

# **Sustainability thoughts 189: How can the way Marxism threats like green Marxism, yellow Marxism, and red Marxism penetrate and flip the liberal capitalism model leading to different cold war structures be pointed out?**

**By**

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## **Abstract**

There are three possible types of Marxism threats to liberal capitalism, which operate by attacking specific sustainability gaps affecting the working of liberal capitalism. When any of these threats leads to paradigm flip, liberal capitalism flips to a dictatorship based model associated with the internalization of specific sustainability gaps and the externalization of the previous dominant paradigm core values. For example, red Marxism flipped liberal capitalism from an economic freedom without equality model to a model of social equality without freedom leaving capitalism values behind. Each type of Marxism model leads to a different type of cold war structure once paradigm flips take place. And this leads to the questions: How can the way Marxism threats like green Marxism, yellow Marxism, and red Marxism penetrate and flip the liberal capitalism model leading to different cold war structures be pointed out? What are the implications of this? Among the goals of this paper is to provide answers to those questions.

## **Key concepts**

Liberal capitalism, Sustainability gaps, Social sustainability gap, Environmental sustainability gap, Economic sustainability gap. Marxism, Red Marxism, Green Marxism, Yellow Marxism, Paradigm flip, Traditional market, Liberal market, Marxism threats, Liberal market, Dictatorship based market.

## **Introduction**

### **a) The three Marxism threats to liberal capitalism**

It has been recently pointed out(Muñoz 2024) that liberal capitalism faces three types of Marxism threats(MT), one per each sustainability gap(SG) affecting its sustainability as indicated in Figure 1 below:

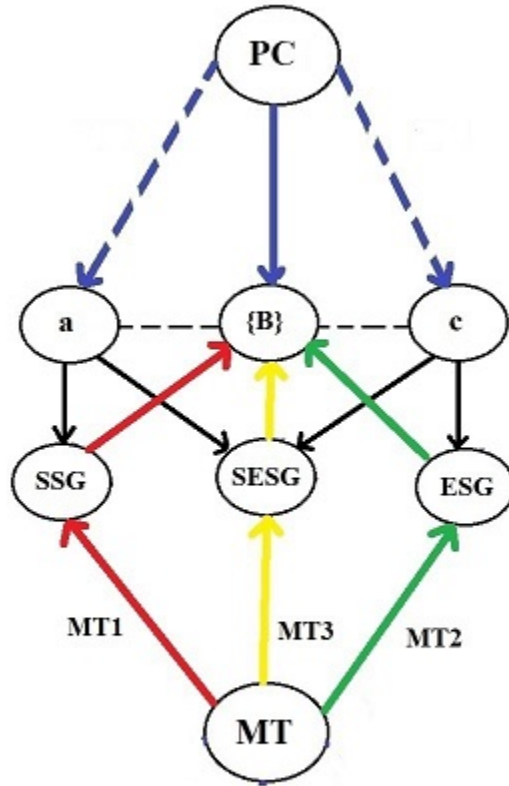


Figure 1 The three types of Marxism threats(MT) to the survival of pure capitalism(PC).

We can point out based on Figure 1 above the following aspects: i) liberal capitalism(PC) is associated to two sustainability problems, a social sustainability problem(a) and an environmental sustainability problem(c) as both the society and the environment are passive components and only the liberal economy({B}) is the dominant component; ii) for each sustainability problem or the combination of both of them, there is a sustainability gap(SG), the social sustainability problem(a) is linked to a social sustainability gap(SSG), the environmental sustainability problem(c) is linked to an environmental sustainability gap(ESG), and the socio-environmental sustainability problem(ac) is linked to a socio-environmental sustainability gap(SESG); and iii) there is one specific Marxism threat(MT) for each type of sustainability gap(SG), the Marxism threat 1(MT1) is linked to the social sustainability gap(SSG), the Marxism threat 2(MT2) is connected to the environmental sustainability gap(ESG); and the Marxism threat 3(MT3) is aimed at the socio-environmental sustainability gap(SESG). Notice that the structure of liberal capitalism model(PC) is based on the traditional market ideas of Adam Smith(Smith 1776) as an economy dominant model; that the red Marxism ideas of Karl Marx(Marx and Engels 1848) are consistent with the Marxism threat type 1 as it advocated the flipping of economy responsibility for social responsibility; that recent calls for a world under green Marxism(TG 2022) are consistent with the green Marxism threat type 2 as it aims at flipping economy responsibility for environmental responsibility, and that the eco-socialism

ideas(Löwy 2018) are consistent with the yellow Marxism threat type 3 as it advocates for the flipping of economic responsibility for socio-environmental responsibility.

