



# INSIGHTSIAS

SIMPLIFYING IAS EXAM PREPARATION

- IAS SELF STUDY GUIDE -

## **SECURE** SYNOPSIS

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# GS-IV

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**NOTE:** Please remember that following '*answers*' are *NOT* '*model answers*'. They are *NOT* synopsis too if we go by definition of the term. What we are providing is content that both meets demand of the question and at the same time gives you extra points in the form of background information.



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Q) One year after becoming CEO of Starbucks, You are faced with a leadership test when two black men were arrested in a Philadelphia Starbucks. The men were waiting to meet a business associate, but they didn’t purchase anything while they were waiting. The store manager asked them to leave, and they refused, explaining that they were there to meet someone. The manager called the police because the men refused to leave, and the police arrested them. \_\_\_\_\_ 42

Another patron at Starbucks recorded the arrest on her cell phone, and it quickly went viral. In an interview after the arrest, the woman who took the video mentions that she had been sitting there for a while, and she wasn’t asked to leave even though she didn’t order anything. Additionally, the video shows the business associate of the black men show up during the arrest, and he asks the manager and the police what the men had done wrong. The general public and those who witnessed the arrest labeled it as discriminatory and racist. 42

1. What should be your response in this matter. \_\_\_\_\_ 42

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## General Studies Paper - IV

*TOPIC: Human Values – lessons from the lives and teachings of great leaders, reformers and administrators; role of family, society and educational institutions in inculcating values. Probity in Governance: Concept of public service; Philosophical basis of governance and probity;*

Q) “Satisfaction lies in the effort, not in the attainment. Full effort is full victory.” – Mohandas Gandhi. Comment in the context of the public services in India. (250 words)

### Reference

#### Directive word

*Comment- here we have to express our knowledge and understanding of the issue and form an overall opinion thereupon.*

#### Key demand of the question.

*The question wants us to express our opinion on the importance of efforts and not the results, in order to attain satisfaction out of work. We have to form our opinion while relating it to the public services in India.*

#### Structure of the answer

**Introduction**– write a few introductory lines about the types of efforts- objective effort and subjective effort.

#### Body-

- *Bring out the difference between the two kinds of efforts.*
- *Discuss in detail as to why efforts are important as far as ethics are concerned.*
- *Discuss how genuine efforts are required in Indian public services. Discuss how sometimes it could not be possible to get results out of an act of public service but still giving efforts towards the objectives and goals of the organisation can be a good strategy.*
- *Take the help of the article attached to the question to frame your answer.*

**Conclusion**– based on your discussion, form a fair and a balanced conclusion on the given issue.

#### Answer:-

- Gandhi’s theory is if a person makes a commitment to try and complete a task and sees out this commitment, this is far more important than the result. Even if the task is not a “success”, the greatest satisfaction should be in the knowledge that you have maintained your commitment to the end of the task. **You are being true to yourself.** That the effort you have expended in the completion of the task is your **private victory.** You may be the only person aware of what you have achieved but the victory is yours to appreciate.
- Gandhi is saying that it is okay to fail. It is okay to make the effort and not make a success of your task. **“The Effort is Full Victory”.**
- Practising and making an effort to make moral decisions throughout life will pay dividends when we are faced with serious moral dilemmas.

#### In the context of public services there are many instances where efforts need to be made sincerely:-

- Without sincere efforts goals and outcomes can never be achieved. For administration to be transparent and accountable there is a need for efforts by the whole department.
- Most of the projects undertaken by the government have long term impacts and need adequate time as well. So public servants need to make efforts in a planned away to reach small milestones leading to the goal. So even though the final goal is not achieved within a short span of time by these people it will be achieved in a continuous manner by the efforts of other public servants as well.
- Some issues are so interconnected for instance poverty is a multidimensional issue consisting of factors like stunting, malnutrition , inclusive health ,inclusive education, sanitation etc. So efforts made by one particular department might not lead to poverty eradication yet they have the satisfaction of moving towards the goal.



Q) Mahatma Gandhi's vision and voice have a rare resonance in numerous hearts around the world because it springs from the timeless humanistic vision. Comment. (250 words)

[Indian express](#)

### Directive word

*Comment- here we have to express our knowledge and understanding of the issue and form an overall opinion thereupon.*

### Key demand of the question.

*The question wants us to express our knowledge and understanding of the Gandhi's values of humanism and his contribution towards the same endeavour.*

### Structure of the answer

**Introduction**– write a few introductory lines about the role of Mahatma Gandhi towards the freedom struggle and in eradicating/ fighting against various social evils in the society.

### Body-

*Discuss in detail about the Gandhian values of humanism. E.g His experience with truth and his commitment to serve those in need are inspirational; As he himself had said, "The best way to find yourself is to lose yourself in the service of others."; This vision of service and humanism, and transforming noble thoughts to tangible action, has inspired several generations of world leaders; Gandhiji was an inspiration to all mankind. He truly believed that cleansing our inner being of all evils is as important as cleansing our countries of colonialism. His deep sense of compassion and inclusiveness permeated his outlook on humanity — this included his opponents as well. Mahatma Gandhi said: "I am endeavouring to see God through service of humanity for I know that God is neither in heaven, nor down below, but in everyone." etc.*

**Conclusion**– based on your discussion, form a fair and a balanced conclusion on the given issue.

### Answer:-

- The main pillars of Gandhi's philosophy were **non-violence, tolerance of others, respect for all religions and a simple life.**

### Compassion:-

- Gandhi believes that the true core of a person is the part that is not selfish and which works for others. **He is saying that the essence of what we really are (the thing that we have to find) is caring for others.**

### Truth:-

- Gandhi, in short, was a leader looking for a spiritual cause. He found it, of course, in his non-violence and, ultimately, in independence for India. Truth, Satya, was the central axis of the Gandhian system of thought and practice. For Mohandas Karamchand Gandhi, everything turned on Truth – satyagraha, swaraj, ahimsa, ashram, brahmacharya, yajna, charkha, khadi, and finally, moksha itself. Gandhi's life and ideas arranged around the axial principle of Truth.

### Secular:-

- Gandhi made great use of the Bible in his prayers, teachings, writings and Ashram liturgies. He was often accused of being a crypto-Christian. Gandhi considered interculturalism as a call for simultaneous awareness of commonalities, acceptance of differences, and recognition of shared values.

### Honesty:-

- Gandhi had the **blend of sincerity and efficiency** bringing forth the most positive strength .Gandhi accomplished any given task with honesty and diligence. Once a decision was made he gave his all to it.
- He used to follow up till the end of the task .He used to be positive even under all difficult circumstances and had an optimistic view about life and never lost hope. He maintained **impeccable integrity in individual life** and public conduct

### Dignity:-

- **He looked at life holistically** and worked with utmost concentration .He treated all work as God given gift and all jobs were of equal importance. He had a keen **desire to restore the dignity** of all human beings. Advanced on the path of morality, spirituality and his ethical progress was by being firm on Truth



### Impacted the world leaders:-

- He firmly believed that the spirit of genuine reciprocity and solidarity is not just a moral requirement, but also a geopolitical necessity. **Gandhian technique of mobilising people has been successfully employed by many oppressed societies around the world** under the leadership of people like Martin Luther King in the United States, Nelson Mandela in South Africa which is an eloquent testimony to the continuing relevance of Mahatma Gandhi.

### Conclusion:-

- There are ample events and incidents insisting that we can continue to consult Gandhi on all manner of issues that may trouble our individual or collective conscience.
- Truth is the key to Gandhi's philosophy, and we rely on Gandhi even decades after his death and long after his supposed lapse into political irrelevance. To be sure, Gandhi certainly deserves the honour as a courageous fighter, a deep thinker, and a great leader of men and ideas.

Q) "The distinction of a good person is to take pleasure in moral action. In other words, human flourishing occurs when a person is concurrently doing what he ought to do and doing what he wants to do." Do you agree. Comment. (250 words)

### Reference

#### Directive word

*Comment- here we have to express our knowledge and understanding of the issue and form an overall opinion thereupon.*

#### Key demand of the question.

*The question wants us to express our opinion on the given statement in the form of an agreement or disagreement. Here we can take any side but we have to justify our opinion based on a proper presentation of relevant facts/ arguments/ examples.*

#### Structure of the answer

**Introduction**– *Write a few introductory lines about the importance of morality in one's life and for the world.*

#### Body-

*Discuss in detail about the importance of taking pleasure in moral actions and its importance vis a vis human flourishing. E.g The key idea in ethics is a human individual's own personal happiness and well being. Each man is responsible for his own character. According to Aristotle, each person has a natural obligation to achieve, become, and make something of himself by pursuing his true ends and goals in life. Each person should be concerned with the "best that is within us" and with the most accomplished and self-sufficient success and excellence; the value of virtuous activity resides in realizing a state of eudaimonic character. Such a state must be achieved by a man's own efforts. A person needs to pursue rational or intelligent efforts in pursuing goods and in otherwise taking control of his own life. Because a man might fail or be thwarted in his efforts; Because human beings possess a nature that governs how they act, the perfection or fulfillment of their nature is their end. A human being is ordered to self-perfection and self-perfection is, in essence, human moral development. The goal of a person's life is to live rationally and to develop both the intellectual and moral virtues. There are attributes central to human nature the development of which leads to human flourishing and a good human life; practical wisdom is not only concerned with universals (such as good or value), but also with particulars which became known through experience in the choices and activities of life etc.*

*Take the help of the article attached to the question to frame your answer.*

**Conclusion**– *based on your discussion, form a fair and a balanced conclusion on the given issue.*

#### Answer :-

- According to Aristotle, each person has a natural obligation to achieve, become, and make something of himself by pursuing his true ends and goals in life. Each person should be concerned with the most



accomplished and self-sufficient success and excellence as the value of virtuous activity resides in realizing a state of eudaimonic character. Such a state must be achieved by a man's own efforts.

