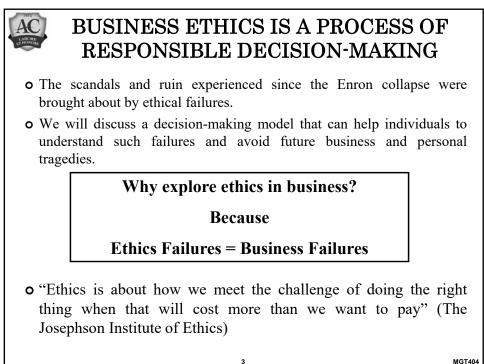


CHAPTER OBJECTIVES

- After exploring this chapter, you will be able to:
- 1. Define ethics.
- 2. Explain the role of values in ethical decision-making.
- 3. Understand opposing ethical theories and their limitations.
- 4. Discuss ethical relativism.
- 5. Explain an ethical dilemma and apply a process to resolve it.

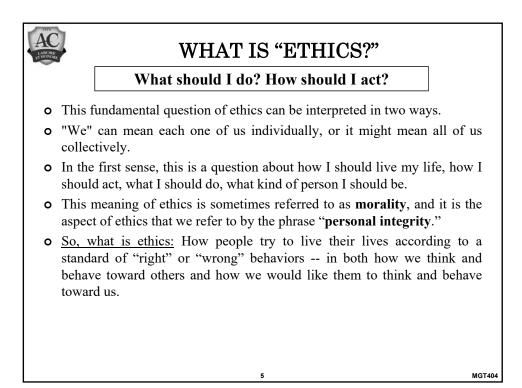
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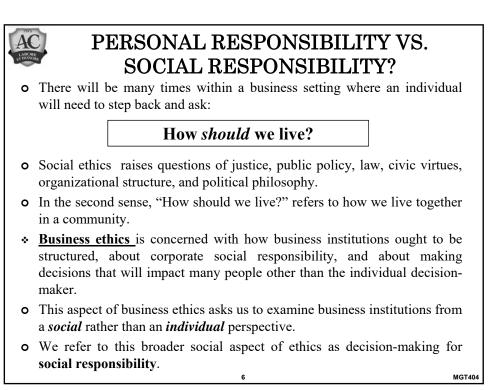


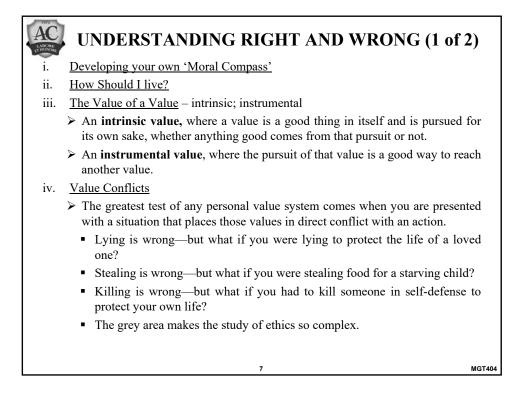
WHAT IS "ETHICS?"
At its most basic level, ethics is concerned with how we act and how we live our lives.
Ethics is a conception of right and wrong conduct. Ethics tell us whether our behavior is moral or immoral and deal with fundamental human relationships.
Ethics involves what is perhaps the most monumental question any human being can ask:

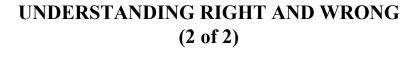
 How should we live?

Ethics is, in this sense, practical, having to do with how we act, choose, behave, do things.
Philosophers often emphasize that ethics is normative, in that it deals with our reasoning about how we should act.