## **b) Relevant model structures that can be extracted from Figure 1 above.**

### **i) The model structure of liberal capitalism**

We can see directly in Figure 1 above that the structure of the liberal capitalism model(PC) is the following:

#### **1) $PC = a\{B\}c$**

Expression 1) above tells us that liberal capitalism is the one where there is economic freedom without equality( $\{B\}$ ); and where society(a) and the environment(c) exist only to meet liberal capitalism goals.

### **ii) The model structure of red Marxism**

We can see in Figure 1 above that the Marxism threat 1(MT1) targets the social sustainability gap(SSG) with the goal of flipping the liberal capitalism model to the red Marxism model (RK) by internalizing social responsibility and externalizing economic and environmental responsibility(bc) in a dictatorship based fashion, and hence, the red Marxism model can be stated as follows:

#### **2) $RK = [A]bc$**

Expression 2) above tells us that the red Marxism model is the one where there is social equality without freedom([A]); and where economy(b) and the environment(c) exist only to meet red Marxism goals. Hence, red Marxism(RK) uses the social sustainability gap(SSG = a) as the point of entry to flip liberal capitalism(PC).

### **iii) The model structure of yellow Marxism**

We can see in Figure 1 above that the Marxism threat 3(MT3) targets the socio-environmental sustainability gap(SESg) with the goal of flipping the liberal capitalism model to the yellow Marxism model (YK) by internalizing social and environmental responsibility and externalizing economic responsibility(b) in a dictatorship based fashion, and hence, the yellow Marxism model can be stated as follows:

#### **3) $YK = [AC]b$**

Expression 3) above tells us that the yellow Marxism model is the one where there is social and environmental equality without freedom([AC]); and where the economy(b) exist only to meet yellow Marxism goals. Hence, yellow Marxism(YK) uses the socio-environmental sustainability gap(SESg = ac) as the point of entry to flip liberal capitalism(PC).

#### iv) The model structure of green Marxism

We can see in Figure 1 above that the Marxism threat 2(MT2) targets the environmental sustainability gap(ESG) with the goal of flipping the liberal capitalism model to the green Marxism model (GK) by internalizing environmental responsibility and externalizing social and economic(ab) responsibility in a dictatorship based fashion, and hence, the green Marxism model can be stated as follows:

#### 4) $GK = ab[C]$

Expression 4) above tells us that the green Marxism model is the one where there is environmental equality without freedom([C]); and where the society(a) and economy(b) exist only to meet green Marxism goals. Hence, green Marxism(GK) uses the environmental sustainability gap(ESG = c) as the point of entry to flip liberal capitalism(PC).

#### v) Summarizing the model structures to point out general similarities and differences

There are differences in terms of model structure, and sustainability problems and gaps associated with each type of development model described above once they exist, which is highlighted in Table 1 below:

**Table 1**

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<b>Name</b>	<b>Model structure</b>	<b>Sustainability problems and gaps</b>
<b>Liberal Capitalism</b>	<b><math>PC = a\{B\}c</math></b>	<b>yes</b>
<b>Green Marxism</b>	<b><math>GK = ab[C]</math></b>	<b>yes</b>
<b>Yellow Marxism</b>	<b><math>YK = b[AC]</math></b>	<b>yes</b>
<b>Red Marxism</b>	<b><math>RK = [A]bc</math></b>	<b>yes</b>

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We can appreciate based on the information in Table 1 above i) that all models have sustainability problems and sustainability gaps associated with them once they exist; ii) that all Marxism based model are dictatorship based models as component equality goes without freedom; iii) that liberal capitalism(PC) can be flipped in three different ways, green Marxism, yellow Marxism, and red Marxism; and therefore, iv) that there can be tree times of paradigm clashes or cold wars: the green cold war(liberal capitalism vrs green Marxism), the yellow cold war(liberal capitalism vrs yellow Marxism), and the red cold war(liberal capitalism vrs red

Marxism). Ideas about paradigm evolution and sustainability thinking that are consistent with the working and consequences of paradigm clashes under no win-win situations and under win-win situations have been shared recently (Muñoz 2019a).

