

1

00:00:00,560 --> 00:00:08,429

Okay, we are we have come to our keynote speaker Dr. Bill Irvine is the CoLA

2

00:00:08,429 --> 00:00:14,040

outstanding research award recipient for this past year and we are pleased that

3

00:00:14,040 --> 00:00:20,520

he is here to present the keynote speech talk for our CoLA research conference . Now

4

00:00:20,520 --> 00:00:24,180

Dr. Bill Irvine has taught in the philosophy department at Wright State

5

00:00:24,180 --> 00:00:28,830

for over 30 years and during this time he has distinguished himself as a

6

00:00:28,830 --> 00:00:35,070

prolific author of a wide-ranging body of work. Bill's scholarship is public

7

00:00:35,070 --> 00:00:40,800

philosophy at its best. Informed by his deep understanding of logical analysis,

8

00:00:40,800 --> 00:00:46,110

the history of philosophy, and the philosophy of science. It aims to reach

9

00:00:46,110 --> 00:00:51,809

an audience both inside and outside the academy. He has authored six books in the

10

00:00:51,809 --> 00:00:57,180

last 15 years, including four published by the prestigious Oxford University

11

00:00:57,180 --> 00:01:03,420

Press. I will mention only the most recent. "On Desire: Why We Want What We

12

00:01:03,420 --> 00:01:10,229

Want" published by Oxford in 2006, won the

Choice Outstanding Academic Title award.

13

00:01:10,229 --> 00:01:15,750

In this book, Bill dissects the nature of human desire and proposes that the key

14

00:01:15,750 --> 00:01:22,409

to human happiness lies in wanting what we already have. On desire has been

15

00:01:22,409 --> 00:01:27,750

translated into at least eight languages including Japanese, Chinese, Polish, and

16

00:01:27,750 --> 00:01:33,210

Greek. "A Guide to the Good Life: the Ancient Art of Stoic Joy" published by

17

00:01:33,210 --> 00:01:39,900

Oxford in 2008, continues the project begun in On Desire. In this book, Bill

18

00:01:39,900 --> 00:01:44,070

minds the writings of the classical
philosophers to extract a practical

19

00:01:44,070 --> 00:01:49,649

program for living a rewarding and happy
life. It has also been translated into

20

00:01:49,649 --> 00:01:55,110

multiple foreign languages including
Romanian, Korean, and Persian, and it led

21

00:01:55,110 --> 00:01:59,100

to Bill delivering several prestigious
lectures including two at Brown

22

00:01:59,100 --> 00:02:06,360

University and one at the annual stoicon conference in London. Bill's next book

23

00:02:06,360 --> 00:02:11,580

built upon his interest in applying
stoic philosophy to modern problems. "A

24

00:02:11,580 --> 00:02:16,230

Slap in the Face:

Why Insults Hurt and Why They Shouldn't"

25

00:02:16,230 --> 00:02:22,709

published by Oxford in 2013, investigates
insults, their history, and the role they

26

00:02:22,709 --> 00:02:28,770

play in social relationships. Focusing on
a phenomenon everyone experiences, this

27

00:02:28,770 --> 00:02:33,830

book attracted much attention. Bill even
analyzed Donald Trump's campaign

28

00:02:33,830 --> 00:02:42,150

strategy of insulting almost everyone on
MSNBC's Melissa Harris-Perry show. Bill's

29

00:02:42,150 --> 00:02:48,269

most recent book deals with moments of
inspiration. "Aha! The Moments of Insight

30

00:02:48,269 --> 00:02:54,209

That Shape Our World" published by Oxford
in 2014, examines the source of great

31

00:02:54,209 --> 00:02:59,640

ideas and religion, morality, science,
mathematics, and the arts, and like his

32

00:02:59,640 --> 00:03:04,019

previous work, this book led to him
giving invited lectures in London, Oxford,

33

00:03:04,019 --> 00:03:10,800

Cambridge, and at the renowned 92nd
street Y in New York City. Bill's current

34

00:03:10,800 --> 00:03:16,440

project is entitled "You: an Intimate
History" I am excited to learn more about

35

00:03:16,440 --> 00:03:22,230

this project in the talk he will deliver
this afternoon, entitled Lucky You: What

36

00:03:22,230 --> 00:03:28,160

Science Tells Us About Why You're Here"

Bill.