

Authenticity

Because all life is a self-organizing system, it follows that an "authentic life" can be defined as one which is freely "self-organized" -- as opposed to one which accepts organization from the outside.

[This question of authenticity only emerges in the context of cognitive volition.]

Because cognition is an enactive process, and this process begins with, and i believe continues to be driven by, what we've come to call "desire," we can define "freely self-organized" as the result of "embodied action" ("structural coupling" -- exploration and experiment with/of our context) guided only by intuitive desire.

[This is not to say that exploration and experiment cannot be "authentically" provoked by something "outside", or that an "authentic life" is one totally free of outside influence, or for that matter, that "guided" in this sense is a matter of volition.]

Therefore, what renders the "spectacular" lifestyle less authentic is that it is both driven and guided by a falsified desire (for the commodity, for POWER, etc.).

But we should be careful here to avoid confusing the level of individual living with the more complex and abstract social entities that emerge from it. I'm not sure there's anything "inauthentic" about The Spectacle itself as a self-organizing system.

This requires further investigation.