### **f) Linking red, yellow and green Marxism models to Marxism threats to flip liberal capitalism**

As indicated above, there are three possible types of Marxism threats to liberal capitalism, which operate by attacking specific sustainability gaps affecting the working of liberal capitalism. When any of these threats leads to paradigm flip, such as red Marxism flip, yellow Marxism flip, and red Marxism flip, liberal capitalism flips to a dictatorship based model associated with the internalization of specific sustainability gaps and the externalization of the previous dominant paradigm core values. For example, red Marxism a la Karl Marx (Marx and Engels 1848) flipped liberal capitalism from an economic freedom without equality model to a model of social equality without freedom leaving capitalism values behind. When red Marxism fell in 1991 (EP 2015) there was a paradigm flip back to liberal capitalism in all former soviet bloc countries, but in China the fall of red socialism led to a flipped back, but to non-democratic capitalism, trading that way social responsibility for economic responsibility (Muñoz 2019b). Each type of Marxism model leads to a different type of cold war structure once paradigm flips take place. And this leads to the questions: How can the way Marxism threats like green Marxism, yellow Marxism, and red Marxism penetrate and flip the liberal capitalism model leading to different cold war structures be pointed out? What are the implications of this? Among the goals of this paper is to provide answers to those questions.

### **Goals of the paper**

1) to point out the structure of the green Marxism threat, of the green Marxism flip, and of the green cold war; 2) to point out the structure of the yellow Marxism threat, of the yellow Marxism flip, and of the yellow cold war; and 3) to point out the structure of the red Marxism threat, of the red Marxism flip, and of the red cold war.

### **Methodology**

First, the terminology used in this paper is shared. Second, some operational concepts, model structures, flipping structures, and externality externalization and internalization rules are given. Third, the structures of the green Marxism threat, of the green Marxism flip, and of the green cold war are highlighted as well as related implications. Fourth, the structures of the yellow Marxism threat, of the yellow Marxism flip, and of the yellow cold war are pointed out as well as related implications. Fifth, the structures of the red Marxism threat, of the red Marxism

flip, and of the red cold war are indicated as well as related implications. Finally, some food for thoughts and conclusions are provided.

## Terminology

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PC = pure capitalism = Liberal capitalism      a = Social externality  
B = Economy under freedom and equality      c = Environmental externality  
{B} = liberal based economy      SG = Sustainability gap  
SSG = Social sustainability gap      ESG = Environmental sustainability gap  
SESG = Socio-environmental sustainability gap      MT = Marxism threat  
MT1 = Marxism threat type 1      RKT = Red Marxism threat  
RK = Red Marxism      MT2 = Marxism threat type 2  
LM = Liberal market      DM = Dictatorship based market  
TPEM = True perfect economy market      TPSM = True perfect social market  
B = Economic freedom under equality neutrality assumptions  
A = Social equality under freedom neutrality assumptions  
ECSG = Economic sustainability gap      [B] = Dictatorship based economy  
GK = Green Marxism      YK = Yellow Marxism

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## Operational concepts, relevant model structures and paradigm flip structures

### a) Concepts

- 1) **True perfect market**, one where there is equality and freedom at the same time.
- 2) **Standard economy model**, one where there is market freedom under equality neutrality assumptions.
- 3) **Liberal economy model**, on where there is economic freedom without equality.

4) **Pure capitalism**, the one supported by the standard economic model or the liberal economic model.

5) **True perfect economic market**, one where there is economic equality and freedom at the same time.

6) **True perfect capitalism**, the one supported by true perfect economic markets.

7) **True perfect social market**, the one where there is social equality and freedom at the same time.

8) **Perfect socialism**, the one supported by true perfect social markets.

9) **Red socialism**, the social market model that aims at social equality without freedom

10) **True imperfect market**, the one that displays either only freedom or only equality.

11) **Green Marxism**, the environmental equality without freedom model.

12) **Yellow Marxism**, the social and environmental equality without freedom model.

13) **Red Marxism**, the social equality without freedom model.

**b) Relevant model structures**

**1) Liberal economic market(LM)**

$$LM = a\{B\}c$$

There is economic freedom without equality.

**2) Dictatorship based social market(DM)**

$$DM = RK = [A]bc$$

There is social equality without freedom

**3) A true perfect economic market**

$$TPEM = aBc$$

There is economic freedom and equality at the same time

**4) A true perfect social market**

$$TPSM = Abc$$

There is social freedom and equality at the same time

**c) Paradigm flip structures**

**1) The flip from liberal capitalism to red socialism**

**PF**

$$LM = a\{B\}c \text{-----} \rightarrow DM = RK = [A]bc$$

Economic freedom without equality flips(PF) to social equality without freedom.