- A person needs to pursue rational or intelligent efforts in pursuing goods and in otherwise taking control of his own life. A human being is ordered to self-perfection and self-perfection is, in essence, human moral development.
- Aristotle teaches that ethical theory is connected to the type of life that is most desirable or most worth living for each and every human being. It follows that human flourishing is always particularized and that there is an inextricable connection between virtue and self-interest.
- He explains that the virtuous man is constantly using practical wisdom in the pursuit of the good life. A man wants and needs to gain a knowledge of virtue in order to become virtuous, good, and happy. When such ways of being occur through free choice, they are deemed to be choice-worthy and the basis for ethics.
- **Human flourishing is a matter of realizing that it doesn't depend on what we have, but on what we are and what we want to do.** This means learning to love ourselves, accept ourselves, and to live with ourselves. These are the key to uncovering the happiness that dwells within us, no matter what situation we are faced with.
- When a person does not do what he/she wants there is no satisfaction achieved from the work done. For instance a civil servant who does his/her job without getting corrupt and still is able to work efficiently will gain immense satisfaction from the work done.

Q) Discuss the ethical principles of Buddhism as articulated by Gautam Buddha. (250 words)

#### Reference

#### **Directive word**

*Discuss- this is an all-encompassing directive which mandates us to write in detail about the key demand of the question. we also have to discuss about the related and important aspects of the question in order to bring out a complete picture of the issue in hand.*

#### **Key demand of the question.**

*The question wants us to write in detail about the ethical principles of Buddhism.*

#### **Structure of the answer**

**Introduction**– write a few introductory lines about the Buddhism and Gautam Buddha.

#### **Body**–

*Discuss in detail about the ethical principles of Buddhism. E.g*

- *Discuss the Five Precepts (or virtues) and three of the eight points on the Noble Eightfold path to enlightenment- abstinence from: (1) harming living beings, (2) taking things not freely given, (3) sexual misconduct, (4) false speech, and (5) intoxicating drinks and drugs causing heedlessness. Discuss the middle 3 virtues of the noble eight fold path.*
- *Mention that these imperatives are not to be construed as commandments as in the Judeo-Christian tradition, but more as guidelines for attaining enlightenment. Enlightenment, or Nirvana in Sanskrit, is a state of mind or being in which one simultaneously realizes one's true identity (which is infinite and eternal), the illusory nature of the world, and perfect bliss and equanimity.*

**Conclusion**- based on your discussion, form a fair and a balanced conclusion on the given issue.

#### **Background:-**

- Buddhist tradition acknowledges that life is complex and throws up many difficulties, and it does not suggest that there is a single course of action that will be right in all circumstances. Indeed, rather than speaking of actions being right or wrong,
- Buddhism speaks of the being skilful (kusala) or unskilful (akusala). In Triratna, our faith in **the Three Jewels** of Buddha, Dharma and Sangha finds everyday practical expression in our aspiration to live by ethical precepts, to the best of our ability.



### Moral precepts/ethical principles of Buddhism:-The Five Precepts

- **Not killing or causing harm to other living beings:-**
  - This is the fundamental ethical principle for Buddhism, and all the other precepts are elaborations of this. The precept implies acting non-violently wherever possible, and many Buddhists are vegetarian for this reason. The positive counterpart of this precept is love.
- **Not taking the not-given:-**
  - Stealing is an obvious way in which one can harm others. One can also take advantage of people, exploit them, or manipulate them. All these can be seen as ways of taking the not given. The positive counterpart of this precept is generosity.
- **Avoiding sexual misconduct:-**
  - Over the centuries different Buddhist schools have interpreted this precept in many ways, but essentially it means not causing harm to oneself or others in the area of sexual activity.
  - It includes avoiding breaking commitments in the area of sexual relations, and avoiding encouraging others to do the same. The positive counterpart of this precept is contentment.
- **Avoiding false speech:-**
  - Speech is the crucial element in our relations with others, and yet language is a slippery medium, and we often deceive ourselves or others without even realising that this is what we are doing.
  - Truthfulness, the positive counterpart of this precept, is therefore essential in an ethical life. But truthfulness is not enough, and in another list of precepts (the ten precepts or the ten kusalaharmas) no fewer than four speech precepts are mentioned, the others enjoining that our speech should be kindly, helpful, and harmonious.
- **Abstaining from drink and drugs that cloud the mind:-**
  - The positive counterpart of this precept is mindfulness, or awareness. Mindfulness is a fundamental quality to be developed the Buddha's path, and experience shows that taking intoxicating drink or drugs tends to run directly counter to this.

**Buddhists hold that moral way of life, which is the Middle Way (majjihima magga), is the gateway to the highest and ultimate goal of all Buddhist aspiration (nibbdna).**

Q) "Falsehood takes the place of truth when it results in unblemished common good."—Thirukkural. What do you understand by the above statement. Comment. (250 words)

[Reference](#)

[Reference](#)

#### Directive word

*Comment- here we have to express our knowledge and understanding of the issue and form an overall opinion thereupon.*

#### Key demand of the question.

*The question wants us to express our opinion on the given statement- whether or not falsehood takes the place of truth when it results in unblemished common good. We have to bring out the essence of the statement and relate it to a practical example in order to make the meaning clearer.*

#### Structure of the answer

**Introduction**— *write a few introductory lines about the virtue of being truthful. E.g Being truthful means a strict adherence to a policy of honesty and openness etc.*

#### Body-

*Discuss the importance of being truthful and the benefits it brings along with it. E.g how it impacts our image in terms our integrity, trustworthiness, courage and justice even in the face of adversaries; etc.*

*Discuss how even falsehood is better than truth if it results in some unblemished common good. E.g one can tell a truth in situations where telling a truth could bring gloom, create chaos or hurt somebody etc; it relates to the principle of consequentialism which professes a pursuit of noble ends without much concerns for the means so employed.*



*Relate the importance of being untruthful by creating some hypothetical examples and to make your stand more clear.*

**Conclusion-** *based on your discussion, form a fair and a balanced conclusion on the given issue.*

**Answer :-**

- **Being truthful means a strict adherence to a policy of honesty and openness.** Although there are rare cases where dishonesty is not just acceptable but morally obligatory, the vast majority of our interactions with others demand conscientious honesty.

**Why it is important to be truthful:-**

- **Being truthful also means being dependable and trustworthy.** To be virtuous, it is important not just that our words be truthful, but that our actions be truthful and consistent with what we have promised.
- As philosophers such as Immanuel Kant have written, **truthfulness is a prerequisite both for building a stable, lawful society and engaging in meaningful interaction with others**, so living up to one's words is important not only on an individual level but also on the level of the community.
- Deception by deliberate omission, though perhaps less immoral than outright lying, is still deception and should be forsworn.

**Why is lying wrong?**

- Being false or lying is bad because a generally truthful world is a good thing: lying diminishes trust between human beings
- Lying is bad because it treats those who are lied to as a means to achieve the liar's purpose, rather than as a valuable end in themselves
- Lying is bad because it makes it difficult for the person being lied to make a free and informed decision about the matter concerned. Lies lead people to base their decisions on false information.

**However sometimes people lie with good intentions, with the intention of sparing the feelings of others or preventing others from experiencing psychological harm.** For instance people might tell their host that their meat loaf is delicious or tell a colleague that their work makes a valuable contribution.

Lying to help another person was consistently perceived to be good, while lying that had no effect on the other person or that actually harmed them was perceived to be wrong. It relates to the principle of consequentialism which professes a pursuit of noble ends without much concerns for the means so employed.

Q) The state, according to Kautilya, was confined not merely to the maintenance of law and order or the protection of the people but extended to enable the individual attain the highest development. Discuss. (250 words)

Reference

**Directive word**

*Discuss- this is an all-encompassing directive which mandates us to write in detail about the key demand of the question. we also have to discuss about the related and important aspects of the question in order to bring out a complete picture of the issue in hand.*

**Key demand of the question.**

*The question wants us to bring out in detail the concept of the state as developed and expounded by Kautilya. The question wants us to write in detail about the functions of the state in terms of maintenance of law and order and also attainment of highest development of the subjects.*

**Structure of the answer**

**Introduction-**

*write a few introductory lines about the ancient Indian state. E.g in ancient India the state was considered as a political instrument represented by the King etc.*

**Body-**

*Discuss the concept of the state according to the Kautilya. E.g Kautilya's views, as stated in Arthashastra, are, indeed, vivid. Though he has not defined what the state exactly is, but he does refer to the seven elements of the state-*



*Swami (the king with qualities such as bravery, quickness of decision, strength of mind, easily approachable sharp intellect); Amatya (the ministers-in-charge of the entire administration); Janapada (population and land: land devoid or rocky, saline, uneven and thorny tracts and wild animals, and abound in fertile lands, timber and elephant forests); Durga (fortress, the military establishment to protect the people from natural calamities, also a kind of arsenal, a storage of military artilleries and communication); Kosa (treasury, filled with gold, silver, precious jewels, and gems, should be able to withstand any calamity); Dando (consisting of hereditary and hired soldiers); Mitra (friendly states).*

*According to Kautilya states were confined not merely to the maintenance of law and order or the protection of the people, but extended to enable the individual attain the highest development. It appeared, more or less, as a welfare state of our times. There was no other greater object than the happiness of the people. He demands of the king to protect customs, religion and morality, embracing, thus the whole range of human life-social, economic cultural religious, political. The protection of Dharma remains, however, the most important function of the Kautilyan state. The order of the state, is not merely for the sake of order; it also is as Kautilya puts it, for protection, conversation, development and distribution : the state must create what is there, and distribute what has been increased etc.*

*Conclusion-based on your discussion, form a fair and a balanced conclusion on the given issue.*

#### **Background:-**

- The Mauryan era of ancient India gave the world a significant treatise, the Arthashastra of
- It offers deep insights into political statecraft. The State in ancient India personified itself with the king; the king was, thus, the personification of the state.

