**The Ethics of Rhetoric: Morality and Persuasion**

**An Alternative to the Capitalist Rhetoric**

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We are living in a world dominated by movement. We wake up at 7.00 am, have a fast breakfast, take our car to go to our job, spend there the whole morning and the afternoon giving us just half an hour for lunch before continue working till 10.00 pm. Then we come back home. We reach it at 11.00 (because we live in the outskirts) and the kids are sleeping, their mom put them to bed before (she finish work at 7.00). We have a reheated dinner and then we watch the football match on TV. The day has finished and we remember the highlights: tiredness, that unbearable boss, the stress at work and the traffic jam coming back home. The bad food completes the list of unpleasant sensations of the day. We feel trapped in the routine without any possibility to escape, but we don’t care, because we earn a lot of money… This is the way of life for many people nowadays. The question is, does it really make them happy? The rhetoric of the capitalism operates in order to make us believe it.

# The theory of this way of life has it former precedent in the Calvinism ethic, which makes a relationship between wealth in life and salvation. Therefore, the most important thing in this life is to become as rich as you can, because it represents where are you predestinated to go after death. Here takes special importance the rationalization of the time, so you will be able to become more effective in getting your purposes. The relationship between capitalism and Calvinism was specially developed by Max Weber in his book *The Protestant Ethic and the Spirit of Capitalism.* To reach the promise of Salvation through wealth, Calvinists Swiss invented the watch, an instrument that has become as common and necessary nowadays that we are not able to live without it. This invention is a double – edged weapon, if we consider that the regulation of our time involves the consequence of a lack of liberty. That is exactly what has happened today.

# The purpose to reach in this essay is to prove that we project our life into an spiral of acts and pre –determinated behavior with the only end of accumulate material possessions that will never let us reach happiness, and how does the system sells it to us.

# The giant machine that constitutes the capitalism system is greased by the sacrifice of the life of millions of people all over the world while they do not realize it. The exportation of the American way of life, based on hard–working in order to obtain wealth and personal succeed, even if we should pass over the others to get it, have extended over the rest of the world. These premises have become the essential topic of the capitalist rhetoric. This pragmatic thinking has captivated lots of people from many countries, specially since the last fifty years, specially in the decade of the 90s with the figure of the *yuppie*, considering it as a modern and efficient way to understand life, and also an opportunity to make something great in here.

# About personal succeed understood as the position obtained passing over everything that could stop it, we should say it is related with one problem very extended nowadays: the lack of morality, which is mainly reveled in the utilitarian and materialism behaviors. Both appear when the Christian values are displaced and they coincide on the concept of person, which is totally opposed to the Christian one. For them, the person is just a mean, not an end in itself. Because of that, we are aloud to make whatever we want for reaching personal succeed.

# Wealthy is the other end of this thought. As we explained before, at his origins it was a religious end too. Currently it is just for personal satisfaction. Now we can find work – lovers whose only purpose in life is to work harder to become richer. In other times, peoples used to work for living, but nowadays we live for working. We know that happiness comes through the truth, but where can we find it? Of course at work, but also in many other aspects of life that we should not forget to experiment, such as life in family or at time for personal growing, improving our knowledge or giving us to the others. This is impossible if, as we said before, we don’t return to Christian morality, because is the only one that provides a way of live based on the balance between work and personal life.

# We received these values since the school, were boys and girls are exposed to fashions and consumerism, and where they are educated fomenting individual competition. These problems are increased within the university period, where materialism and individualism are even fomented by the authorities. One example on it is the recent Bologna process, in where the technical knowledge is put over the theoretical knowledge with the only goal to create better-qualified workers. This plan doesn’t care about the education in abstract concepts (which was the main goal of the former universities) but on the practical ones. Therefore young people get to the laboral world without a complete education. Anyway, they developed technical skills, because this is what the companies are looking for, and if you want to become part of the system you should be able to be fit it.

# There is only one way to fight against the rhetoric of the capitalism, which seems to be invincible, and it is the return to the Christian values. The Christian way of life is the perfect balance between work and life. It is not the opposite of work, on the contrary, in its moral we can find the premise “ to sanctify the work”, but it is against the exploitation of the workers in any form, not only physical but also psychological, which is very often and we refer to it under the term ‘stress’. Christian morality cannot aloud work to become the center of our life. Work may become a way to reach the superior step but in that position we should put God, who is the only one that can give us a complete sensation of fullness and personal succeed. In that line, we can say the same for the richness. If the money is the center of our lives, we will never be happy, because the human nature always desires more and more. Only God is able to fill the infinite desire of the human beings. It doesn’t mean that we should not look for the material comfort, on the contrary, but also we should take care about the others and their necessities and to not turn the search of the pleasures into the center of our lives, because then me will fall in the hedonism.

# All these premises should be followed through liberty, which is God’s best gift to human beings. We cannot accept the Calvinist theory of predestination, which is contrary to God’s will to make us follow Him by ourselves using our liberty. With liberty on the basis, the Virtue appears with the correct use of the roles we play in the society.