### **1NC Shell – Cap K**

#### **The affirmative only makes energy production easier and thus cheaper, the logic of capitalism dictates that this only increases consumption resulting in extinction of the planet**

Foster et al 2010 (John Bellamy [prof of sociology @ U of Oregon], Brett Clark [Assistant prof of sociology @ NC State U] and Richard York [assoc. prof of sociology @ U of Oregon]; Capitalism and the Curse of Energy Efficiency; Nov 1; <http://monthlyreview.org/2010/11/01/capitalism-and-the-curse-of-energy-efficiency>; kdf)

The Jevons Paradox was forgotten in the heyday of the age of petroleum during the first three-quarters of the twentieth century, but reappeared in the 1970s due to increasing concerns over resource scarcity associated with the Club of Rome’s Limits to Growth analysis, heightened by the oil-energy crisis of 1973-74. As energy efficiency measures were introduced, economists became concerned with their effectiveness. This led to the resurrection, at the end of the 1970s and the beginning of the 1980s, of the general question posed by the Jevons Paradox, in the form of what was called the “rebound effect.” This was the fairly straightforward notion that engineering efficiency gains normally led to a decrease in the effective price of a commodity, thereby generating increased demand, so that the gains in efficiency did not produce a decrease in consumption to an equal extent. The Jevons Paradox has often been relegated to a more extreme version of the rebound effect, in which there is a backfire, or a rebound of more than 100 percent of “engineering savings,” resulting in an increase rather than decrease in the consumption of a given resource.30¶ Technological optimists have tried to argue that the rebound effect is small, and therefore environmental problems can be solved largely by technological innovation alone, with the efficiency gains translating into lower throughput of energy and materials (dematerialization). Empirical evidence of a substantial rebound effect is, however, strong. For example, technological advancements in motor vehicles, which have increased the average miles per gallon of vehicles by 30 percent in the United States since 1980, have not reduced the overall energy used by motor vehicles. Fuel consumption per vehicle stayed constant while the efficiency gains led to the augmentation, not only of the numbers of cars and trucks on the roads (and the miles driven), but also their size and “performance” (acceleration rate, cruising speed, etc.)—so that SUVs and minivans now dot U.S. highways. At the macro level, the Jevons Paradox can be seen in the fact that, even though the United States has managed to double its energy efficiency since 1975, its energy consumption has risen dramatically. Juliet Schor notes that over the last thirty-five years:¶ energy expended per dollar of GDP has been cut in half. But rather than falling, energy demand has increased, by roughly 40 percent. Moreover, demand is rising fastest in those sectors that have had the biggest efficiency gains—transport and residential energy use. Refrigerator efficiency improved by 10 percent, but the number of refrigerators in use rose by 20 percent. In aviation, fuel consumption per mile fell by more than 40 percent, but total fuel use grew by 150 percent because passenger miles rose. Vehicles are a similar story. And with soaring demand, we’ve had soaring emissions. Carbon dioxide from these two sectors has risen 40 percent, twice the rate of the larger economy.¶ Economists and environmentalists who try to measure the direct effects of efficiency on the lowering of price and the immediate rebound effect generally tend to see the rebound effect as relatively small, in the range of 10 to 30 percent in high-energy consumption areas such as home heating and cooling and cars. But once the indirect effects, apparent at the macro level, are incorporated, the Jevons Paradox remains extremely significant. It is here at the macro level that scale effects come to bear: improvements in energy efficiency can lower the effective cost of various products, propelling the overall economy and expanding overall energy use.31 Ecological economists Mario Giampietro and Kozo Mayumi argue that the Jevons Paradox can only be understood in a macro-evolutionary model, where improvements in efficiency result in changes in the matrices of the economy, such that the overall effect is to increase scale and tempo of the system as a whole.32¶ Most analyses of the Jevons Paradox remain abstract, based on isolated technological effects, and removed from the historical process. They fail to examine, as Jevons himself did, the character of industrialization. Moreover, they are still further removed from a realistic understanding of the accumulation-driven character of capitalist development. An economic system devoted to profits, accumulation, and economic expansion without end will tend to use any efficiency gains or cost reductions to expand the overall scale of production. Technological innovation will therefore be heavily geared to these