#### **Kautilya's views on state:-**

- He has not defined what the state exactly is, but he does refer to the seven elements of the state
  - **Swami** is the king with qualities such as bravery, quickness of decision, strength of mind, easily approachable sharp intellect
  - **Amatya** – the ministers-in-charge of the entire administration
  - **Janapada** – population and land
  - **Durga**– fortress, the military establishment to protect the people from natural calamities, also a kind of arsenal, a storage of military artilleries and communication
  - **Kosa** – treasury, filled with gold, silver, precious jewels, and gems, should be able to withstand any calamity
  - **Dando** consisting of hereditary and hired soldiers,
  - **Mitra** – Friendly states
- The state in Kautilya 's Arthashastra, is presided over by the Swami, the king. There are officials who advise him on matters relating to the administration. He rules over his territory from a fortified capital. The treasury and the army ensure stability and security while the allies help him keep the kingdom safe. **This is what is the crux of the Saptanga theory.**
- The **Kautilyan state is monarchical** for he desired to establish a strong and powerful monarch with a view to protect the life and property of the state. And yet, he demands of the king to protect customs, religion and morality, embracing, thus the whole range of human life-social, economic, cultural, religious, political.
- **The protection of Dharma remains, however the most important function of the Kautilyan state.**
- In Kautilya's views, the promotion of the welfare of the people is an essential task of the king personified in the institution of the state. Kautilya says the state has to possess power to promote the happiness of the people.
- The Kautilyan state looks after the material well-being of the state. It also protects the social, religious and the moral lives of the subjects. It supports the poor, the orphan, the aged, the helpless etc.
- The order of the state is not merely for the sake of order; it also is as Kautilya puts it, for protection, conversation, development and distribution.
- The ends of the state, according to Kautilya, were confined not merely to the maintenance of law and order or the protection of the people, **but extended to enable the individual attain the highest development.** It appeared, more or less, as a welfare state of present times. There was no other greater object than the happiness of the people.



Q) What is the role played by various institutions and individuals in imparting moral values to the children. Discuss. (250 words)

### Reference

#### Directive word

*Discuss- this is an all-encompassing directive which mandates us to write in detail about the key demand of the question. we also have to discuss about the related and important aspects of the question in order to bring out a complete picture of the issue in hand.*

#### Key demand of the question.

*The question wants us to write in detail about the role played by various important institutions and individuals associated with the life of a child in imparting moral values to him/ her.*

#### Structure of the answer

**Introduction**– write a few introductory lines about the importance of moral values in our life.

#### Body-

*Discuss in paragraphs, the role played by various institutions (school, religion) and individuals ( family, teachers) etc in imparting moral values to the children. E.g*

*Schools are strategically placed to make children and youth with learning experiences which relate, as far as possible, to the challenges of their everyday lives and by so doing play their appropriate role as exemplars of values and moral action. The role of school is also to provide an environment, which challenges the moral reasoning of children, and force them to see contradictions in their reasoning; The school has been identified as a vehicle of direct instruction. it is a social institution in which is embedded a rich of norms, customs and ways of thinking of which the teacher is a conveyer.*

*School teachers help children to understand character traits and values, they also model desirable character traits in the students both within the school setting and in the larger society.*

*Parents are vital in the moral development of the child because they are the first moral teachers and role models that young people have. This they do by providing the necessary affective relationship and extensive interactions that facilitates moral development. Parents' responses to children's transgressions and moral dispute and their explanations of the reasons for rules and expectations may facilitate children's moral development.*

*Religion is a major force in the lives of most people. Religion is above all, a meaning system, it naturally speaks to its adherents about right and wrong, good and bad. While the theological doctrines of religions differ substantially, there is a great deal of overlap in moral theologies, particularly in their everyday applications.*

**Conclusion**– based on your discussion, form a fair and a balanced conclusion on the given issue.

#### Background:-

- Value education is always essential to shape one's life and to give one an opportunity of performing on the global stage. The need for value education among the parents, children, teachers etc, is constantly increasing as we continue to witness increasing violent activities, behavioural disorders and lack of unity in the society etc.

#### Institutions and individuals imparting moral values in children:-

##### 1. Family:-

Family is the foundation on which values are built. Moral values like truthfulness, happiness, peace, justice are instilled in children's thoughts, feelings and actions and they function as ideals and standards that govern their actions in their life.

- The value system practised in the family becomes automatic to the young family members if they are taught moral values systematically.** The family, shapes the child's attitude towards people and society, and helps in mental growth in the child and supports his ambitions and values. **Blissful and cheerful atmosphere in the family will develop the love, affection, tolerance, and generosity.**



- **A child learns his behaviour by modelling what he/she sees around him/her** Family plays a major role in helping a child socialize and has great influence and bearing on the emotional and physical progress of the child.
- **Joint family system, the presence of elders in the family plays the effective role in social and moral development of the children.** It also helps young generation of the family to imbibe human values and eradicate their negative mental tendencies when they are among elders.
- **The behavioural problems are set correct only by the involvement of family in the child's life as they spend most of their time in adolescence with the parents.** Family is the **first social organisation that provides the immediate proximity from which the child can learn his behaviour.**
- **Customs And Traditions followed and taught by the family leads a disciplined and organized life.** Families values helps the child to stand strong on his views despite others efforts to break through with opposing beliefs. In addition,

**Thus, family is important in developing the moral values of child. There is a close contact between the parents and children, which determine the personality of child.**

## 2. Role of society:-

- Society inculcates values through its various institutions and tools.
- Next to family, it is the society that teaches children about social values. It is the society through which young children start getting social acceptance from friends.
- The society also provides a place for social disapproval for anti-social conduct. But it is less structured than the schools.
- The role of society is very important for the social development of child.
- Individuals who get more opportunities to take up social roles and responsibilities are better equipped to take moral decisions in their life

## 3. Role of educational institutions:-

- Education in its aims, curriculum and methods is linked with values. It is through education that society seeks to preserve and promote its cherished values.
- Whatever is learnt and imbibed will determine to how students will live out their lives in future.
- Educational institutions provide a structured environment where children learn values of cooperation, hard work etc.

## 4. Role of teachers:-

- In order to impart value education, we need teachers at all levels of education system who can effective in molding the minds of the students for understanding and practice of values.
- In order to intensify the establishment of an integrated education system, on the basis of peace, human rights and democracy, training of teachers in value education becomes essential. • The personality of the teacher must be the embodiment of values. The teacher must possess qualities of head and heart.
- There is great need to infuse civic consciousness, patriotism and discipline among the students. In higher education the teacher is the central figure in whom the university sees its past glory and around him it builds its future dignity.

## 5. Role of religion:-

- Religion is a major force in the lives of most people. Religion is above all, a meaning system, it naturally speaks to its adherents about right and wrong, good and bad.
- While the theological doctrines of religions differ substantially, there is a great deal of overlap in moral theologies, particularly in their everyday applications.

Q) Discuss the contribution of Jean-Jacques Rousseau towards the field of philosophy. (250 words)

### Reference

#### Directive word

*Discuss- this is an all-encompassing directive which mandates us to write in detail about the key demand of the question. we also have to discuss about the related and important aspects of the question in order to bring out a complete picture of the issue in hand.*



### Key demand of the question.

*The question wants us to write in detail about the philosophical works of Jean-Jacques Rousseau. We have to highlight some of the major works of Jean-Jacques Rousseau and bring out the dominant philosophy of those works.*

### Structure of the answer

**Introduction**– Write a few introductory lines about the Jean-Jacques Rousseau. E.g He was a French philosopher and writer of the Age of Enlightenment His Political Philosophy, particularly his formulation of social contract theory strongly influenced the French Revolution and the development of Liberal, Conservative and Socialist theory.

### Body-

*Discuss in detail about the works of Jean-Jacques Rousseau and the philosophy expounded by him in those works. E.g*

1. *Rousseau saw a fundamental divide between society and human nature and believed that man was good when in the state of nature (the state of all other animals, and the condition humankind was in before the creation of civilization), but has been corrupted by the artificiality of society and the growth of social interdependence.*
2. *“Discourse on Inequality” (1755) expanded on this theme and tracked the progress and degeneration of mankind from a primitive state of nature to modern society in more detail, starting from the earliest humans (solitary beings, differentiated from animals by their capacity for free will and their perfectibility, and possessed of a basic drive to care for themselves and a natural disposition to compassion or pity).*
3. *Rousseau was one of the first modern writers to seriously attack the institution of private property, and therefore is considered to some extent a forebear of modern Socialism, Marxism and Anarchism. He also questioned the assumption that the will of the majority is always correct, arguing that the goal of government should be to secure freedom, equality and justice for all within the state, regardless of the will of the majority.*
4. *Rousseau set out his influential views on Philosophy of Education in his semi-fictional “Émile” (1762). The aim of education, he argued, is to learn how to live righteously, and this should be accomplished by following a guardian (preferably in the countryside, away from the bad habits of the city) who can guide his pupil through various contrived learning experiences. He minimized the importance of book learning and placed a special emphasis on learning by experience, and he recommended that a child’s emotions should be educated before his reason.*

**Conclusion**– based on your discussion, form a fair and a balanced conclusion on the given issue.

### Background :-

- Jean-Jacques Rousseau was one of the most influential thinkers during the Enlightenment in eighteenth century Europe. His political philosophy influenced the progress of the Enlightenment throughout Europe, as well as aspects of the French Revolution and the development of modern political and educational thought.