**2) The flip from a true perfect economic market to a true perfect social market**

**PF**

$$TPEM = aBc \text{-----} \rightarrow TPSM = Abc$$

Economic equality and freedom flips(PF) to social equality and freedom

**d) Cost externalization and internalization rules**

If we have 3 models  $M1 = Abc$ ,  $M2 = aBc$ , and  $M3 = abC$ , where components, A, B, C are dominant components; and a, b, c are passive components, then cost externalization and internalization rules work as follows:

**1) Cost externalization rules**

$$\text{i) } E[A] = a \qquad \text{ii) } E[B] = b \qquad \text{iii) } E[C] = c$$

**2) Cost externalization rules**

$$\text{i) } I\{E[A]\} = I[a] = A \qquad \text{ii) } I\{E[B]\} = I[b] = B \qquad \text{iii) } I\{E[C]\} = I[c] = C$$

**The case of green Marxism**

**i) The structures of the green Marxism threat**

Since green Marxism(GK) uses the environmental sustainability gap(ESG) as the point of entry to push for a flip of liberal capitalism(PC) then it has the threat nature of Marxism threat type 2(MT2), so if we make  $MT2 = GKT$ , and that is the only threat that matters, then we have the structure indicated in Figure 2 below:



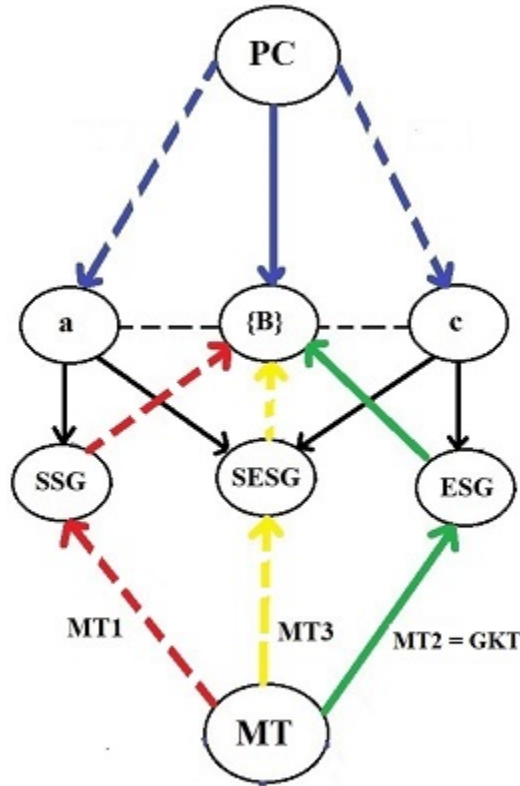


Figure 2 The structure of the green marxism threat(GKT)

Figure 2 above displays the structure of the green Marxism threat(GKT), which focuses its attention on using the environmental sustainability gap(ESG) as the point of entry seeking the flip of liberal capitalism(PC) as indicated by the continuous green arrow from MT to {B}.

### ii) The structure of the green Marxism flip

When the ongoing pressure of the green Marxism threat(GKT) succeeds in flipping the liberal capitalism model(PC) it leads to a flip(PF) from economic freedom without equality to environmental equality without freedom as indicated by the green arrow from {B} to GK or a flip from liberal capitalism(PC) to green Marxism(GK) as shown in Figure 3 below:

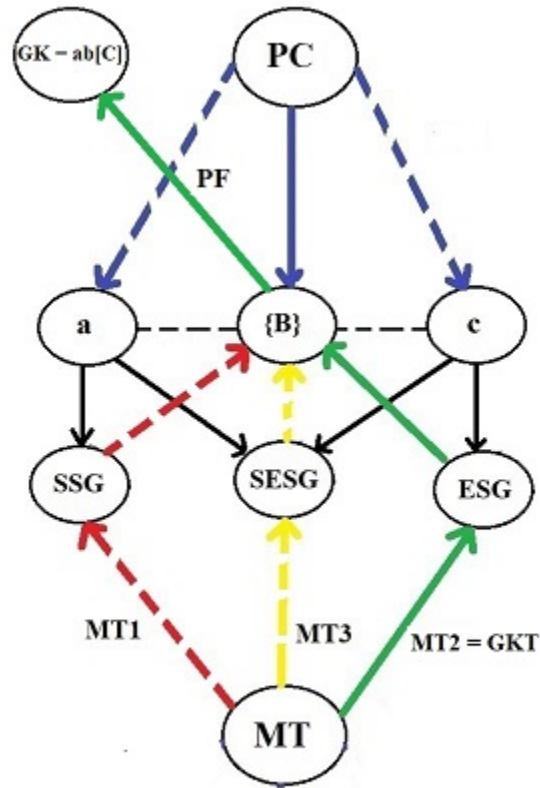


Figure 3 The structure of the green marxism flip(PF)

Figure 3 above indicates the structure of the paradigm flip from liberal capitalism(PC = a{B}c) to green Marxism(GK = ab[C]).