same expansive ends. It is no mere coincidence that each of the epoch-making innovations (namely, the steam engine, the railroad, and the automobile) that dominated the eighteenth, nineteenth, and twentieth centuries were characterized by their importance in driving capital accumulation and the positive feedback they generated with respect to economic growth as a whole—so that the scale effects on the economy arising from their development necessarily overshot improvements in technological efficiency.33 Conservation in the aggregate is impossible for capitalism, however much the output/input ratio may be increased in the engineering of a given product. This is because all savings tend to spur further capital formation (provided that investment outlets are available). This is especially the case where core industrial resources—what Jevons called “central materials” or “staple products”—are concerned.¶ The Fallacy of Dematerialization¶ The Jevons Paradox is the product of a capitalist economic system that is unable to conserve on a macro scale, geared, as it is, to maximizing the throughput of energy and materials from resource tap to final waste sink. Energy savings in such a system tend to be used as a means for further development of the economic order, generating what Alfred Lotka called the “maximum energy flux,” rather than minimum energy production.34 The deemphasis on absolute (as opposed to relative) energy conservation is built into the nature and logic of capitalism as a system unreservedly devoted to the gods of production and profit. As Marx put it: “Accumulate, accumulate! That is Moses and the prophets!”35¶ Seen in the context of a capitalist society, the Jevons Paradox therefore demonstrates the fallacy of current notions that the environmental problems facing society can be solved by purely technological means. Mainstream environmental economists often refer to “dematerialization,” or the “decoupling” of economic growth, from consumption of greater energy and resources. Growth in energy efficiency is often taken as a concrete indication that the environmental problem is being solved. Yet savings in materials and energy, in the context of a given process of production, as we have seen, are nothing new; they are part of the everyday history of capitalist development.36 Each new steam engine, as Jevons emphasized, was more efficient than the one before. “Raw materials-savings processes,” environmental sociologist Stephen Bunker noted, “are older than the Industrial Revolution, and they have been dynamic throughout the history of capitalism.” Any notion that reduction in material throughput, per unit of national income, is a new phenomenon is therefore “profoundly ahistorical.”37¶ What is neglected, then, in simplistic notions that increased energy efficiency normally leads to increased energy savings overall, is the reality of the Jevons Paradox relationship—through which energy savings are used to promote new capital formation and the proliferation of commodities, demanding ever greater resources. Rather than an anomaly, the rule that efficiency increases energy and material use is integral to the “regime of capital” itself.38 As stated in The Weight of Nations, an important empirical study of material outflows in recent decades in five industrial nations (Austria, Germany, the Netherlands, the United States, and Japan): “Efficiency gains brought by technology and new management practices have been offset by [increases in] the scale of economic growth.”39¶ The result is the production of mountains upon mountains of commodities, cheapening unit costs and leading to greater squandering of material resources. Under monopoly capitalism, moreover, such commodities increasingly take the form of artificial use values, promoted by a vast marketing system and designed to instill ever more demand for commodities and the exchange values they represent—as a substitute for the fulfillment of genuine human needs. Unnecessary, wasteful goods are produced by useless toil to enhance purely economic values at the expense of the environment. Any slowdown in this process of ecological destruction, under the present system, spells economic disaster.¶ In Jevons’s eyes, the “momentous choice” raised by a continuation of business as usual was simply “between brief but true [national] greatness and longer continued mediocrity.” He opted for the former—the maximum energy flux. A century and a half later, in our much bigger, more global—but no less expansive—economy, it is no longer simply national supremacy that is at stake, but the fate of the planet itself. To be sure, there are those who maintain that we should “live high now and let the future take care of itself.” To choose this course, though, is to court planetary disaster. The only real answer for humanity (including future generations) and the earth as a whole is to alter the social relations of production, to create a system in which efficiency is no longer a curse—a higher system in which equality, human development, community, and sustainability are the explicit goals.