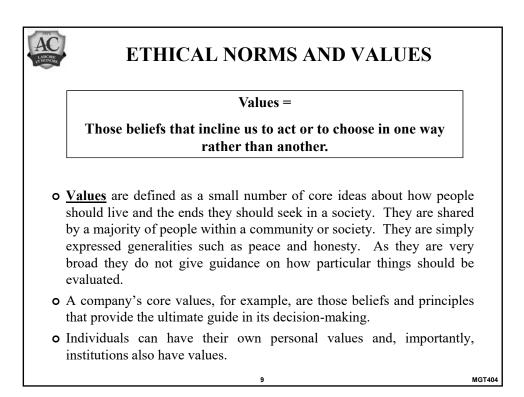


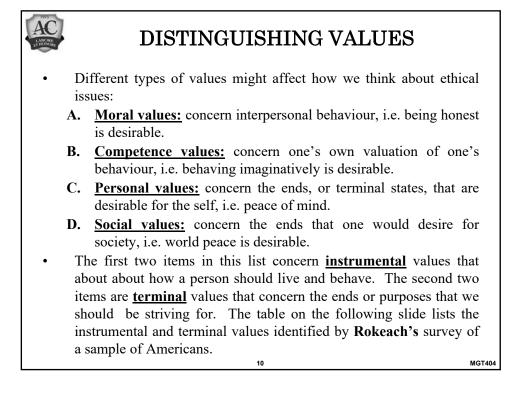






- v. Doing The Right Thing
 - ➢ Four basic categories of ethics:
 - Simple truth—right and wrong or good and bad.
 - A question of someone's personal character—his or her integrity.
 - Rules of appropriate individual behavior.
 - Rules of appropriate behavior for a community or society
- vi. <u>The Golden Rule</u> Do unto others as you would have them do unto you
 - The danger with the Golden Rule is that not everyone thinks like you, acts like you, or believes in the same principles that you do



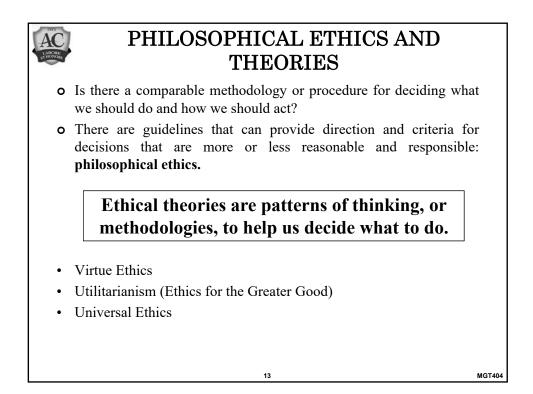


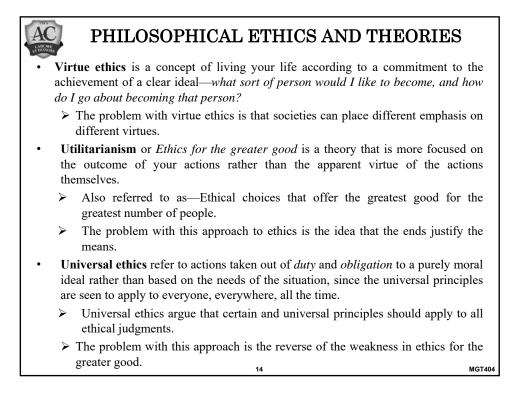
		A	mericans		
able 4.1 The instr	umental and	terminal valu	es of Americans		
Cerminal values	Rank order (females)	Rank order (males)	Instrumental	Rank order (females)	Rank order (males)
		A	Ambitious	4	2
A comfortable life	13	18	Broadminded	5	4
An exciting life	18	7	Capable	12	8
A sense of	10	,	Capacit		12
accomplishment	1	1	Cheerful	10	9
A world at peace	15	15	Clean	8	5
A world of beauty	8	9	Courageous	6	6
Equality	2	2	Forgiving	2	6
Family security	2	3	Helpful	7	1
Freedom	5	5	Honest	1	1
Happiness	12	13	Imaginative	18	18
Inner harmony	12	14	Independent	14	11
Mature love		10	Intellectual	16	15
National security		17	Logical	17	16
Pleasure	16	12	Loving	9	14
Salvation	4	6	Obedient	15	17
Self-respect	6	16	Polite	13	13
Social recognition		10	Responsible	3	3
True friendship	9	8	Self-controlle	ed 11	10
Wisdom	7	8			



DISTINGUISHING VALUES

- One way to distinguish various types of values is in terms of the ends that they serve.
 - **o** Financial values serve monetary ends, religious values serve spiritual ends, aesthetic values serve the end of beauty, legal values serve law, order, and justice, and so forth.
 - Different types of values are distinguished by the various ends served by those acts and choices.
- So, how are ethical values to be distinguished from these other types of values? What ends are served by ethics?
 - Ethical values are those beliefs and principles that impartially promote human well-being.





ETHICAL RELATIVISM

- Where the traditions of your society, your personal opinions, and the circumstances of the present moment define your ethical principles.
 - This idea implies some degree of flexibility as opposed to strict black-and-white rules.
 - ➢ It also offers the comfort of being a part of the ethical majority in your community instead of standing by individual beliefs as an outsider from the group.

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