### iii) The structure of the green cold war

When green Marxism(GK) comes to exist, it immediately goes into a green cold war(GCW) mode with liberal capitalism(PC) with the goal of seeking dominance, a situation appreciated at the top of Figure 4 below:

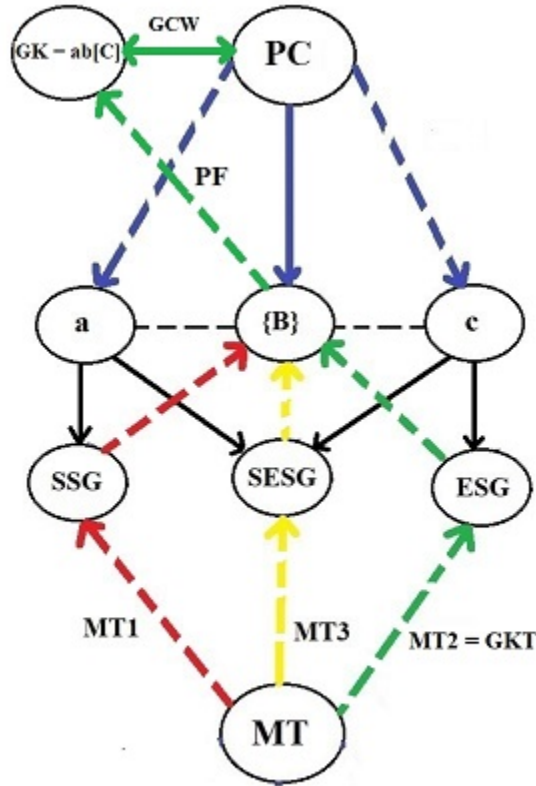


Figure 4 The structure of the green cold war(GCW)

The continuous green arrow between green Marxism(GK) and liberal capitalism(PC) in Figure 4 above provides the space for the green cold war(GCW) dynamics, a clash that can be represented analytically as follows:

$$1) \text{ GCW} = (\text{GK} = \text{ab}[\text{C}])(\text{PC} = \text{a}\{\text{B}\}\text{c})$$

Expression 1) above tells us that the green cold war(GCW) is the clash between the green Marxism model(GK) and the liberal capitalism model(PC), and reorganizing terms of sustainability gaps leads to:

$$2) \text{ GCW} = (\text{GK})(\text{PC}) = (\text{ab}[\text{C}])(\text{a}\{\text{B}\}\text{c}) = \text{a}(\text{b}\{\text{B}\})([\text{C}]\text{c}) = \text{a}(\text{ECSGGK})(\text{ESGPC})$$

Where the economic sustainability gap affecting green Marxism(ECSGGK) is  $\text{b}\{\text{B}\}$  and the environmental sustainability gap affecting liberal capitalism(ESGPC) is  $[\text{C}]\text{c}$ .

Expression 2 above tells us that the green cold war(GCW) is in essence a clash between the capitalism deficits(ECSGGK) under which green Marxism(GK) operates and the environmental deficits(ESGPC) accumulated by liberal capitalism(PC).

## The case of yellow Marxism

### i) The structures of the yellow Marxism threat

Since yellow Marxism(YK) uses the socio-environmental sustainability gap(ESG) as the point of entry to push for a flip of liberal capitalism(PC) then it has the threat nature of Marxism threat type 3(MT3), so if we make  $MT3 = YKT$ , and that is the only threat that matters, then we have the structure as shown in Figure 5 below:

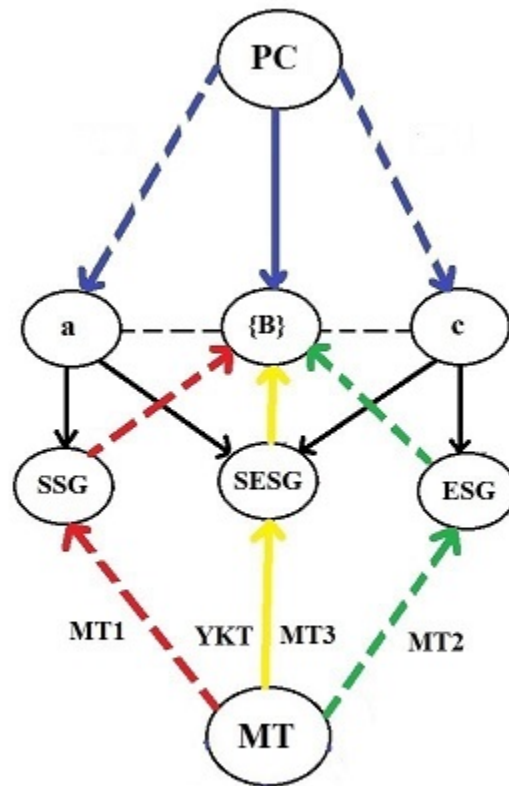


Figure 5 The structure of the yellow marxism threat(YKT)

Figure 5 above shows the structure of the yellow Marxism threat(YKT), which focuses its attention on using the socio-environmental sustainability gap(ESG) as the point of entry seeking the flip of liberal capitalism(PC) as indicated by the continuous yellow arrow from MT to {B}.