#### The post-politics of the AFF is ultimately arbitrary and subject to cooption by reactionaries—only the thoroughly partisan truth of the ALT solves

Zizek 4

[Slavoj, “Iraq war, chips and chocolate laxatives,” 30 Jan 2004, <http://www.timeshighereducation.co.uk/story.asp?storyCode=182609&sectioncode=26>] // myost

True believers in a (universal) cause are indifferent to local customs and mores that simply do not matter. But the multiculturalist is more of a Rortyan "ironist", always keeping a distance, always displacing belief onto Others. The tolerant liberal concedes in principle the right to believe while rejecting every determinate belief as "fundamentalist". This brings us to a more radical question: since the reference to any form of universal truth is disqualified as a form of cultural violence, is what ultimately matters only our respect for the Other's fantasy? The ultimate problem with the multiculturalist's approach is that it refers to unique particular experience as a political argument: "Only a gay black woman can experience and tell what it means to be a gay black woman", and so on. Such a recourse to the particular experience that cannot be universalised is always and by definition a conservative political gesture: ultimately, everyone can evoke their unique experience to justify their reprehensible acts. Is it not possible for a Nazi executioner to claim that his victims do not understand the inner vision that drove him? We need to reinvent the politics of truth. We live in the "postmodern" era in which truth-claims as such are dismissed as an expression of hidden power mechanisms. What we get instead of universal truth is a multitude of perspectives, or "narratives". Lenin believed that universal truth could be articulated only from a thoroughly partisan position - that truth is one-sided. This goes against the predominant belief in compromise and finding a middle path among conflicting interests. But if you do not specify the criteria of the different, alternative, narratives, you run the risk of endorsing ridiculous "narratives" such as those about the supremacy of some aboriginal holistic wisdom.

#### The AFF is libertarianism par excellence—rather than opening discourse to new perspectives, the drive to open national parks reinforces neoliberal power

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[“J.4 What trends in society aid anarchist activity?” 11/11/2008, <http://anarchism.pageabode.com/afaq/secJ4.html>]

If you look at what the Right has done and is doing, rather than what it is saying, you quickly see the ridiculousness of claims of right-wing "libertarianism" (as well as who is really in charge). Obstructing pollution and health regulations; defunding product safety laws; opening national parks to logging and mining, or closing them entirely; reducing taxes for the rich; eliminating the capital gains tax; allowing companies to fire striking workers; making it easier for big telecommunications companies to dominate the media; limiting companies' liability for unsafe products -- the objective here is obviously to help big business and the wealthy do what they want without government interference, helping the rich get richer and increasing "freedom" for private power combined with a state whose sole role is to protect that "liberty."

**The AFF’s deregulation of national markets merely furthers the cause of corporate success and “free” markets which constitutes neoliberalism**

**Bretton Woods** Project 14 June 20**00** The World Bank And The State: A Recipe For Change? <http://www.brettonwoodsproject.org/art.shtml?x=16242> pg 7-8

Deregulation the dismantling of legal and administrative controls deemed to interfere with the operation of the market has also greatly increased the powers and influence of the corporate sector in general and of transnationals in particular. Limitations on the free movement of capital between countries have been stripped away through international agreements and governments have sought to attract inward investment by creating as attractive a "policy environment" for business as possible. To do so they have dismantled many social and environmental controls that might add to business costs. Britain’s national economic policy, as outlined by the 1992-1997 Conservative administration, for example, was to promote the country to foreign investors as a low wage, deregulated "enterprise zone" with relatively pliant workforces. In a 1995 brochure the government’s Invest in Britain Bureau (IBB) highlighted the country’s "pro-business environment" specifying "labour costs significantly below other European countries" and assuring potential investors that "no new laws or regulations may be introduced without ascertaining and minimising the costs to business." It continues: "The UK has the least onerous labour regulations in Europe, with few restrictions on working hours, overtime and holidays... There is no legal requirement to recognise a trade union. Many industries operate shift work, and 24-hour, seven days-a-week production for both men and women." 31 The Conservative government removed important regulations which companies claimed made them less internationally competitive. By 1993, 605 regulations had been identified for the axe; these included measures for which environmental, consumer and other citizen’s groups had long campaigned for example on health and safety, biotechnology, advertising in sensitive areas, hedgerow preservation, food standards and energy efficiency. 32 A similar process of active deregulation has been undertaken in the economies of the former Soviet Union which have undergone crash marketisation under World Bank and IMF guidance. In the Russian Far East, for example, land use and tax laws have been reformed to attract foreign investment in mining and forestry. 33 Foreign companies, eager to exploit the mineral and timber resources of the Russian Far East, are pressing the Russian government to relax environmental standards. Meanwhile, in the countries of the South, where governments (under the tutelage of the IMF) have been setting up "free trade zones" since the early 1970s to provide "a favourable climate" for private sector investment, deregulation is now being extended throughout the wider national economy. 35 Worker s rights to organise and strike have been restricted; environmental regulations weakened; foreign ownership restrictions watered down or abolished; and TNCs granted freedom from planning and environmental controls and given permission to repatriate profits without restriction. 36,37 Since the ratification of the latest General Agreement on Tariffs and Trade (GATT) agreement in 1994, these deregulated regimes, North and South, have the protection of international law. Moreover, as Alexander Goldsmith, editor of the business and environment magazine Green Futures, notes: "Under the rules by which countries can initiate challenges to other countries’ trading practices or their environmental or consumer laws, an alarming process of mutual deregulation is underway." 38 US corporations lobby the US government to target EU regulations under GATT, whilst their subsidiaries and partners in Europe lobby the EU to target US regulations. North American interests, for instance, are seeking to overturn European bans on the use of Bovine Somatotropin (BST), a genetically-engineered growth hormone for cattle, and on the sale of furs from animals caught with steel leg-hold traps. The EU, meanwhile, is challenging US fuel consumption standards for cars; food safety laws, limitations on lead in consumer products; state recycling laws; and restrictions on driftnet fishing and whaling. Several hard-won pieces of European environmental or public health legislation have already been overturned. In May 1997, the WTO ruled against the European Union’s ban on imports of beef produced with artificial growth hormones. 39 Indeed, in many instances, companies themselves have been actively involved in writing new investment and environmental rules. In the Philippines, for example, the government in 1995 introduced a new mining code overturning previous laws which limited foreign control of mining companies to 40 per cent. Under the new code which companies such as Western Mining Corporation helped to draft 100 per cent foreign ownership is now allowed. Companies also have the right to displace and resettle people within their "concessionary areas" and have far fewer environmental regulations to deal with.

