



**COURSE OF STUDY: LM78 - Philosophical sciences**

**ACADEMIC YEAR: 2023-2024**

**ACADEMIC SUBJECT: Theories of Moral Responsibility**

Principali informazioni sull'insegnamento	
Anno di corso	First year
Periodo di erogazione	Second Semester (Feb 26 to May 15, 2024)
Crediti formativi universitari (CFU/ETCS):	6
SSD	M-FIL/03 – Moral Philosophy
Lingua di erogazione	Italian
Modalità di frequenza	Attendance is strongly recommended as stated in the Course Teaching Regulations, at <a href="https://www.uniba.it/it/corsi/filosofia/presentazione-del-corso/regolamento-del-corso">https://www.uniba.it/it/corsi/filosofia/presentazione-del-corso/regolamento-del-corso</a>

Docente	
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Sede virtuale	
Ricevimento	Office hours available after classes

Organizzazione della didattica			
Ore			
Totali	Didattica frontale	Pratica (laboratorio, campo, esercitazione, altro)	Studio individuale
150	42		108
CFU/ETCS			
6	6		

Obiettivi formativi	
	<p>The course aims at providing students with conceptual tools to identify the basic mechanisms of social influence and emotional control that permeate daily life.</p> <p>In addition, the course includes the following goals with regard to contemporary moral and political theories:</p> <ul style="list-style-type: none"><li>- Ability to recognize the behavioral dynamics of mass phenomena at the macro level (political, cultural, and other forms of mass gatherings) as well as at the individual level (effects of mass-behavior on individual choices).</li><li>- Knowledge of the diverse ways in which these issues have been addressed in recent philosophical debate;</li><li>- Learning to read and understand philosophical texts in a plurality of languages, particularly English and French, to connect them to their original</li></ul>



	<p>context and to link them to the conceptual developments they prompted across the twentieth century;</p> <ul style="list-style-type: none"><li>- Learning the advanced terminology and methods for problem analysis, argumentative strategies, use of critical tools, and enhanced research skills;</li><li>- Enhanced knowledge of IT languages and methodologies, particularly in relation to emerging professional profiles in relevant ICT domains;</li><li>- Acquisition of philosophical, anthropological, and cultural skills required in professional figures working in public administration and in public and private companies.</li></ul>
<b>Prerequisiti</b>	No prior knowledge required.

<b>Metodi didattici</b>	<p>Classes will combine three teaching modalities. Classroom teaching will include use of multimedia tools (Powerpoint, Youtube) and visual material (clips, ads, and movies). Secondly, texts included in the program will be largely commented in class. Finally, relevant cases of mass phenomena will be considered in the political, economic (marketing), cultural, and artistic domains.</p> <p>Bibliographical updates will be provided all along the course. Texts and elements of discussions will be posted online between the different lectures. The course will be open to participation of other specialists.</p>
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<b>Risultati di apprendimento previsti</b>	
<b>DD1 Conoscenza e capacità di comprensione</b>	<p><b>Dublin Descriptor 1: Knowledge and insight</b> Graduate students in Philosophical Sciences will enhance their knowledge of philosophical disciplines. They will foster their understanding of specific languages and thematic areas. They learn to make critical use of themes and problems from philosophical traditions to better understand contemporary concerns.</p>
<b>DD2 Conoscenza e capacità di comprensione applicate</b>	<p><b>Dublin Descriptor 2: Applying knowledge and understanding</b> Graduate students in Philosophical Sciences acquire new knowledge in the fields of philosophy, history, and the humanities at large, along with an increased ability to process them for an enhanced understanding of today's social and anthropological transformations. Graduate students will use their skills for teaching, scholarly research and academia, as well as to develop professional profiles in the related fields of cultural management and HR.</p>
<b>DD3-5 Competenze trasversali</b>	<p><b>Dublin Descriptor 3: Making critical judgments</b> Graduate students in Philosophical Sciences develop the ability of making critical judgment; they acquire the ability to critically assess contemporary concerns along with suitable knowledge and skills to identify meaningful and logically sound arguments and distinguish them from rhetorical forms of argumentation.</p> <p><b>Dublin Descriptor 4: Communication skills</b> Graduate students in Philosophical Sciences:</p>



