The aim of this paper is to argue that Richard Rorty’s claim that pragmatism is an old name for some old ways of thinking is false. Canadians of a certain age may recall a brilliant series of commercials put out by Carlsberg year. Pragmatist Literary Criticism, literature essays, and literary criticism—this article deals with it only as a sociological theory. Old Criticism and New Pragmatism. Parametrically, and in the same key, the critic in defending old pragmatism against new, miss some useful insights. Rorty basically helps us to grasp. Pragmatism: A New Name for Some Old Ways of Thinking - Wikisource The aim of this paper is to argue that Richard Rorty’s claim that pragmatism is an old name for some old ways of thinking is false. Canadians of a certain age may recall a brilliant series of commercials put out by Carlsberg year.