

**MUNI**  
**ECON**

# **Základy filozofie**

argumentační praxe

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# KONVERZAČNÍ MAXIMY

# konverzační maximy I/II

- KVANTITA
  - Příspěvek by měl být informativní, jak je požadováno.
  - Příspěvek by neměl být více informativní, než je požadováno.
- KVALITA
  - Příspěvek by měl být pravdivý.
    - Neříkejte něco, o čem se domníváte, že je to lež.
    - Neříkejte něco, pro co nemáte dostatečné důvody.

(Grice, 1975)

# konverzační maximy II/II

- VZTAH
  - Buďte relevantní.
- ZPŮSOB
  - Příspěvek do konverzace by měl být jasný, srozumitelný.
    - Vyhněte se nejasným výrazům.
    - Vyhněte se dvojznačnosti.
    - Buďte struční.
    - Příspěvek by měl mít jasnou strukturu.

(Grice, 1975)

# PŘIROZENÁ ARGUMENTACE

# Co je ještě třeba vzít v potaz?

- KONTEXT
  - vizuální argumentace
  - non-verbální prvky
- CÍLE
- PROSTŘEDKY
- MOTIVACE

# příklady

# Equal Justice



(C. Bennett, 2017)



# RJ Reynolds Tobacco (1984)

## Some surprising advice to young people from R.J. Reynolds Tobacco.

Don't smoke.

For one thing, smoking has always been an adult custom. And even for adults, smoking has become very controversial.

So even though we're a tobacco company, we don't think it's a good idea for young people to smoke.

Now, we know that giving this kind of advice to young people can sometimes backfire.

But if you take up smoking just to prove you're an adult, you're really proving just the opposite.

Because deciding to smoke or not to smoke is something you should do when you don't have anything to prove.

Think it over.

After all, you may not be old enough to smoke. But you're old enough to think.

R.J. Reynolds Tobacco Company

Source: <http://industrydocuments.library.ucsf.edu/tobacco/docu/rtrh0029>

PHOTO: PHOTOS

(RJ Reynolds, 2017)

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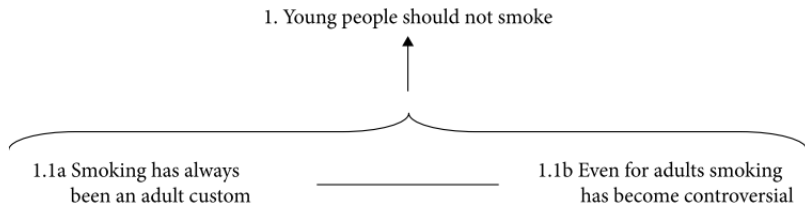
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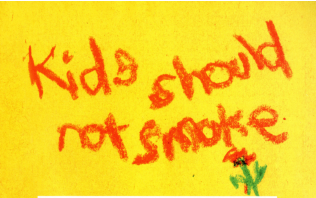
(van Eemeren, Grootendorst, & Henkemans, 2002)

# RJ Reynolds Tobacco (1984)

- (1) (There are no good reasons for young people not to smoke)
  - ((1).1) (There are only bad reasons advanced for young people not to smoke)
  - ((1).1') (If there are only bad reasons advanced for not doing something, then there are no good reasons for not doing it)
    - ((((1).1).1a) (*Smoking has always been an adult custom* is a bad reason)
    - ((((1).1).1b) (*Even for adults smoking has become controversial* is a bad reason)
    - ((((1).1).1a-b) (These are the only reasons advanced for young people not to smoke)

(van Eemeren et al., 2002)

# Philip Morris Inc. (1996)



**Our position on underage smoking isn't hard to understand.**

At Philip Morris USA, we don't want minors to have access to cigarettes. Minors shouldn't smoke. Period.

The question is, what are we doing about it?

We're fully committed and working hard to prevent minors from having access to cigarettes. That's the goal of our *Action Against Access* program.


For instance, we don't distribute free sample cigarettes—or send cigarettes to consumers by mail. And we're proposing that access to cigarette vending machines be restricted to adults.

We've joined with retailers, wholesalers, and other major cigarette manufacturers to support an ambitious new program which will provide stores across the country with signs and educational materials to promote awareness of minimum-age laws and the importance of checking ID.

We're also supporting the passage of state legislation to more effectively enforce minimum-age laws.

These are just some of the things we're doing to help prevent underage smoking. We don't claim that any one of them is an answer by itself. But they all help keep cigarettes away from kids.

And that's the best way to keep kids away from cigarettes.



**Action Against Access.**

(Philip Morris, 2017)

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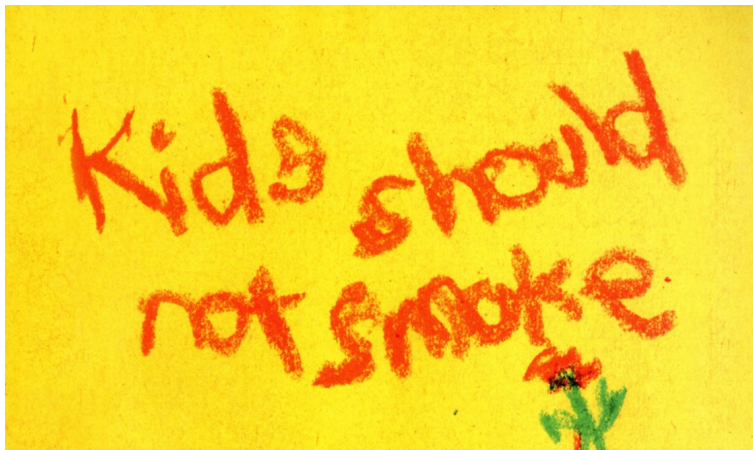
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# problémy



