immediately enabled to account for the Kantian and hedonistic theories of morals. For one finds that one of the chief causes of moral behaviour is fear, both conscious and unconscious, of a god’s displeasure, and fear of the enmity of society. And this, indeed, is the reason why moral precepts present themselves to some people as ‘categorical’ commands. And one finds, also, that the moral code of a society is partly determined by the beliefs of that society concerning the conditions of its own happiness—or, in other words, that a society tends to encourage or discourage a given type of conduct by the use of moral sanctions according as it appears to promote or detract from the contentment of the society as a whole. And this is the reason why altruism is recommended in most moral codes and egotism condemned. It is from the observation of this connexion between morality and happiness that hedonistic or eudaemonistic theories of morals ultimately spring, just as the moral theory of Kant is based on the fact, previously explained, that moral precepts have for some people the force of inexorable commands. As each of these theories ignores the fact
which lies at the root of the other, both may be criticized as being one-sided; but this is not the main objection to either of them. Their essential defect is that they treat propositions which refer to the causes and attributes of our ethical feelings as if they were definitions of ethical concepts. And thus they fail to recognize that ethical concepts are pseudo-concepts and consequently indefinable.

As we have already said, our conclusions about the nature of ethics apply to aesthetics also. Aesthetic terms are used in exactly the same way as ethical terms. Such aesthetic words as ‘beautiful’ and ‘hideous’ are employed, as ethical words are employed, not to make statements of fact, but simply to express certain feelings and evoke a certain response. It follows, as in ethics, that there is no sense in attributing objective validity to aesthetic judgements, and no possibility of arguing about questions of value in aesthetics, but only about questions of fact. A scientific treatment of aesthetics would show us what in general were the causes of aesthetic feeling, why various societies produced and admired the works of art they did, why taste varies as it does within a given society, and so forth. And these are ordinary psychological or sociological questions. They have, of course, little or nothing to do with aesthetic criticism as we understand it. But that is because the purpose of aesthetic criticism is not so much to give knowledge as to communicate emotion. The critic, by calling attention to certain features of the work under review, and expressing his own feelings about them, endeavours to make us share his attitude towards the work as a whole. The only relevant propositions that he formulates are propositions describing the nature of the work. And these are plain records of fact. We conclude, therefore, that there is nothing in aesthetics, any more than there is in ethics, to justify the view that it embodies a unique type of knowledge.

It should now be clear that the only information which we can legitimately derive from the study of our aesthetic and moral experiences is information about our own mental and physical make-up. We take note of these experiences as providing data for our psychological and sociological generalizations. And this is the only way in which they serve to increase our knowledge. It follows that any attempt to make our use of ethical and aesthetic concepts the basis of a metaphysical theory concerning the existence of a world of values, as distinct from the world of facts, involves a false analysis of these concepts. Our own analysis has shown that the phenomena of moral experience cannot fairly be used to support any rationalist or metaphysical doctrine whatsoever. In particular, they cannot, as Kant hoped, be used to established the existence of a transcendent god.

This mention of God brings us to the question of the possibility of religious knowledge. We shall see that this possibility has already been ruled out by our treatment of metaphysics. But as this is a point of considerable interest, we may be permitted to discuss it at some length.