

# Alex O'Connors ethical view he calls "Emotivism"

Post by "Matteng" of January 3, 2026 at 8:52 AM

Hi,

I have found a video about Alex O'Connors ethical view he calls "Emotivism". In my view his attitude is half Epicurean.

I think it is the same or similiar view like Epicurus in stating that moral value like good/ bad is in the feelings (Canon pleasure/pain). He makes some good points for it

At approximately minute 14 - 16 I think he talks about a different view which I identify with the Stoic vs. Epicurean view of Judgment / Emotion:

<https://www.youtube.com/watch?v=0tRxtfHpV4>

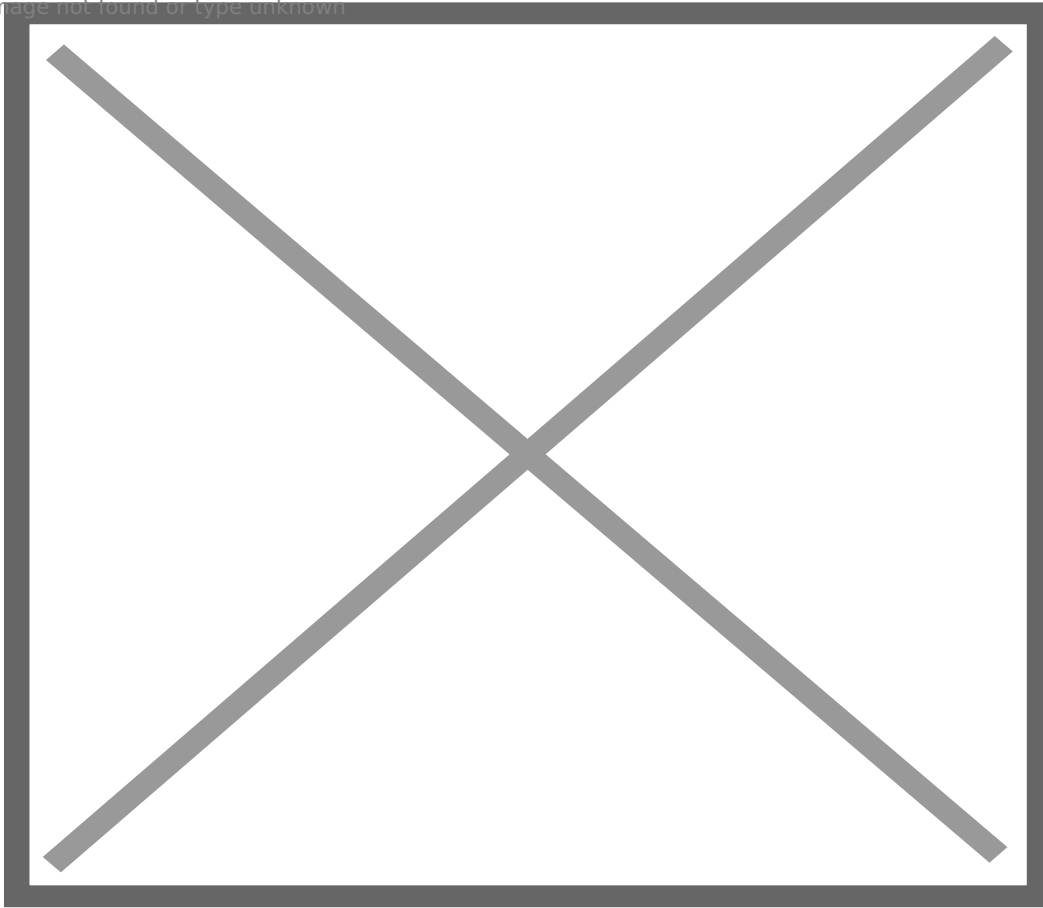
The Stoic View: a) There is an objective moral judgment (good/bad) and then b) there comes the Emotion

Vs: (I think more Epicurean and Emotivism view a) = b) The moral judgment (good/bad) is the Emotion.

This reminds me of this in the letter to Menoeceus:

[129] And for this cause we call pleasure the beginning and end of the blessed life. For we recognize pleasure as the first good innate in us, and from pleasure we begin every act of choice and avoidance, and to pleasure we return again, **using the feeling as the standard by which we judge every good.**"

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[Epicurus' Letter to Menoecus - Epicureanfriends.com](http://www.epicureanfriends.com)

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What are your thoughts ?

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### **Post by “Cassius” of January 3, 2026 at 9:24 AM**

I've only gotten through only the first 5 or so minutes so far but I definitely agree with you so far Matteng. What he's describing in what I am seeing is definitely reflective of this Epicurean / anti-Epicurean split. Thanks for posting this. He's calling it emotivist but it's basically just pleasure and pain in other words.

However I also have to say this: I personally find this method of presentation to be the kind of "academic" / intellectualist approach on which the British have an eternal and unchallengeable trademark. I personally find it to be a major turnoff, and I've built up the ability to tolerate it in small doses only after many years.

Watch the first five minutes, and if you can tolerate it there's a lot of good information here. But the tone reminds me of why so many "normal" people detest most philosophy, so be careful!

