

EUDOKMA COURSE

Rhetoric and Management Research

Faculty:

Eduard Bonet Guinó
Hans Siggaard Jensen

ECTS Credits: 3

Objectives:

To study emerging methods of research in management, especially those that are closely related to rhetoric of inquiry and other linguistic approaches. The course will focus on the philosophical foundations of these methods and it is addressed to students who are interested in the relationships between philosophy and social research.

To present the first and second linguistic turns, which in the twentieth century constitute an important background for linguistic methods such as conversation analysis, discourse analysis and the introduction of narratives as a method of social sciences.

To present the Rhetoric of Inquiry, not as a way of talking well, but a discipline that studies the means of persuasion by words. It involves a theory of argumentation, a theory of communication and a logic for action. The course will focus on the, not always recognized, rhetorical aspects of management research.

To give to doctoral students a conceptual framework of philosophy in which they can situate and rethink basic concepts on knowledge, knowledge production, epistemology, participatory action research.

To offer them emerging research methods related to communication and language; rhetoric; metaphors and narratives

To train them in the critical and efficient use of these methodologies.

To promote research papers and research groups on linguistic methods, rhetoric and management.

The course will focus on creation of meanings using metaphors and narratives and on rhetoric and innovation.

Methodology:

Lectures
Discussions
Practical sessions

Assessment:

Presentation and final paper.

Syllabus:

- Introduction to linguistic methods on management research
- The first linguistic turn and its relationship with logic
- The second linguistic turn and its relationship with pragmatics and speech acts.
- Theory of conversation and management research
- Discourse analysis and management research
- Rhetoric of Inquiry as a theory of communication and argumentation. Its role in epistemology
- Rhetoric of Inquiry; metaphors and narratives in management research
- Rhetoric of Inquiry: virtues in economics and management
- Rhetoric, participatory research and action research

Timetable:

March 23, 24, 25 and 26, 2010
From 09:00 h. to 13:00 h.
From 15:00 h. to 19:00 h.

For further information:

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