

**COURSE DATA****DATA SUBJECT**

Code: 42996
Name: Ethics, rhetoric and politics
Cycle: Master's Degree
ECTS Credits: 5
Academic year: 2025-26

STUDY (S)

Degree	Center	Acad. year	Period
2136 - Master's Degree in Ethics and Democracy	Facultat de Filosofia i Ciències de l'Educació	1	Second quarter

SUBJECT-MATTER

Degree	Subject-matter	Character
2136 - Master's Degree in Ethics and Democracy	Current issues of ethics and political philosophy	ELECTIVES

COORDINATION

SIURANA APARISI JUAN CARLOS

SUMMARY

Description

The connection between ethics, rhetoric and politics is nuclear in the context of a master's degree in ethics and democracy. Faced with the possibility of the use of language as seduction or as an instrument of manipulation, ethics aspires to arrive at a notion of justice that is truly acceptable to all human beings. An idea of justice that can then be applied to all professions, organizations and citizenship in general. An idea of universal and intercultural justice, capable of capturing and integrating the sentient dimension of the human being, and which is the basis of politics, and of a true democracy.

After explaining basic notions of rhetoric in Plato or Aristotle, the proposal of a compass for moral life will be taken as a guiding thread, based on Karl-Otto Apel's ethics of discourse, complemented by the cordial dimension. Current proposals for rhetoric will be explained. Then, the connection between ethical theories, applied ethics and rhetoric will be shown, in order to think about the type of discourse or action that makes possible the application of cordial justice to the society of our time.



Within this framework, three relevant phenomena of current rhetoric will be addressed, whose ethical aspects must be known and integrated into the discourse in order to advance towards a more just society: the rhetoric of humor, the rhetoric of self-help and the rhetoric of digital influence. The proposal of the ethics of humor as a new ethical theory and its applications will be explained. The idea of happiness in best-selling self-help books will be shown in order to reflect on their contents and their rhetoric. Finally, the current phenomenon of people called ¿influencers¿ in social networks will be addressed.

Objectives

- 1.- To know the interrelation between ethics, rhetoric and politics, starting from the thought of Plato and Aristotle, and current proposals on how to organize speeches effectively.
- 2.- To know the idea of subject in Karl-Otto Apel's discourse ethics, and the contributions of cordial justice.
- 3.- To know the fields and challenges of applied ethics.
- 4.- To acquire an overview of the ethical theories proposed throughout history.
- 5.- To study the ethics and rhetoric of humor.
- 6.- To analyze the contents and rhetoric of best-selling self-help books.
- 7.- To study the phenomenon of people who have more impact on social networks, to analyze the influencers' rhetoric, and what are the ethics for influencers and followers.
- 8.- Work with documentation on this topic and use these resources to complement and, if necessary, guide a broader research in the master's degree in ¿ethics and democracy¿.
- 9.- Write an article for an academic journal addressing a problem of applied ethics and/or democracy that takes into account the subject matter of the course.
- 10- Collaborate in the organization of an Academic Conference, participating in it with a speech based on the article written for the subject.

PREVIOUS KNOWLEDGE



RELATIONSHIP TO OTHER SUBJECTS OF THE SAME DEGREE

There are no specified enrollment restrictions with other subjects of the curriculum.

OTHER REQUIREMENTS

COMPETENCES / LEARNING OUTCOMES

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Conocer el pensamiento de los clásicos y las tendencias actuales en el ámbito de la filosofía moral y política.

Conocer las distintas teorías de la ciudadanía y la democracia, así como las cuestiones estrechamente ligadas a ellas, tales como interculturalidad, desarrollo humano, justicia global y ética cívica.

Conocer y aplicar los derechos fundamentales y de igualdad de oportunidades entre hombres y mujeres, los principios de igualdad de oportunidades y accesibilidad universal de las personas con discapacidad y los valores propios de una cultura de la paz y de valores democráticos.