#### Using difference as a way to overcome power serves the interests of global capital – postmodern approaches to the environment push on an open door

Hardt [Lit professor @ Duke] and Negri[philosopher, writer, inmate], 2000

Micheal, Antonio, *Empire,* Harvard University Press, p. 138-9 online: <http://www.zaratustra.it/empire.htm>

When we begin to consider the ideologies of corporate capital and the world market, it certainly appears that the postmodernist and postcolonialist theorists who advocate a politics of difference, fluidity, and hybridity in order to challenge the binaries and essentialism of modern sovereignty have been outflanked by the strategies of power. Power has evacuated the bastion they are attacking and has circled around to their rear to join them in the assault in the name of difference. These theorists thus find themselves pushing against an open door. We do not mean to suggest that postmodernist and/or postcolonialist theorists are somehow the lackeys of global capital and the world market. Anthony Appiah and Arif Dirlik are ungenerous when they cast these authors in the position of "a comprador intelligentsia" and "the intelligentsia of global capitalism."<1> There is no need to doubt the democratic, egalitarian, and even at times anticapitalist desires that motivate large segments of these fields of work, but it is important to investigate the utility of these theories in the context of the new paradigm of power. This new enemy not only is resistant to the old weapons but actually thrives on them, and thus joins its would-be antagonists in applying them to the fullest. Long live difference! Down with essentialist binaries! To a certain extent postmodernist and postcolonialist theories are important effects that reflect or trace the expansion of the world market and the passage of the form of sovereignty. These theories point toward Empire, but in a vague and confused way, with no awareness of the paradigmatic leap that this passage constitutes. We have to delve deep into this passage, elaborate its terms, and make clear the lineaments that constitute the new Empire. Recognizing the value and limitations of postmodernist and postcolonialist theories is a first step in this project.

#### Resisting reliance on economic evaluation is the ultimate ethical responsibility – the current social order guarantees social exclusion on a global scale

**Zizek and Daly 2k4** (Slavoj and Glyn, Conversations with Zizek page 14-16)

For Zizek it is imperative that we cut through this Gordian knot of postmodern protocol and recognize that our ethico-political responsibility is to confront the constitutive violence of today’s global capitalism and its obscene naturalization / anonymization of the millions who are subjugated by it throughout the world. Against the standardized positions of postmodern culture – with all its pieties concerning ‘multiculturalist’ etiquette – Zizek is arguing for a politics that might be called ‘radically incorrect’ in the sense that it break with these types of positions 7 and focuses instead on the very organizing principles of today’s social reality: the principles of global liberal capitalism. This requires some care and subtlety.   
For far too long, Marxism has been bedeviled by an almost fetishistic economism that has tended towards political morbidity. With the likes of Hilferding and Gramsci, and more recently Laclau and Mouffee, crucial theoretical advances have been made that enable the transcendence of all forms of economism. In this new context, however, Zizek argues that the problem that now presents itself is almost that of the opposite fetish. That is to say, the prohibitive anxieties surrounding the taboo of economism can function as a way of not engaging with economic reality and as a way of implicitly accepting the latter as a basic horizon of existence. In an ironic Freudian-Lacanian twist, the fear of economism can end up reinforcing a de facto economic necessity in respect of contemporary capitalism (i.e. the initial prohibition conjures up the very thing it fears).