### ii) The structure of the yellow Marxism flip

When the ongoing pressure of the yellow Marxism threat(YKT) succeeds in flipping the liberal capitalism model(PC) it leads to a flip(PF) from economic freedom without equality to

socio-environmental equality without freedom as indicated by the yellow arrow from {B} to YK or a flip from liberal capitalism(PC) to yellow Marxism(YK) as shown in Figure 6 below:

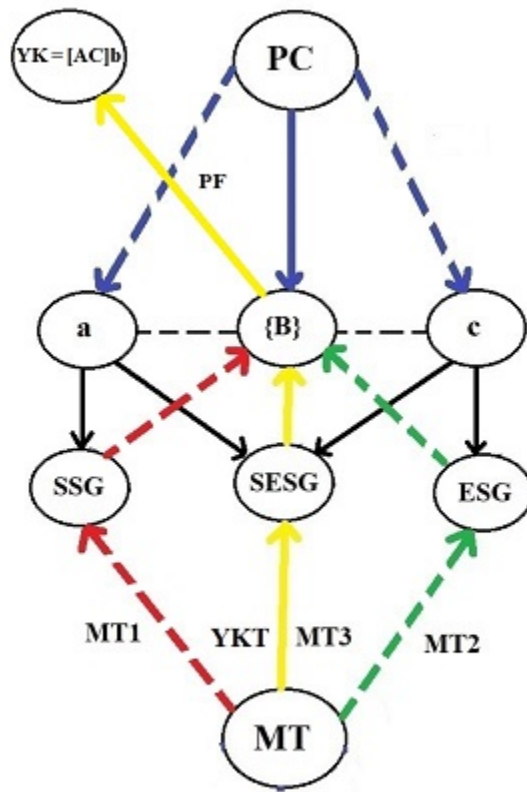


Figure 6 The structure of the yellow marxism flip(PF)

Figure 6 above displays the structure of the paradigm flip from liberal capitalism(PC = a{B}c) to yellow Marxism(YK = [AC]b).

### iii) The structure of the yellow cold war

When yellow Marxism(YK) comes to exist, it immediately goes into a yellow cold war(YCW) mode with liberal capitalism(PC) with the goal of seeking dominance, a situation appreciated at the top of Figure 7 below:

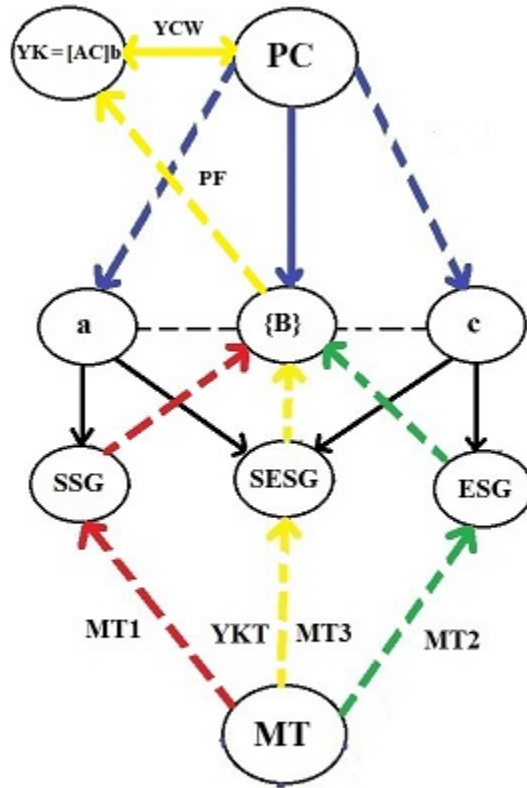


Figure 7 The structure of the yellow cold war(YCW)

The continuous yellow arrow between yellow Marxism(YK) and liberal capitalism(PC) in Figure 7 above gives the space for the yellow cold war(YCW) dynamics, a clash that can be represented analytically as follows:

$$3) \text{ YCW} = (\text{YK} = [\text{AC}]\text{b})(\text{PC} = \text{a}\{\text{B}\}\text{c})$$