Conocer y saber utilizar los modelos de racionalidad práctica y la argumentación moral y política.

Participar en debates y discusiones, dirigirlos y ser capaces de resumirlos y extraer de ellos las conclusiones más relevantes.

Proyectar sobre problemas concretos sus conocimientos y saber resumir y extraer los argumentos y las conclusiones más relevantes para su resolución.

Students should apply acquired knowledge to solve problems in unfamiliar contexts within their field of study, including multidisciplinary scenarios.

Students should be able to integrate knowledge and address the complexity of making informed judgments based on incomplete or limited information, including reflections on the social and ethical responsibilities associated with the application of their knowledge and judgments.

Students should communicate conclusions and underlying knowledge clearly and unambiguously to both specialized and non-specialized audiences.

Students should demonstrate self-directed learning skills for continued academic growth.

Students should possess and understand foundational knowledge that enables original thinking and research in the field.

Utilizar los valores y juicios morales frente a las diferentes praxis humanas siendo capaces de razonar críticamente.

DESCRIPTION OF CONTENTS



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WORKLOAD

PRESENCIAL ACTIVITIES

Activity	Hours
Tutorials	3,40
Theory	43,40
Seminar	3,40
Total hours	50,20

NON PRESENCIAL ACTIVITIES

Activity	Hours
Attendance at other activities	5,00
Individual or group project	15,00
Independent study and work	40,00
Preparation of lessons	0,00



Preparation for assessment activities	0,00
Resolution of case studies	15,00
Total hours	75,00

TEACHING METHODOLOGY

EVALUATION

Assessment is continuous, flexible, and personalized, with each student establishing a personalized work plan based on their field of expertise, their expressed research interests, and their professional concerns. The most common assessment criteria are based on three areas:

- Attendance and meaningful participation in classes and seminars (20%);
- Critical analysis and clarity of presentations (30%);
- Presentation of final projects for the respective subjects, following international scientific criteria (50%).

Fraudulent conduct in assessment tests and plagiarism in assessment work will be considered in accordance with the UV Assessment and Grading Regulations (ACGUV 108/2017) and the Protocol for Action against Fraudulent Practices (ACGUV 123/2020).

The use of technologies (including AI) to create assessment materials without prior and express authorization from the teaching staff will prevent them from being considered as self-authored and will be treated according to current regulations and the UV Code of

Coexistence and Good Practices (ACGUV 300/2023, DOGV, no.9747/18.12.2023).

REFERENCES

- Son libros básicos sobre la retórica los siguientes: - Anderson, Chris, Charlas TED. La guía oficial TED para hablar en público, Deusto, Barcelona, 2016. - Aristóteles, Retórica, Centro de Estudios Políticos y Constitucionales, Madrid, 2003. - Camps, Victoria, Ética, retórica, política, Alianza, Madrid 1995. - Cicerón, El orador, Alianza, Madrid, 2013. - Foucault, Michel, El orden del discurso, Tusquets, Barcelona, 2005. - Platón, Gorgias, en Diálogos II, Gredos, Madrid, 1983. Las sesiones 2, 4, 5 y 6 se basan respectivamente en cuatro libros del profesor, que son los siguientes: - Siurana, Juan Carlos, Una brújula para la vida moral. La idea de sujeto en la ética del discurso de Karl-Otto Apel, Comares, Granada, 2003. - Siurana, Juan Carlos, Ética del humor. Fundamentos y aplicaciones de una nueva teoría ética, Plaza y Valdés, Madrid, 2015. - Siurana, Juan Carlos, Felicidad a golpe de autoayuda. Tu vida en manos de un best seller, Plaza y Valdés, Madrid, 2018. - Siurana, Juan Carlos, Ética para influencers, Plaza y Valdés, Madrid, 2021.



VNIVERSITAT D VALÈNCIA

Course Guide
42996 Ethics, rhetoric and politics
