



The "Short History of Ethics" Book by MacIntyre

Topic: Sociology | Words: 689 Pages: 2

The book Short History of Ethics brings out the correlation between the philosophy of communication and communication ethics. Rhetoric and philosophy of communication theory challenge the assumption of effective communication on an assertion that philosophy is subversive. The book views the inability to think philosophically as promoting biasness and prejudice as accepted communication ethics. The philosophy of communication diversely presents communication ethics as a guide to society.

Short History of Ethics gives a broad theoretical knowledge on the rhetoric and philosophy of communication's role in formulating communication ethics. The differences between communication ethics and their importance. Rhetoric and philosophy of communication theory form the basis of communication ethics. The philosophy claims ethics formulation should align with people's social life and continuously updated with the constantly changing lifestyle while appreciating the diversity in social norms. In understanding a society, grasping the meaning of words is key to ensuring that ethics align with society's way of life.

The philosophies emphasize the need to base moral judgment on accepted social norms and not misconceptions. MacIntyre clearly illustrates this by claiming the Greek society used the Homeric poems to teach society's accepted ethics and guide leaders in discharging their social functions as kings and judges (5). The rhetoric and philosophy of communication are vital since they provide a clear path for qualitative

Short History Of Ethics

Alasdair C. MacIntyre

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