Expression 3) above tells us that the yellow cold war(YCW) is the clash between the yellow Marxism model(YK) and the liberal capitalism model(PC), and reorganizing terms of sustainability gaps leads to:

$$4) \text{ YCW} = (\text{YK})(\text{PC}) = ([\text{AC}]\text{b})(\text{a}\{\text{B}\}\text{c}) = ([\text{AC}]\text{ac})(\text{b}\{\text{B}\}) = (\text{SESGPC})(\text{ECSGYK})$$

Where the socio-environmental sustainability gap affecting liberal capitalism(SESGPC) is  $[\text{AC}]\text{ac}$  and the economic sustainability gap affecting yellow Marxism (ECSGYK) is  $\text{b}\{\text{B}\}$ .

Expression 4 above tells us that the yellow cold war(YCW) is in essence a clash between the capitalism deficits(ECSGYK) under which yellow Marxism(YK) operates and the socio-environmental deficits(SESGPC) accumulated by liberal capitalism(PC).

## The case of red Marxism

### i) The structures of the red Marxism threat

Since red Marxism(RK) uses the social sustainability gap(SSG) as the point of entry to push for a flip of liberal capitalism(PC) then it has the threat nature of Marxism threat type 1(MT1), so if we make MT1 = RKT, and that is the only threat that matters, then we have the structure indicated in Figure 8 below:

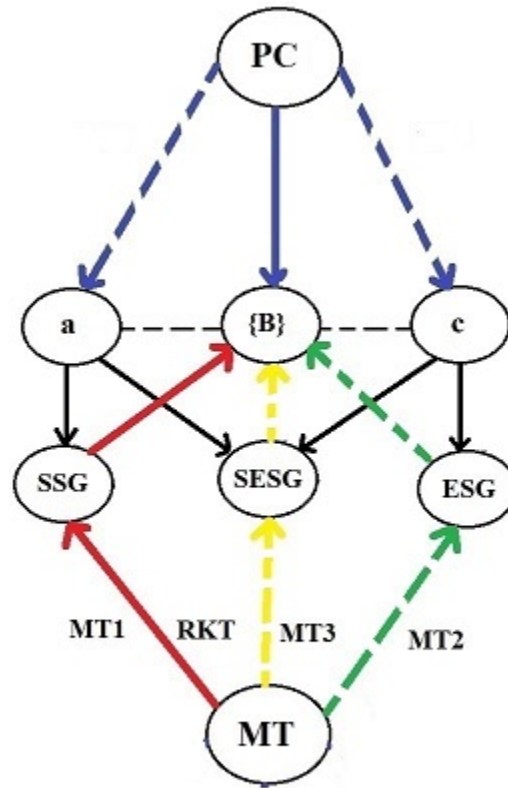


Figure 8 The structure of the red marxism threat(RKT)

Figure 8 above displays the structure of the red Marxism threat(RKT), which focuses its attention on using the social sustainability gap(SSG) as the point of entry seeking the flip of liberal capitalism(PC) as indicated by the continuous red arrow from MT to {B}.

### ii) The structure of the red Marxism flip

When the ongoing pressure of the red Marxism threat(RKT) succeeds in flipping the liberal capitalism model(PC) it leads to a flip(PF) from economic freedom without equality to social equality without freedom as indicated by the red arrow from {B} to RK or a flip from liberal capitalism(PC) to red Marxism(RK) as shown in Figure 9 below:

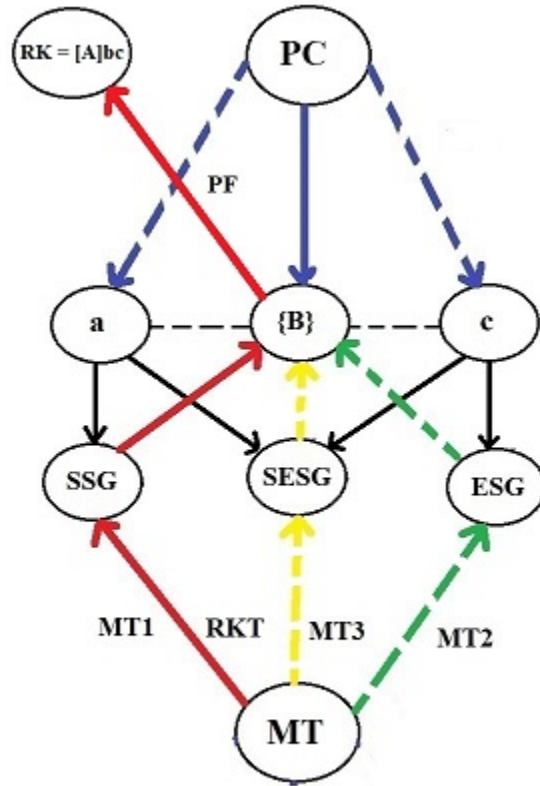


Figure 9 The structure of the red marxism flip(PF)

Figure 9 above shows the structure of the paradigm flip from liberal capitalism( $PC = a\{B\}c$ ) to red Marxism( $GK = [A]bc$ ).