### Contribution of Jean- Jacques Rousseau to the field of philosophy:-

- In his first major philosophical work, **A Discourse on the Sciences and Arts**, Rousseau argues that the progression of the sciences and arts has caused the corruption of virtue and morality.
- In his other work **The Discourse on the Origin of Inequality** the central claim of the work is that human beings are basically good by nature, but were corrupted by the complex historical events that resulted in present day civil society.
- **‘Social Contract’ and ‘natural law’** received a new interpretation from Rousseau. He developed a theory of popular sovereignty in which liberty and equality and freedom and authority were reconciled. According to him, state and law is one and the same thing and are the product of general will and not of reason as the jurists in the seventeenth century proclaimed.
- According to Rousseau’s theory of general will, it is the duty of every individual to obey the ‘general will’ because in doing so he directly obeys his own will. The existence of the State is for the protection of freedom and equality. The state, and the laws made by it both are subject to ‘general will’, they are to be overthrown.



In brief, Rousseau lays **emphasis on the community and departs from Locke who laid emphasis on the individual**. He is in favour of people's sovereignty. His natural law theory stands for the freedom and equality of men.

- **Rousseau was one of the first modern writers to seriously attack the institution of private property, and therefore is considered to some extent a forebear of modern Socialism, Marxism and Anarchism.** He also questioned the assumption that the will of the majority is always correct, arguing that the goal of government should be to secure freedom, equality and justice for all within the state, regardless of the will of the majority.
- He minimized the importance of book learning and placed a special emphasis on learning by experience, and he recommended that a child's emotions should be educated before his reason.
- **The perspective of many of today's environmentalists can be traced back to Rousseau who believed that the more men deviated from the state of nature, the worse off they would be.** Espousing the belief that all degenerates in men's hands, Rousseau taught that men would be free, wise, and good in the state of nature and that instinct and emotion, when not distorted by the unnatural limitations of civilization, are nature's voices and instructions to the good life.

Q) The life of Martin Luther King provides us with many valuable lessons. Discuss. (250 words)

### Reference

#### **Directive word**

*Discuss- this is an all-encompassing directive which mandates us to write in detail about the key demand of the question. we also have to discuss about the related and important aspects of the question in order to bring out a complete picture of the issue in hand.*

#### **Key demand of the question.**

*The question wants us to write in detail about the lessons we can learn from the life of Martin Luther King.*

#### **Structure of the answer**

**Introduction**– *write a few introductory lines about Martin Luther King. E.g Dr. King left us not only a world historical legacy of thought and practice, but defined us as a moral and social vanguard across the world. At the heart of his ethical philosophy is his recognition and reaffirmation of the rights, dignity, divine destiny and potentiality of Black people.*

#### **Body-**

*Discuss in points the lessons one can learn from his life. E.g*

- *Dr. King rightly saw that unless we believe in ourselves, we could not believe in or successfully carry out our mission. And thus, he called for respect for the Divine in us and for what he called "a divine dissatisfaction" with the wrongs and evils of the world—oppression, injustice, inequality and war.*
- *the moral right and responsibility to resist evil and injustice, including disobeying the established order and its unjust laws.*
- *"to accept passively an unjust system is to cooperate with that system." One also collaborates when one turns a blind eye to injustice. For "to ignore evil is to become an accomplice to it."*
- *like all our great leaders, taught that religion must have a social role as well as a spiritual one. Indeed, he taught they are interrelated. A true religion, he states, is obligated to deal "with the whole man; not only with his soul but also with his body, not only with his spiritual well-being, but also with his social wellbeing."*
- *centrality of struggle, not only to free ourselves, but also to repair, transform and strengthen ourselves in the ongoing efforts to build and sustain the Beloved Community or good world. "Human progress is neither automatic nor inevitable," he stated. "Every step toward the goal of justice requires sacrifice, suffering and struggle."*



**Conclusion**— based on your discussion, form a fair and a balanced conclusion on the given issue.

**Answer:-**

Martin Luther King was famous for using nonviolent resistance to overcome injustice, and he never got tired of trying to end segregation laws. At a time when white people were considered superior he forced a nation to live up to the true essence of the words of the Constitution.

**At the heart of Dr. King's philosophy was the concept of service.** He believed that a person's worth should not be measured by his or her colour, culture, or class but rather by his or her commitment to making a better life for all.

**Some of the principle values he focussed on are:-**

- **Courage :-**
  - King believed that if you had nothing you were willing to die for, you had nothing you were living for.
- **Non-violence :-**
  - Revolution is a social, political and cultural transformation that humans bring to their world through what they think and feel and do, and the values that they assign to their thinking, feeling and doing. **In the case of King, this value was non-violence.**
  - The revolution that accompanied it was the democratisation of America. As such, his greatest achievement is, without doubt, his **non-violent struggle against injustice.**
- **Soul force :-**
  - The power of a person's love and humanity to awaken other people's
- **Justice:-**
  - He considered that an injustice anywhere is an injustice everywhere and had to be confronted.
  - Concept of democracy necessarily compelled further action against injustice.
- **Community:-**
  - He believed that oppression of any part of the human family hurt the whole human family.
- **Love:-**
  - Even the enemy is a neighbour who must be loved into doing right—for the enemy's sake as well as for the sakes of his or her victims.
- **Suffering and sacrifice:-**
  - Those who would stand up for justice must be willing to endure much for the sake of their cause.
- **Human dignity:-**
  - All people deserve to be treated with equality and respect simply because they are human beings.
- **Forgiveness:-**
  - The victim must forgive the victimizer and make room for repentance and
- **Faith:-**
  - Eventually right will prevail because the universe is founded upon justice.
  - He challenged the social and political injustice of American society with ideas and values that met **the demands of contemporary humanism and inclusive emancipation.**

**Relevance:-**

- King's civil rights campaign played a pivotal role in ending racial segregation and the denial of voting rights to African Americans in the southern states. It also created a **cultural shift in attitudes on race issues**
- Half a century after the end of racially discriminatory statutes in the US, there are **stark limitations of mere equality.** The **informal segregation of black and white communities** in some parts of the US, caste discrimination in India, religious fundamentalism, rich-poor gap still exist .
- The racist bias in the criminal justice system means that black people continue to account for 40 per cent of the prison population, despite being only 12 per cent of the population overall in US.
- The only way to honour the civil rights icon is to depart from the path of self-defeating hate that **world finds itself stuck on today.**
- Human progress is neither automatic nor inevitable. Every step toward the goal of justice requires sacrifice, suffering and struggle.

**King thereby laid the foundation for a revolution of values in American society, but also for our world, beyond the ideals and actions of any other American of his generation. He created a new image of America an image of compassion and justice, which can overcome its own evils of arrogance, pride and prejudice.**



### Topic- Social influence and persuasion.

Q) You have been asked to devise an advertisement campaign for a development programme to be launched nationally. What are the principles on which you will focus to increase the social influence of your advertisement. Discuss. (250 words)

Lexicon ethics; Attitude

#### **Directive word**

*Discuss- this is an all-encompassing directive which mandates us to write in detail about the key demand of the question. we also have to discuss about the related and important aspects of the question in order to bring out a complete picture of the issue in hand.*

#### **Key demand of the question.**

*The question wants us to bring out the principles of social influence and persuasion and relate them practically to the situation at hand. You should give some examples on the type of audience, the message to be given etc and give practical solutions related to those principles.*

#### **Structure of the answer**

**Introduction-** *Write a few introductory lines about the social influence. E.g Principles of Social Influence play on fundamental human instincts and can be exploited both intentionally and unintentionally by professional influence agents.*

#### **Body-**

*Discuss in points the principles which you would use to increase the social influence of your advertisement. E.g discuss the principles of LSCARS and relate to your opinion*

- *Liking*
- *Scarcity*
- *Consistency*
- *Authority*
- *Reciprocity*
- *Social Proof*

#### **Answer :-**

##### **Social influence :-**

- This is a condition when a person's thoughts and actions are consciously and unconsciously getting affected by other people and groups.
- There are many ways and forms in which people get influenced, viz. Advertising, Coercion, Criticism, Enabling, Ethics, Ethnic values, Interpersonal influences, Mass media, Power, Prejudice, Propaganda, Self-brand, Social approval, Social desirability, Social norms, Social values, Superstitions, Taboos etc.

##### **Principles on which focus is needed to increase the social influence of the advertisement:-**

- **Robert Cialdini has earmarked the following cues of influence.**
  - **Reciprocity**
    - Reciprocation is considered as a strong tool of persuasion which leads to a sense of obligation. The rule of reciprocity is highly effective and overpowering.
  - **Commitment and Consistency**
    - Both the values are considered highly important as they are a valuable short-cut through the complicated nature of modern existence. If a person makes any commitment, he or she will likely take up all steps to honour that.
    - Likewise, consistency is highly valued in society as it allows a person to make effective decisions and process information accordingly.
  - **Social proof**
    - The behaviour of people surrounding us has a great effect on our thoughts and actions. The 'power of crowd' is considered very important. This becomes utmost effective when there are uncertainties or similarities in a situation.



- **Liking**
  - This is simple as people usually agree to people whom they like. There are two primary factors which contribute to overall liking. They are: physical attractiveness and similarities of attitudes.
  - This is followed in many advertisements where public figures who are liked and respected by the people are roped in to influence people about the programmes.
- **Authority**
  - People always listen to those who are either knowledgeable or trustworthy. The words of an expert are always taken seriously by everyone concerned as compared to a beginner.
- **Scarcity**
  - Scarcity is often underestimated by people as a method of persuasion. Anything which is of limited availability is given more importance by people. People want more of you when they cannot have.

Understanding these shortcuts and employing them in an ethical manner can significantly increase the chances that someone will be socially influenced by the advertisement.

Q) Social influence and persuasion have become imperative measures to ensure behavioural change through public policy. Evaluate. (250 words)

### **Key demand of the question**

*The question expects us to explain what public policy entails and how public policy takes use of social influence and persuasion to effect behavioral change. We need to give examples to explain our point.*

### **Directive word**

**Evaluate** – When you are asked to evaluate, you have to pass a sound judgement about the truth of the given statement in the question or the topic based on evidences. You have to appraise the worth of the statement in question. There is scope for forming a personal opinion here.