# problémy

## NADINTERPRETACE

# APLIKACE

# omluva

omluva



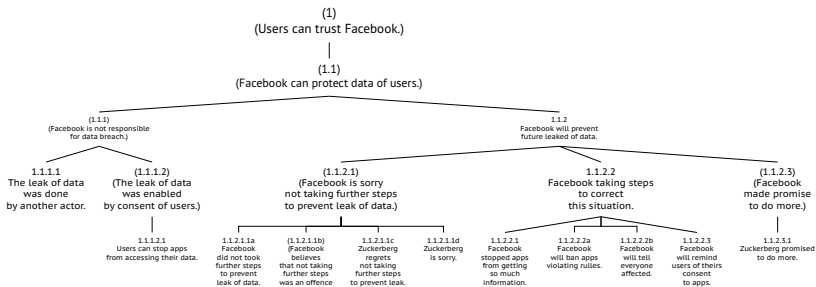
(L. Bennett, 2018)

# analýza

- (1) (Users can trust Facebook.)
  - (1.1) (Facebook can protect data of users.)
    - (1.1.1) (Facebook is not responsible for data breach.)
      - 1.1.1.1 The leak of data was done by another actor.
      - (1.1.1.2) (The leak of data was enabled by consent of users.)
        - 1.1.1.2.1 Users can stop apps from accessing their data.
    - 1.1.2 Facebook will prevent future leaked of data.
      - (1.1.2.1) (Facebook is sorry not taking further steps to prevent leak of data.)
        - 1.1.2.1.1a Facebook did not took further steps to prevent leak of data.
        - (1.1.2.1.1b) (Facebook believes that not taking further steps was an offence against users.)
        - 1.1.2.1.1c Zuckerberg regrets not taking further steps to prevent leak.
        - 1.1.2.1.1d Zuckerberg is sorry.
      - 1.1.2.2 Facebook taking steps to correct this situation.
        - 1.1.2.2.1 Facebook stopped apps from getting so much information.
        - 1.1.2.2.2a Facebook will ban apps violating rulltes.
        - 1.1.2.2.2b Facebook will tell everyone affected.
        - 1.1.2.2.3 Facebook will remind users of theirs consent to apps.
    - (1.1.2.3) (Facebook made promise to do more.)
      - 1.1.2.3.1 Zuckerberg promised to do more.

(Ondráček, 2018)

# analýza



(Ondráček, 2018)

# kampaň

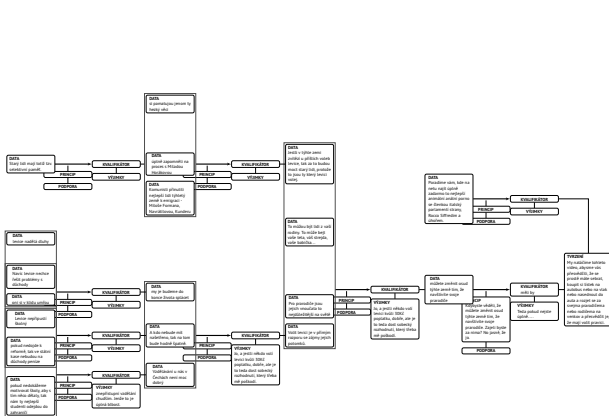
# kampaň



(Cerqueirová, 2010)



# analýza



(Ondráček, 2018)

# DALŠÍ TÉMATA

## další témata v argumentaci

- legální argumentaci
- argumentační kontexty a specifická pravidla pro diskuzi
- nepropoziční argumentace
- manévrovací strategie
- imunizační strategie
- využití představitivosti/imaginace v argumentaci
- ...

# myšlenkové experimenty

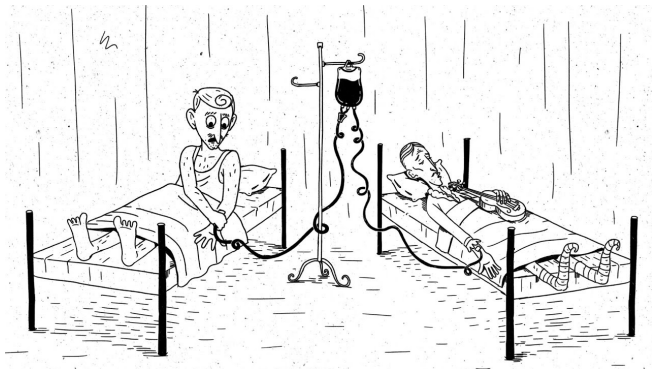
# Co je myšlenkový experiment?

## myšlenkové experimenty (thought experiments)

Myšlenkové experimenty chápeme jako  
*soubory pokynů určujících, co si představit, chceme-li něco zjistit.*

(Picha & Pichová, 2013: 12)

# příklad myšlenkového experimentu



(SRF Kultur, 2017: 12)

# SHRNUTÍ A ZÁVĚR

## Co si odnést?

K hodnocení argumentace, argumentů je třeba znát důkladně kontext.

Nestačí pouze forma, ale důležitý je i obsah.

Argumenty jsou o přijatelnosti (perlokuční efekt) nikoli o pravdě.



## důležité pojmy a koncepty

- persuade
- ELM model
  - dvě cesty, faktory volby cesty
- persuasivní dialog
  - dělení a druhy persuasivních dialogů
- argumentace
- argument
  - složky argumentu, implicitní prvky, hodnocení argumentu
- argumentační faul
- myšlenkový experiment
- kritická diskuse
- argumentační břemeno
- problémy v teorii argumentace

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