### iii) The structure of the red cold war

When red Marxism(RK) comes to exist, it immediately goes into a red cold war(RCW) mode with liberal capitalism(PC) with the goal of seeking dominance, a situation appreciated at the top of Figure 10 below:



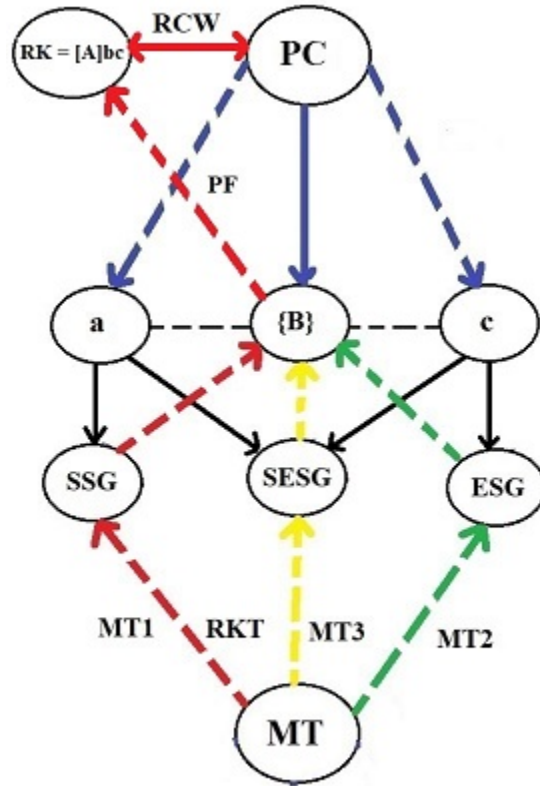


Figure 10 The structure of the red cold war(RCW)

The continuous red arrow between red Marxism(RK) and liberal capitalism(PC) in Figure 10 above provides the space for the red cold war(RCW) dynamics, a clash that can be represented analytically as follows:

$$5) \text{RCW} = (\text{RK} = [A]bc)(\text{PC} = a\{B\}c)$$

Expression 5) above tells us that the red cold war(RCW) is the clash between the red Marxism model(RK) and the liberal capitalism model(PC), and reorganizing terms of sustainability gaps leads to:

$$6) \text{RCW} = (\text{RK})(\text{PC}) = ([A]bc)(a\{B\}c) = ([A]a)(b\{B\})c = (\text{SSGPC})(\text{ECSGRK})$$

Where the social sustainability gap affecting liberal capitalism(SSGPC) is [A]a and the economic sustainability gap affecting red Marxism(ECSGRK) is b{B}.

Expression 6) above indicates that the red cold war(RCW) is in essence a clash between the capitalism deficits(ECSGRK) under which red Marxism(RK) operates and the social deficits(SSGPC) accumulated by liberal capitalism(PC). It has been pointed out that the economic sustainability gap under which red Marxism was working from when it was proposed to 1991 led to its collapse(Muñoz 2016).

## Food for thoughts

a) Is eco-socialism green Marxism? I think No, what do you think?; b) Is eco-socialism yellow Marxism? I think Yes, what do you think?; and c) Can paradigm shift knowledge gaps prevent models from shifting to higher responsibility models and lead to paradigm flip backs?. I think Yes, what do you think?

## Relevant conclusions

First, it was pointed out that for every sustainability gap affecting the stability of liberal capitalism there is one specific Marxism threat. Second, it was highlighted that red Marxism targets the social sustainability gap, that green Marxism penetrate through the environmental sustainability gap, and that yellow Marxism attacks the socio-environmental sustainability gap. Third, it was stressed that when the Marxism threat is successful, the liberal capitalism model flips to a dictatorship based model such as green Marxism, yellow Marxism, and red Marxism. Fourth, it was indicated that when a Marxism flip takes place, a different type of cold war is unleashed, a green cold war when a green Marxism flip takes place, a yellow cold war when a yellow Marxism flip takes place, and a red cold war when a red Marxism flip takes place. And finally, fifth, it was said that in essence the nature of the different types of cold war is the clash between the sustainability gaps affecting the sustainability of the paradigms in conflict.

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