This is not to endorse any kind of retrograde return to economism. Zizek’s point is rather that in rejecting economism we should not lose sight of the systemic power of capital in shaping the lives and destinies of humanity and our very sense of the possible. In particular we should not overlook Marx’s central insight that in order to create a universal global system the forces of capitalism seek to conceal the politico-discursive violence of its construction through a kind of gentrification of that system. What is persistently denied by neo-liberals such as Rorty (1989) and Fukuyama (1992) is that the gentrification of global liberal capitalism is one whose ‘universalism’ fundamentally reproduces and depends upon a disavowed violence that excludes vast sectors of the world’s populations. In this way, neo-liberal ideology attempts to naturalize capitalism by presenting its outcomes of winning and losing as if they were simply a matter of chance and sound judgment in a neutral market place.

Capitalism does indeed create a space for a certain diversity, at least for the central capitalist regions, but it is neither neutral nor ideal and its price in terms of social exclusion is exorbitant. That is to say, the human cost in terms of inherent global poverty and degraded ‘life-chances’ cannot be calculated within the existing economic rationale and, in consequence, social exclusion remains mystified and nameless (viz. the patronizing reference to the ‘developing world’). And Zizek’s point is that this mystification is magnified through capitalism’s profound capacity to ingest its own excesses and negativity: to redirect (or misdirect) social antagonisms and to absorb them within a culture of differential affirmation. Instead of Bolshevism, the tendency today is towards a kind of political boutiquism that is readily sustained by postmodern forms of consumerism and lifestyle.

Against this Zizek argues for a new universalism whose primary ethical directive is to confront the fact that our forms of social existence are founded on exclusion on a global scale. While it is perfectly true that universalism can never become Universal (it will always require a hegemonic-particular embodiment in order to have any meaning), what is novel about Zizek’s universalism is that it would not attempt to conceal this fact or reduce the status of the abject Other to that of a ‘glitch’ in an otherwise sound matrix.

#### Our alternative is to completely withdraw from the ideology of capital – this is essential to destroy the fetish that allows capital to survive

Johnston, interdisciplinary research fellow in psychoanalysis at Emory University, 2004

Adrian, Psychoanalysis, Culture & Society, December v9 i3 p259 page infotrac  
Perhaps the absence of a detailed political roadmap in Zizek's recent writings isn't a major shortcoming. Maybe, at least for the time being, the most important task is simply the negativity of the critical struggle, the effort to cure an intellectual constipation resulting from capitalist ideology and thereby to truly open up the space for imagining authentic alternatives to the prevailing state of the situation. Another definition of materialism offered by Zizek is that it amounts to accepting the internal inherence of what fantasmatically appears as an external deadlock or hindrance (Zizek, 2001d, pp 22-23) (with fantasy itself being defined as the false externalization of something within the subject, namely, the illusory projection of an inner obstacle, Zizek, 2000a, p 16). From this perspective, seeing through ideological fantasies by learning how to think again outside the confines of current restrictions has, in and of itself, the potential to operate as a form of real revolutionary practice (rather than remaining merely an instance of negative/critical intellectual reflection). Why is this the case? Recalling the analysis of commodity fetishism, the social efficacy of money as the universal medium of exchange (and the entire political economy grounded upon it) ultimately relies upon nothing more than a kind of "magic," that is, the belief in money's social efficacy by those using it in the processes of exchange. Since the value of currency is, at bottom, reducible to the belief that it has the value attributed to it (and that everyone believes that everyone else believes this as well), derailing capitalism by destroying its essential financial substance is, in a certain respect, as easy as dissolving the mere belief in this substance's powers. The "external" obstacle of the capitalist system exists exclusively on the condition that subjects, whether consciously or unconsciously, "internally" believe in it--capitalism's life-blood, money, is simply a fetishistic crystallization of a belief in others' belief in the socio-performative force emanating from this same material. And yet, this point of capitalism's frail vulnerability is simultaneously the source of its enormous strength: its vampiric symbiosis with individual human desire, and the fact that the late-capitalist cynic's fetishism enables the disavowal of his/her de facto belief in capitalism, makes it highly unlikely that people can simply be persuaded to stop believing and start thinking (especially since, as Zizek claims, many of these people are convinced that they already have ceased believing). Or, the more disquieting possibility to entertain is that some people today, even if one succeeds in exposing them to the underlying logic of their position, might respond in a manner resembling that of the Judas-like character Cypher in the film The Matrix (Cypher opts to embrace enslavement by illusion rather than cope with the discomfort of dwelling in the "desert of the real"): faced with the choice between living the capitalist lie or wrestling with certain unpleasant truths, many individuals might very well deliberately decide to accept what they know full well to be a false pseudo-reality, a deceptively comforting fiction ("Capitalist commodity fetishism or the truth? I choose fetishism").