### **Structure of the answer**

**Introduction** – Explain what public policy entails – Public policy is a dynamic mechanism where the government addresses public problems and counters them by reforming existing policy.

**Body** – Discuss that for effective implementation of policy, citizen participation is required. Explain what social influence and persuasion is and how it helps in convincing people to work towards collective good. We can give examples of how policies for improving sanitation, nutrition etc take into account behavioral change. Explain that social influence and persuasion are used to appeal to a person's attitude, behavior and cognition. You can also discuss Dr. Robert Cialdini's six principles of persuasion which act as universal guide to human behavior which are: reciprocity, scarcity, authority, consistency, liking and consensus.

**Conclusion** – Emphasize on the important role played by social influence and persuasion to ensure behavioral change through public policy.

### **Answer:-**

- Public policy is a dynamic mechanism where the government addresses public problems and counters them by reforming existing policy. To effectively implement the public policy, active participation of citizenry is imperative. Social influence and persuasion are the most efficient tools to bring about change in the participation levels of people in policy implementation.
- Social influence is the change in behavior that one person causes in another, intentionally or unintentionally. Persuasion is symbolic process in which communicators try to convince other people through transmission of a message to change their attitudes or behaviours. Thus, Persuasion is one form of social influence on attitude; in fact it represents the intersection of social thinking and social influence of everyday life.
- Persuasion can occur through appeals to reason or appeals to emotion. For example, school-based substance abuse prevention programs using the social influences model consistently produce better results than programs emphasizing only health information.
- They are **used to appeal to a person's attitude, behavior and cognition**. Advertisements are the robust examples of persuasion. The government has also utilized this tool for the success of the initiatives like
  - Swachh Bharat Abhiyaan- cleanliness drives
  - Ujjwala Yojana's Give it up campaign.



- Disclosing excess income campaign
  - Beti Bachao Beti Padhao by making parents understand it is necessary to protect and educate a **girl child**
  - **Reputation and peer pressure contribute to the desired behavioural change required for effective implementation of public policy.** For example, District Collector sending his/her child to the government school can have indirect effect on the functioning of the school and also the attitude of the parents.
  - **Principles on which focus is needed to increase the social influence and persuasion :-**
  - **Robert Cialdini has earmarked the following cues of influence.**
    - **Reciprocity**
      - Reciprocation is considered as a strong tool of persuasion which leads to a sense of obligation. The rule of reciprocity is highly effective and overpowering.
    - **Commitment and Consistency**
      - Both the values are considered highly important as they are a valuable short-cut through the complicated nature of modern existence. If a person makes any commitment, he or she will likely take up all steps to honour that.
      - Likewise, consistency is highly valued in society as it allows a person to make effective decisions and process information accordingly.
    - **Social proof**
      - The behaviour of people surrounding us has a great effect on our thoughts and actions. The 'power of crowd' is considered very important. This becomes utmost effective when there are uncertainties or similarities in a situation.
    - **Liking**
      - This is simple as people usually agree to people whom they like. There are two primary factors which contribute to overall liking. They are: physical attractiveness and similarities of attitudes.
      - This is followed in many advertisements where public figures who are liked and respected by the people are roped in to influence people about the programmes.
    - **Authority**
      - People always listen to those who are either knowledge or trustworthy. The words of an expert are always taken seriously by everyone concerned as compared to a beginner.
    - **Scarcity**
      - Scarcity is often underestimated by people as a method of persuasion. Anything which is of limited availability is given more importance by people. People want more of you when they cannot have.
- Understanding these shortcuts and employing them in an ethical manner can significantly increase the chances that someone will be social influenced and persuaded by the public policy .

*TOPIC : Ethics and Human Interface: Essence, determinants and consequences of Ethics in human actions; dimensions of ethics; ethics in private and public relationships.*

Q) "Ethics is neither feelings, nor religion. It is neither following the law nor doing whatever society accepts." Comment. (250 words)

#### Reference

#### **Directive word**

*Comment- here we have to express our knowledge and understanding of the issue and form an overall opinion thereupon.*

#### **Key demand of the question.**

*The question wants us to express our opinion based on our knowledge and understanding as to why Ethics is neither feelings, nor religion; not following the law and not doing whatever society accepts. We can form our opinion either in favour or against the statement but our opinion should be properly backed.*

#### **Structure of the answer**

**Introduction**– write a few introductory lines about the meaning of ethics. E.g



## Body–

*Discuss individually-*

- *Why ethics is not feelings.*
- *Why ethics is not religion.*
- *Why ethics is not following the law.*
- *Why ethics is not doing whatever society accepts.*

*Take the help of the article attached to the question to frame your answer.*

**Conclusion–** *based on your discussion, form a fair and a balanced conclusion on the given issue. Give a simple and a conclusive definition of ethics to sum up your answer.*

### Background:-

Ethics is the evaluation of behavior on the basis of the good, the right, or of what makes for happiness.

### Ethics is neither feelings :-

- Being ethical is clearly not a matter of following one's feelings. A person following his or her feelings may recoil from doing what is right. In fact, feelings frequently deviate from what is ethical.

### Ethics is neither religion :-

- Most religions, of course, advocate high ethical standards. Yet if ethics were confined to religion, then ethics would apply only to religious people. But ethics applies as much to the behavior of the atheist as to that of the devout religious person.
- Religion can set high ethical standards and can provide intense motivations for ethical behavior. Ethics, however, cannot be confined to religion nor is it the same as religion.

### It is neither following the law :-

- The law often incorporates ethical standards to which most citizens subscribe. But laws, like feelings, can deviate from what is ethical.
- Pre-Civil War slavery laws and the old apartheid laws of present-day South Africa are grotesquely obvious examples of laws that deviate from what is ethical.

### It is neither doing what society accepts :-

- Finally, being ethical is not the same as doing "whatever society accepts." In any society, most people accept standards that are, in fact, ethical.
- But standards of behavior in society can deviate from what is ethical. An entire society can become ethically corrupt. Nazi Germany is a good example of a morally corrupt society.
- The lack of social consensus on many issues makes it impossible to equate ethics with whatever society accepts. Some people accept abortion but many others do not. If being ethical were doing whatever society accepts, one would have to find an agreement on issues which does not, in fact, exist.

### What is ethics ?

- Ethics refers to well-founded standards of right and wrong that prescribe what humans ought to do, usually in terms of rights, obligations, benefits to society, fairness, or specific virtues. Ethics, for example, refers to those standards that impose the reasonable obligations to refrain from rape, stealing, murder, assault, slander, and fraud.
- Ethical standards also include those that enjoin virtues of honesty, compassion, and loyalty. And, ethical standards include standards relating to rights, such as the right to life, the right to freedom from injury, and the right to privacy. Such standards are adequate standards of ethics because they are supported by consistent and well-founded reasons.
- Ethics refers to the study and development of one's ethical standards. So it is necessary to constantly examine one's standards to ensure that they are reasonable and well-founded. Ethics also means, then, the continuous effort of studying our own moral beliefs and our moral conduct, and striving to ensure that we, and the institutions we help to shape, live up to standards that are reasonable and solidly-based.

Q) Evaluate whether in the current times, corporates and industrialist are pursuing their own interest over general welfare? What should be the role of government vis a vis capitalist class? (250 words)

[Livemint](#)



### Why this question

*The article discusses the lack of concern shown by the philosophy of capitalism towards human welfare and evaluates the role of government in doing a balancing act between the interest of industrial class and the interest of the people. The question is important in today's scenario where income inequalities, environmental degradation etc are major issues which are hardly given the attention they deserve.*

### Key demand of the question

*The question expects us to analyze the situation prevalent in society today and discuss whether the philosophy of capitalism and its inherent contradictions are responsible for the several issues with human welfare that we witness today. In the second part of the question, based on our opinion from the arguments made in the former section, we need to discuss the role of government in the present context.*

### Directive word

*Evaluate – When you are asked to evaluate, you have to pass a sound judgement about the truth of the given statement in the question or the topic based on evidences. You have to appraise the worth of the statement in question. There is scope for forming a personal opinion here.*

### Structure of the answer

**Introduction** – *Discuss the plethora of problem ranging from income inequality, environmental degradation etc that afflicts the world.*

### Body

*In the beginning, lay down the facts which cause such a debate to arise. Present facts about the status quo such as the Oxfam studies related to inequality, the problems of crony capitalism etc. Highlight that the philosophy of capitalism is motivated by profits and there is an argument made that in pursuit of profits, everything goes. Highlight that according to several research the trust of citizens in corporates is declining rapidly.*

*Thereafter, discuss the contradictions in capitalism as highlighted by thinkers like Mahatma Gandhi who said that if we continue living the way we do, 9 Earth will be required.*

*Highlight the problem with views of scholars like Milton Friedman who stated that the role of business should be just business. Explain that other considerations should also be factored in.*

*Post that highlight the current role of government with respect to industrialists and businessmen and bring out how an ideal relationship should be*

**Conclusion** – *Give your view and discuss way forward.*

### Background :-

- According to a global survey of citizens trust in institutions, it was reported that a continuing decline in citizens trust in capitalist corporations and democratic governments is visible. People suspect corporate power is swaying governments too much.

### Corporates and industrialists work for their own interests only :-

- Crony capitalism has become a day to day phenomenon with many industrialists being accused of misusing public funds in the recent times.
- Experience from medical treatments in the corporate hospitals show that the enormous costs people have to cater to the treatments there. Due to growing out of pocket expenditure millions of Indians have been pushed to poverty.
- Industrial growth has come at the cost of environmental degradation. Protests against Vedanta in Orissa are an example of this.
- Capitalist enterprises are designed to produce profits for their investors by improving efficiency and extracting economic surpluses from their operations. Their investors are their masters.

