

## **Nietzsche and the Ethical Identification and Generation of the Discourse Subject**

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There is ethical deficiency and subject perplexation in Nietzsche's philosophy of "Superman". With this in view, this paper probes into the necessity and possibility of re-establishing ethics in postmodern context, approaching the ethical identification and generation of contemporary discourse subject from the perspective of attitude ethics. It transfigures traditional subject and refutes the idea of "abrogating the subject", and at the same time proposes six conceptual identification systems of the rational subject, and discusses emphatically the multiplied ethical connotations of inter-"engagement" activity which is considered to be the generative starting point, thus lays open the constructive values of language in narrative art and criticism which "reshapes time".

Key words: Nietzsche, attitude ethics, subject identification, generation.