

## The Nature and Force of Normativity in Dài Zhèn

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Dài Zhèn 戴震 presents a novel, intriguing account of how the normative (必然) relates to the natural (自然), which links the normative *dào* 道 agents should follow to empirical facts about what patterns of activity (理) best fulfill human wants (欲) and feelings (情). For Dài, the link between norms and feelings also explains how we are able to recognize the appropriate norms (則) by which to guide our actions. An adherent of the Mencian tradition, Dài holds that the dispositions of people's shared *xìng* 性, or nature, are such that conformity to these norms yields ethical fulfillment.

Any satisfactory account of normativity must explain what sort of thing norms are and how they impose an action-guiding "force" or "push" on agents. This paper will explore exactly what ethical norms are, according to Dài, and what it is about them that he thinks gives us decisive grounds to follow them.