### Instances of capitalists working for general welfare :-

- In India, there is a growing realization that business cannot succeed in isolation and social progress is necessary for sustainable growth. An ideal Corporate social responsibility practice has both ethical and philosophical dimensions, particularly in India.



- Education, health and environment are prominently tackled by CSR initiatives in India .Project Hariyali and Project Nanhi Kali by Mahindra, Tata's Act for Mahseer etc are some of the important initiatives by Indian companies.

#### Role of government vis a vis capitalist class:-

- Dharma of institutions of democratic governance is to ensure fairness in society and equity among stakeholders. Indeed, it is the government's responsibility to ensure that competition among capitalist institutions is fair, and that large companies do not monopolize markets and leave room for small companies to grow.
- Government must ensure that the smaller companies are insulated from the adverse effects of the dominance of giants in the market.
- Nature and society must not be converted into money markets for the convenience of economists measurements, increasing GDP, and creating wealth for capitalists. Governments and business enterprises must work together to contribute to these qualities to win citizens trust.

Q) What do you understand by applied ethics. Discuss the factors behind the increased importance of the field of applied ethics. (250 words)

#### Reference

##### Directive word

*Discuss- this is an all-encompassing directive which mandates us to write in detail about the key demand of the question. we also have to discuss about the related and important aspects of the question in order to bring out a complete picture of the issue in hand.*

##### Key demand of the question.

*The question wants us to write in detail about the meaning and scope of applied ethics. It also wants us to write in detail about the factors that led to the growth of interest in field of applied ethics.*

##### Structure of the answer

**Introduction**– *write a simple definition of applied ethics. E.g 'applied ethics' refers to any use of philosophical methods to treat moral problems, practices, and policies in the professions, technology, government, and the like.*

##### Body-

*Discuss the meaning and scope of applied ethics in further detail. E.g The terms "applied ethics" and "practical ethics" are used interchangeably to indicate the application of ethics to special arenas of human activity, such as business, politics and medicine, and to particular problems, such as abortions. As human beings, we act in different capacities and roles. Moral judgements are made and moral acts performed in different social contexts, such as health care, politics, work and school. In health care, the moral issues are related in particular to life and death and human well-being: In politics, judgements often concern value conflicts. The decision maker, for example, a politician or a civil servant, must choose an alternative that might promote one value at the expense of another: economic growth at the expense of sustainability, individual freedom at the expense of equality, etc. When we reflect on this type of decision making, we engage in applied ethics. Hence, applied ethics is concerned with crucial aspects of human life and social development.*

*Discuss the reasons which led to increased interest in the field of applied ethics. E.g*

- In the early 1970s, Medicine saved the life of ethics; new and acute moral problems in medicine that had no ready-to-hand answers emerged.*
- During the 20th century, "moral heteronomy", whereby moral answers were provided by an authority, often the church, became "moral autonomy", whereby individuals themselves had to formulate answers.*
- Complementary explanation of the development of applied ethics relates to new moral problems facing society as a consequence of new technologies.*
- Developments in the social sciences and the humanities often mirror social change. At the end of the 1960s and the beginning of 1970s, the student movement and the New Left*



*challenged established society. Heated discussions took place on topics such as the Vietnam War, social injustices, poverty in the Third World, gender inequality and the maltreatment of animals. Many philosophers were engaged in these discussions. From this perspective, the development of applied ethics can be seen as a philosophical response to a new social environment.*

**Conclusion**– *based on your discussion, form a fair and a balanced conclusion on the given issue.*

#### **Applied ethics:-**

- Applied ethics is the art or science of reflecting on moral dilemmas and moral problems in different social contexts.
- Applied ethics is a branch of ethics devoted to the treatment of moral problems, practices, and policies in personal life, professions, technology, and government.
- In contrast to traditional ethical theory concerned with purely theoretical problems such as, for example, the development of a general criterion of rightness applied ethics takes its point of departure in practical normative challenges.
- Subsets of applied ethics include medical ethics, bioethics, business ethics, legal ethics, and others.

#### **Factors behind the increased importance of the field of applied ethics:-**

- In the early 1970s, Medicine saved the life of ethics as new and acute moral problems in medicine that had no ready-to-hand answers emerged.
- During the 20th century, the Western world experienced a period of secularisation. Fewer and fewer people attended church, and fewer and fewer people asked for moral advice from the church. So moral autonomy whereby individuals themselves had to formulate answers increased.
- Complementary explanation of the development of applied ethics relates to new moral problems facing society as a consequence of new technologies. For example, in neonatal intensive care, the lives of extremely premature infants could be saved. The rise of applied ethics can be explained by a need to fill policy vacuums.
- Development of applied ethics can be seen as a philosophical response to a new social environment.
  - Developments in the social sciences and the humanities often mirror social change.
  - At the end of the 1960s and the beginning of 1970s, the student movement and the New Left challenged established society. Heated discussions took place on topics such as the Vietnam War, social injustices, poverty in the Third World, gender inequality and the maltreatment of animals.
  - Many philosophers were engaged in these discussions.

Q) Zeno's (of Citium) philosophy offered a middle way between the Cynics' complete rejection of society and the Stoics' obsession with duty. Comment. (250 words)

#### Reference

##### **Directive word**

*Comment- here we have to express our knowledge and understanding of the issue and form an overall opinion thereupon.*

##### **Key demand of the question.**

*The question wants us to express our knowledge and understanding of the philosophy of Zeno of Citium. We have to bring out in detail how his philosophy was a middle way between the Cynics' complete rejection of society and the Stoics' obsession with duty.*

##### **Structure of the answer**

**Introduction**– *write a few introductory lines about the Zeno of Citium. E.g He is considered the founder of the Stoicism school of philosophy (which became the dominant philosophy of the Hellenistic and Roman periods, and an influence on early Christianity).*

**Body**- *Discuss in detail about his philosophy and teachings and discuss how he propagated a philosophy which offered a middle way between the Cynics' complete rejection of society and the Stoics' obsession with duty. E.g Zeno recognized a single, sole and simple good, which is the only goal to strive for and which can only consist of Virtue. However, he deviated from the Cynics in his view that things which are morally indifferent could nevertheless have value to us.*



Zeno preached that “man conquers the world by conquering himself”. He lectured his students on the value of “apatheia” (or the absence of passion), arguing that only by controlling one’s emotions and physical desires could one develop wisdom and the ability to apply it. He held that the practicing Stoic could suppress the influence of the passions by developing an indifference to both pain and pleasure by means of meditation.

Zeno’s philosophy offered a middle way between the Cynics’ complete rejection of society and the later Stoics’ obsession with duty. The famous Stoic acceptance of Fate, in Zeno’s formulation, is nothing more than that: what happens, happens, and there is no point in complaining about it. Despite the influence of Stoicism on later Christian doctrines, Zeno’s worldview was probably closer to that of Taoism, Hindu Vedanta or some varieties of Sufism than to orthodox Christianity or Islam.

**Conclusion**– based on your discussion, form a fair and a balanced conclusion on the given issue.

#### Background :-

- **Zeno of Elea** was a **Greek** philosopher of the Eleatic School . Zeno was the founder of the Stoic school of philosophy, which he taught in Athens. Based on the moral ideas of the Cynics, Stoicism laid great emphasis on goodness and peace of mind gained from living a life of Virtue in accordance with Nature

#### Zeno’s philosophy :-

- Like the Cynics, Zeno recognized a single, sole and simple good, which is the only goal to strive for and which can only consist of Virtue. However, he deviated from the Cynics in his view that things which are morally indifferent could nevertheless have value to us.
- Zeno proposed an ideal community of rational beings, who would have no need of law, government or codes of morality beyond that provided by Reason itself. **However, Stoics had to live in an imperfect society, and thus had to accept social realities; thus while marriage was an imperfect institution, adultery was considered, on balance, to be worse.**
- While the Cynics tended to withdraw from society (like their Chinese counterparts, the early Taoists), the Stoics maintained that as social animals, it was rational to fulfil social duties, and this included participation in politics and administration
- Zeno preached that “man conquers the world by conquering himself”. He lectured his students on the value of “apatheia” (or the absence of passion), arguing that only by controlling one’s emotions and physical desires could one develop wisdom and the ability to apply it. He held that the practicing Stoic could suppress the influence of the passions by developing an indifference to both pain and pleasure by means of meditation.
- Zeno’s philosophy offered a middle way between the Cynics’ complete rejection of society and the later Stoics’ obsession with duty. The famous Stoic acceptance of Fate, in Zeno’s formulation, is nothing more than that: what happens, happens, and there is no point in complaining about it. Despite the influence of Stoicism on later Christian doctrines, Zeno’s worldview was probably closer to that of Taoism, Hindu Vedanta or some varieties of Sufism than to orthodox Christianity or Islam.

Q) What do you understand by empathy? How does it differ from forgiveness ? Analyze whether cultivating empathy would rid the world of acrimony ? (250 words)

[Indian express](#)

#### Why this question

The article discusses the role empathy plays in human actions and discusses the other attitudes which compliment it. This question would help you understand the concept to empathy in significant detail.

#### Key demand of the question

The question expects us to first explain what empathy is. Next we need to bring out the difference between empathy and forgiveness and how the motive and manner of these two differ. Finally, we need to explain whether empathy alone would rid the world of all acrimony and make it more peaceful or whether it works in combination with other attitudes.

#### Directive word

Analyze – When asked to analyze, you have to examine methodically the structure or nature of the topic by separating it into component parts and present them as a whole in a summary.