### Case

#### The AFF’s lifting of energy restrictions flips the case – the reduction of the natural world to a means of securing energy enframes existence, stripping beings of their very essence.

Beckman 0

[Tad, Harvey Mudd College, “Martin Heidegger and Environmental Ethics,” [http://www2.hmc.edu/~tbeckman/personal/Heidart.html //](http://www2.hmc.edu/~tbeckman/personal/Heidart.html%20//) myost]

To uncover the essence of modern technology is to discover why technology stands today as the danger. To accomplish this insight, we must understand why modern technology must be viewed as a "challenging-forth," what affect this has on our relationship with nature, and how this relationship affects us. Is there really a difference? Has technology really left the domain of techne in a significant way? In modern technology, has human agency withdrawn in some way beyond involvement and, instead, acquired an attitude of violence with respect to the other causal factors? Heidegger clearly saw the development of "energy resources" as symbolic of this evolutionary path; while the transformation into modern technology undoubtedly began early, the first definitive signs of its new character began with the harnessing of energy resources, as we would say. [(7)](http://www2.hmc.edu/%7Etbeckman/personal/Heidart.html#N_7_) As a representative of the old technology, the windmill took energy from the wind but converted it immediately into other manifestations such as the grinding of grain; the windmill did not unlock energy from the wind in order to store it for later arbitrary distribution. Modern wind-generators, on the other hand, convert the energy of wind into electrical power which can be stored in batteries or otherwise. The significance of storage is that it places the energy at our disposal; and because of this storage the powers of nature can be turned back upon itself. The storing of energy is, in this sense, the symbol of our over-coming of nature as a potent object. "...a tract of land is challenged into the putting out of coal and ore. The earth now reveals itself as a coal mining district, the soil as a mineral deposit." {[7], p. 14} This and other examples that Heidegger used throughout this essay illustrate the difference between a technology that diverts the natural course cooperatively and modern technology that achieves the unnatural by force. Not only is this achieved by force but it is achieved by placing nature in our subjective context, setting aside natural processes entirely, and conceiving of all revealing as being relevant only to human subjective needs. The essence of technology originally was a revealing of life and nature in which human intervention deflected the natural course while still regarding nature as the teacher and, for that matter, the keeper. The essence of modern technology is a revealing of phenomena, often far removed from anything that resembles "life and nature," in which human intrusion not only diverts nature but fundamentally changes it. As a mode of revealing, technology today is a challenging-forth of nature so that the technologically altered nature of things is always a situation in which nature and objects wait, standing in reserve for our use. We pump crude oil from the ground and we ship it to refineries where it is fractionally distilled into volatile substances and we ship these to gas stations around the world where they reside in huge underground tanks, standing ready to power our automobiles or airplanes. Technology has intruded upon nature in a far more active mode that represents a consistent direction of domination. Everything is viewed as "standing-reserve" and, in that, loses its natural objective identity. The river, for instance, is not seen as a river; it is seen as a source of hydro-electric power, as a water supply, or as an avenue of navigation through which to contact inland markets. In the era of techne humans were relationally involved with other objects in the coming to presence; in the era of modern technology, humans challenge-forth the subjectively valued elements of the universe so that, within this new form of revealing, objects lose their significance to anything but their subjective status of standing-ready for human design. (8)