	<ul style="list-style-type: none"><li>- acquire relevant operational skills for cultural, textual, communication, and editorial activities, along with suitable skills for HR management;</li><li>- develop the ability to effectively argue in written and oral form, and to shift registers depending on the diverse contexts and interlocutors;</li><li>- increase their ability to listen, negotiate, and work in groups, including in interdisciplinary contexts, along with their capacity to understand a plurality of viewpoints.</li></ul> <p><b>Dublin Descriptor 5: Learning skills</b> Graduate students in Philosophical Sciences:</p> <ul style="list-style-type: none"><li>- acquire specific skills at different degrees of learning, along with the ability to update their knowledge through the study of scholarly and academic texts and documents;</li><li>- acquire the ability to critically scrutinize a plurality of diverse sources and to adapt to new situations;</li><li>- develop a good capacity of interpersonal relations with original organizational skills.</li></ul>
<b>Contenuti di insegnamento (Programma)</b>	<p><b>Persuasion, propaganda and mass culture.</b></p> <p>The course will focus on the argumentative structures of persuasion and propaganda in contemporary public discourse. We will study how belief is formed along two main lines:</p> <ol style="list-style-type: none"><li>1) the logical and argumentative structures underpinning diverse forms of rational, rhetorical, and propagandistic persuasion (persuasive definitions, persuasion vs conviction, the role of emotions and their interferences in the rational analysis of situations);</li><li>2) case studies of different communicative contexts taken from philosophical and literary texts as well as from different media, including press and television.</li></ol> <p>Particular attention will be paid to notion of mass and its dynamics through seminal works of the last 150 years: Gustave Le Bon, Elias Canetti, Etienne Gilson. We will attempt to shed light on some contemporary forms of propaganda through the study of relevant mass phenomena: large political gatherings, as in mass totalitarian regimes and their choreographies and iconographies, fandom, and marketing phenomena.</p> <p>The behavioral dynamics of mass phenomena will be considered to show if and how they deviate from the criteria of classical rationality through specific paralogical structures. Their persuasive strategies will be studied at both the macro and the individual levels.</p>
<b>Testi di riferimento</b>	<p>E. Canetti, <i>Massa e Potere</i>, Adelphi, Milano, 1981 (relevant chapters will be indicated at the beginning of the course). G. Le Bon, <i>Psicologia delle folle</i>, TEA, Milano, 2004. E. Gilson, <i>La Società di massa e la sua cultura</i>, Vita e Pensiero, Milano, 1981. G. Preti, <i>Moralità e democrazia</i>, in <i>In principio era la carne. Saggi filosofici inediti (1948-1970)</i>, a c. di M. Dal Pra, Angeli, Milano, p. 104-160.</p> <p>Further references will be provided during the course.</p>



<b>Note ai testi di riferimento</b>	Additional references in languages other than Italian and multimedia tools will be provided during the course.
<b>Materiali didattici</b>	
<b>Valutazione</b>	
Modalità di verifica dell'apprendimento	Oral exams.
Criteri di valutazione	<p><i>Knowledge and insight</i> Students are expected to demonstrate a good knowledge of the themes addressed during the course.</p> <p><i>Applying knowledge and understanding</i> Students shall demonstrate fair understanding of the phenomena considered throughout the course along with a good familiarity with relevant philosophical concepts.</p> <p><i>Making critical judgments</i> Students are expected to demonstrate a good ability to identify and critically assess the communication strategies and the forms of emotional influence examined during the course.</p> <p><i>Communication skills</i> Students shall be able to accurately reflect upon and present the main topics studied during the course.</p> <p><i>Learning skills</i> Students will be expected to learn how to use the newly acquired skills to attain the course's goals.</p>
Criteri di misurazione dell'apprendimento e di attribuzione del voto finale	Grades are expressed in a scale ranging from 0 to 30. Passing mark is set at 18.  < 18: Fail 18-21: Sufficient 22-24: Fair 25-27: Good 28-30 (with cum laude): Very Good or Excellent
<b>Altro</b>	
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