## Structure of the answer

**Introduction** – Explain that these form a part of our attitude.

### Body

*Explain what empathy is – imaginative exercise in which one sees the world from the other person or group's viewpoint. Empathy, so defined, is morally neutral.*

*Discuss how empathy differs from forgiveness – forgiveness is the waiving of angry feelings toward someone as the result of a process in which the offender confesses, apologises, and promises not to offend again. The process standardly involves significant abasement and even humiliation. All this is deeply built into the idea of forgiveness*

*While answering the third part you can divide your answer in 3 parts. The thesis will be that empathy alone would help us in understanding the motivations of other and make the world more peaceful. The antithesis will be that empathy alone is not sufficient where you can discuss the example of criminals. Finally, the synthesis will be the combination of attitudes with empathy that would make the world less acrimonious.*

**Conclusion** – reiterate the arguments behind your synthesis discussed above.

### Answer:-

- Empathy is one of the primary spiritual, intellectual and a practical moral virtues. Empathy implies feeling with a person, rather simply feeling sorry for them. Empathy refers to the ability to imagine oneself in another's place and understand others' feelings, desires, ideas and actions. The ability to empathize is directly dependent on your ability to feel your own feelings and identify them.
- It means trying to understand other's feelings, perspectives, emotions, actions (reactions) etc. and thereby communicating it to the person concerned. It is the competency for emotional intelligence.
- **Forgiveness is the waiving of angry feelings toward someone** as the result of a process in which the offender confesses, apologises, and promises not to offend again. The process standardly involves significant abasement and even humiliation. All this is deeply built into the idea of forgiveness

### Cultivating empathy is necessity to make world a better place:-

- One of the best arguments in favour of empathy is that it really does make you kinder to the person you are empathising with.
- Empathy represents a social awareness competency and is a person's ability to connect with others. This is vital to building and managing **healthy relations**.
- Empathy is highly important as otherwise people will only see things and situations from their own perspectives with utter disregard to others feelings.
- Lack of empathy often takes decision away from its purpose and generates mistrust amongst people.
- It is the bridge that exposes and embodies the connection you have with the world around you by seeing the world around you with the same intimacy and assumptions that you see with yourself
- **Empathy is what many religious & philosophical traditions laud as the central virtue** of being a flourishing human being. Empathy is the foundation that makes a healthy, thriving world possible.

### However sometimes empathy is misused and so there is a need to be a bit careful :-

- Throughout history, courageous cultural pioneers for example, the emperor Ashoka have shown kindness and respect to nonhuman animals, and this decision to show concern need not rest on a prior attempt to understand how these animals see the world
- World contains people who strategically exploit empathy for bad ends. For instance, the feelings that many have for needy children motivate other individuals to establish a steady supply of child beggars, labour etc so there are orphanages that pay or coerce poor parents to give up their sons and daughters. The act of doing so may end up supporting criminal organisations .
- Empathy can spark violence as our feelings for the sufferer can motivate anger towards whoever caused the suffering.
- Problem with true empathy is that it can cloud the ability to make sound moral decisions.

### Conclusion:-

- Empathy by itself is not enough, but it can often open the door to respect and the willingness to acknowledge dignity.



Q) Morality is the basis of things and truth is the substance of all morality. Comment in the light of dwindling public services values in India. (250 words)

### Reference

#### Directive word

*Comment- here we have to express our knowledge and understanding of the issue and form an overall opinion thereupon.*

#### Key demand of the question.

*The question wants us to express our knowledge and understanding of the importance of morality in one's life and in the world, and the importance of truth as a value in determining, shaping, influencing and strengthening our moral character.*

#### Structure of the answer

**Introduction**– introduce your answer by briefly presenting a picture of degrading public service values in India. E.g mention the abundance of corruption in public life, inefficiency of public services etc.

#### Body-

*Discuss why/ how morality is the basis of things. E.g man is a social animal and without morality no cooperation would be possible rendering humans as wild and uncivilized as any other animal etc. Give examples from hypothetical situations in public services to support your answer. B. Discuss how truth is the basis of morality. E.g not being true in any sense/ any situation is a sign of weak morals of a person, no morality can be based on lies (briefly discuss why), etc. Give examples from hypothetical situations in public services to support your answer.*

**Conclusion**– present a balanced, fair and concise conclusion based on the above discussion.

#### Answer:-

- **Morality is a particular system of values and principles of conduct concerning with the distinction between right and wrong or good and bad behaviour.** Moral values are important in life because: If a person has never learned about moral values then how can he/she decide between the good and the bad. **Moral values reflect an individual's character and spirituality.** They help in building good relationships in personal as well as professional lives.
- For instance morality in the form of respecting parents and elders, showing love and affection towards family members is visible in families. Morality in the form of public welfare is visible in political arena. So it has multifaceted utility
- Morality describes the principles that govern our behaviour. Without these principles in place, societies cannot survive for long. Everyone adheres to a moral doctrine of some kind. So it is basis of all things.
- **Without morality humans would never had the following ethical traits like compassion, empathy , kindness etc.** Lack of morality in one's dealings impact the working of the society, nation and the world. At times leading to chaos, anarchy and injustice.
- **Truthfulness is very much important as it is directly related to a person's moral character.** A truthful person is respected, trusted, regarded by people everywhere. Truth gives morality the strength to face the world For instance Martin Luther king was truthful to his mission against racial discrimination which was moral quality.
- **By not being truthful a person's morality comes under question.** If a person is cheating in the exam he is not being truthful to himself so his integrity comes under question which is a moral trait. The society judges that some person is a criminal the basis on which evidence is found is the truth. A civil servant can be moral only when he/she can see the truth of the conditions of the society. So truth guides people to be moral and gives an ethical dimension to life.

Q) What are the ethical concerns involved in gene editing technology. Discuss. (250 words)

### Reference



### Directive word

*Discuss- this is an all-encompassing directive which mandates us to write in detail about the key demand of the question. we also have to discuss about the related and important aspects of the question in order to bring out a complete picture of the issue in hand.*

### Key demand of the question.

*The question wants us to write in detail about the ethical issues surrounding the gene-editing technology.*

### Structure of the answer

**Introduction:** *write a few introductory lines about the gene-editing technology. E.g Most of the ethical discussions related to genome editing center around human germline editing. This is because changes made in the germline would be passed down to future generations.*

**Body-***Discuss the ethical issues surrounding the gene-editing technology E.g*

#### 1. Safety

- *Due to the possibility of off-target effects (edits in the wrong place) and mosaicism (when some cells carry the edit but others do not), safety is of primary concern.*

#### 2. Informed consent

- *It is impossible to obtain informed consent for germline therapy because the patients affected by the edits are the embryo and future generations; worries about the possibility of obtaining truly informed consent from prospective parents as long as the risks of germline therapy are unknown.*

#### 3. Justice and Equity

- *there is concern that genome editing will only be accessible to the wealthy and will increase existing disparities in access to health care and other interventions. Some worry that taken to its extreme, germline editing could create classes of individuals defined by the quality of their engineered genome.*

#### 4. Genome-Editing Research Involving Embryos

- *Many people have moral and religious objections to the use of human embryos for research. Public funds cannot be used for any research that creates or destroys embryos.*

**Conclusion–** *based on your discussion, form a fair and a balanced conclusion on the given issue.*

### Background:-

- Gene Editing is a type of genetic engineering in which DNA is inserted, deleted, modified or replaced in the genome of a living organism.
- Unlike early genetic engineering techniques that randomly inserts genetic material into a host genome, genome editing targets the insertions to site specific locations.

### Ethical challenges :-

- Bioethicists expressed concern over the clinical application of such research. These are still early days in a new frontier of genome engineering.
- **Bioethicists fear abuse of gene editing**, not just by misguided governments but also by the private sector preying on a parent's desire to create a perfect child.
- There is growing fear that the **gene-editing system is being prematurely rushed for clinical use.**
- There are various ethical and technical issues involved with gene editing.
- It can create unforeseen changes in the genome which are undesirable.
- It has also been ethically questioned whether editing gene to create babies that parents desires would make them more like commodities.
- **Bioethicists and researchers generally believe that human genome editing for reproductive purposes should not be attempted at this time.** In addition, there are concerns with manipulating human embryos for own interest. Many people have moral and religious objections to the use of human embryos for research.



- **Safety:-**
  - Due to the possibility of off-target effects (edits in the wrong place) and mosaicism (when some cells carry the edit but others do not), safety is of primary concern
- **Informed Consent**
  - Some people worry that it is impossible to obtain informed consent for germline therapy because the patients affected by the edits are the embryo and future generations.
  - Researchers and bioethicists also worry about the possibility of obtaining truly informed consent from prospective parents as long as the risks of germline therapy are unknown.
- **Justice and Equity**
  - As with many new technologies, there is concern that genome editing will only be accessible to the wealthy and will increase existing disparities in access to health care and other interventions.
  - Some worry that taken to its extreme, germline editing could create classes of individuals defined by the quality of their engineered genome.

#### Conclusion :-

A two-step model wherein the government works with industry and research groups to accelerate clinical research is recommended. This model consists of a national apex committee working in collaboration with existing institutional ethics committees and independent accreditation agencies.

*Topic- Emotional intelligence-concepts, and their utilities and application in administration and governance.*

Q) “As more and more artificial intelligence is entering into the world, more and more emotional intelligence must enter into leadership.” Comment. (250 words)

#### Reference

##### Directive word

*Comment- here we have to express our knowledge and understanding of the issue and form an overall opinion thereupon.*

##### Key demand of the question.

*The question wants us to express our opinion as to whether the progress and increased adoption of AI needs to be complemented by more emotional intelligence in the leadership. We can present our opinion for or against the statement but we have to back up our opinion with sufficient and valid arguments.*

##### Structure of the answer

**Introduction-** *write a few introductory lines about the growing importance and adoption of AI technologies in our life.*

##### Body-

*Discuss why AI needs to be complemented with EI. E.g mention that the growth of AI will lead to job losses across almost all sectors. Those that want to stay relevant in their professions will need to focus on skills and capabilities that artificial intelligence has trouble replicating — understanding, motivating, and interacting with human beings; A smart machine might be able to diagnose an illness and even recommend treatment better than a doctor. It takes a person, however, to sit with a patient, understand their life situation (finances, family, quality of life, etc.), and help determine what treatment plan is optimal; Similarly, a smart machine may be able to diagnose complex business problems and recommend actions to improve an organization; A human being, however, is still best suited to jobs like spurring the leadership team to action, avoiding political hot buttons, and identifying savvy individuals to lead change; It’s these human capabilities that will become more and more prized over the next decade. Skills like persuasion, social understanding, and empathy are going to become differentiators as artificial intelligence and machine learning take over our other tasks etc.*

**Conclusion–** *based on your discussion, form a fair and a balanced conclusion on the given issue.*



### Background :-

- Artificial Intelligence (AI) has been implemented and is delivering on its promise at least at large companies including Facebook, Google, and Netflix. Retailers are using AI-powered robots in their warehouses, Utilities use AI to forecast electricity demand,
- Automakers are using AI for autonomous cars, and Financial Services companies are using AI to better understand their customers, look for potential fraud, and to identify new products/services customers will want.

### Why artificial intelligence need to be complemented with emotional intelligence :-

- AI and automation/robotics will change markets and workforces with many people forced out of employment and seeking new jobs. **So those that want to stay relevant in their professions will need to focus on skills and capabilities that artificial intelligence has trouble replicating understanding, motivating, and interacting with human beings.**
- A smart machine might be able to diagnose an illness and even recommend treatment better than a doctor. **It takes a person, however, to sit with a patient, understand their life situation (finances, family, quality of life, etc.), and help determine what treatment plan is optimal. This is where emotional intelligence would help**
- Similarly, a smart machine may be able to diagnose complex business problems and recommend actions to improve an organization. **A emotional intelligent human being, however, is still best suited to jobs like spurring the leadership team to action, avoiding political hot buttons, and identifying savvy individuals to lead change.**
- Skills like persuasion, social understanding, and empathy are going to become differentiators as artificial intelligence and machine learning take over our other tasks.
- If we are going to empower machines, algorithms, and software to do more of the work that humans used to perform, **we have to imbue them with some of the empathy and limitations that people have.**
- For example Chatbots are becoming good at mimicking our language. **But until they can detect our emotional state and respond accordingly, they might never reach their full potential.**
- AI systems that are emotion-aware will have an immense competitive advantage** over AI that has only cognitive or computational abilities, especially in real world usage.
  - Social robotics is an area where social and emotional intelligence skills are key.
- Building AI systems that have empathy with clear ethical guidelines is critical to the decision-making logic of these AI systems.** Emotional intelligence is a key part of that.

### Conclusion:-

- Job satisfaction has been on the decline for years in many industries, and it may be that achieving synergy between man and machine will reveal the true value of emotional intelligence.
- In a world order led by super intelligence, emotional intelligence will be the only arrow in the human quiver to rein in super intelligence.

Q) The World needs more emotionally intelligent leaders. Do you agree. Comment by giving example of an emotionally intelligent leader. (250 words)

### Reference

#### Directive word

*Comment- here we have to express our knowledge and understanding of the issue and form an overall opinion thereupon.*

#### Key demand of the question.

*The question wants us to express our knowledge and understanding about emotional intelligence and express our opinion on the need for leaders to be emotionally intelligent. We also have to give an example of a leader that we think is emotionally intelligent.*

#### Structure of the answer

**Introduction**– write a few introductory lines about the emotional intelligence E.g Emotional intelligence is not a golden ticket but rather, a core competency essential to lead in turbulent times etc

#### Body-

*Discuss the qualities of a good leader wrt EI E.g leaders who are more emotionally intelligent were more likely to achieve their goals; Leaders higher on the EI measure are slightly more likely to achieve*



*their concrete goals than leaders lower in EI; higher EI leaders are more likely to display behaviors such as exemplifying personal drive and integrity, or cultivating productive working relationships; Emotional intelligence is essential to lead in turbulent times.*

*Discuss the example of an emotionally intelligent leader. E.g Abraham Lincoln, Gandhi etc. E.g Possessed of a powerful emotional intelligence, Lincoln was both merciful and merciless, confident and humble, patient and persistent — able to mediate among factions and sustain the spirits of his countrymen. He displayed an extraordinary ability to absorb the conflicting skills and wills of a divided people and reflect back to them an unbending faith in a unified future etc.*

**Conclusion-** based on your discussion, form a fair and a balanced conclusion on the given issue.

**Answer:-**

- Emotional Intelligence has to do with one's ability to both recognize and control his/her own emotions, while leveraging emotions appropriately as situations dictate. It also has to do with one's awareness of and sensitivity towards others emotions. It could easily be argued that emotional intelligence is an important characteristic for anyone at any level of an organization.
- A leader's emotional intelligence can have far-reaching influence over their relationships, how they manage their teams, and generally how they interact with individuals in the workplace.

**Why world needs emotional intelligent leaders:-**

- Most leaders frequently face stressful situations. **Leaders who are low in emotional intelligence tend to act out in stressful situations** because they're not able to manage their own emotions. They may be prone to behaviors such as yelling, blaming, and being passive aggressive. This can create an even more stressful environment.
- **Not being emotionally intelligent can inhibit collaboration.** When a leader doesn't have a handle on his own emotions and reacts inappropriately, most of his employees tend to feel nervous about contributing their ideas, for fear of how the leader will respond.
- Leaders who are emotionally intelligent **foster safe environments**, where employees feel comfortable to take calculated risks and to voice their opinions. Working collaboratively isn't just a goal, but it gets woven into the organizational culture.
- When a leader is emotionally intelligent, **s/he can leverage emotions for the good of the organization.** Leaders often have to act as change agents, and if they are aware of how others will react emotionally to changes they can anticipate this and plan the most appropriate ways to introduce and carry out the change.
- **Emotionally intelligent leaders don't take things personally and are able to forge ahead with plans without worrying about the impact on their egos.**
- **Leaders with emotional intelligence have an improved ability to gauge others responses to their words and actions.** This makes it easier for you to tell if your employees really understand what you are saying or are confused but unwilling to say so.

**Emotional leadership example:-(Abraham Lincoln)**

- **ABILITY TO MANAGE HIS EMOTIONS**
  - When challenged, as he often was, by subordinates Lincoln was able to channel his emotions and not retaliate or lash out in anger. Instead, he used letters as a way of diffusing his anger.
  - When Lincoln felt anger he would write a letter and not send it until he had a chance to cool off, usually the day after. In most cases he did not send the letter as he had calmed down and saw that acting on his emotions would not be of any real benefit, but rather result in more acrimony.
- **LISTENING AND COMMUNICATING**
  - Lincoln was a great listener, and the people who were in contact with him always felt heard, even though he did not always agree with them.
  - He had the ability to take complex ideas and put them into terms that everyone was able to grasp.
- **AWARENESS OF THE NEEDS AND FEELINGS OF OTHERS**
  - Lincoln had the ability to bring people of differing opinions together and was a great mediator.
  - At the end of the Civil War he went to great lengths to not humiliate a defeated enemy through his words and actions. He treated their leader, General Lee, with dignity and allowed the Confederate soldiers to return home with all of their possessions apart from their weapons.
- **FLEXIBILITY, HUMILITY, AND THE ABILITY TO LEARN FROM MISTAKES**
  - Lincoln was known for his open attitude and willingness to listen to new ideas, especially those that were different from his own.



- He had the self-awareness and humility to recognize that he was fallible and that there were others that had knowledge and information that was better than his own.
- When he made mistakes, he neither tried to hide or deny them. Instead of dwelling on them, he acknowledged them and moved on as quickly as possible.

*Topic– Attitude: content, structure, function; its influence and relation with thought and behaviour; moral and political attitudes; social influence and persuasion.*

Q) Discuss how attitudes are formed. Also Discuss what are the categories of attitudes. (250 words)

Lexicon Ethics Booklet; Attitude

### **Directive word**

*Discuss- this is an all-encompassing directive which mandates us to write in detail about the key demand of the question. we also have to discuss about the related and important aspects of the question in order to bring out a complete picture of the issue in hand.*

### **Structure of the answer**

*Introduction– write a few introductory lines about the meaning of attitude. E.g Attitude refers to a psychological tendency that is expressed by evaluating a particular object/ person/ situation/ problem/ issue with some degree of favour or disfavour.*

### **Body–**

*Discuss how attitude is formed. E.g Discuss about the theories of*

- *Classical or Pavlovian Conditioning*
- *Instrumental Conditioning*
- *Observational Learning*
- *Genetic Factors etc.*
- *Discuss about the categories of attitudes. E.g*
- *Explicit vs implicit attitude.*
- *Political and moral attitude etc.*

*Conclusion- based on your discussion, form a fair and a balanced conclusion on the given issue.*

### **Answer:-**

- Attitude is a relatively enduring organization of beliefs, feelings, and behavioral tendencies towards socially significant objects, groups, events or symbols. It is a psychological tendency that is expressed by **evaluating a particular entity with some degree of favour or disfavour.**

### **Attitude formation:-**

- The term attitude formation refers to the movement we make from having no attitude toward an object to having some positive or negative attitude toward that object. A range of mechanisms for attitude formation are involved. They are – mere exposure, direct personal experience, operant and classical conditioning and observational learning.

### **Mere Exposure**

- Some attitudes may be formed and shaped by what is known as mere exposure, which means that simply being exposed to an object increases our feelings, usually positive, toward that object. The limit to this the effect is most powerful when it occurs randomly over time and that too many exposures actually will decrease the effect.

### **Direct Personal Experience**

- Second way of formation of attitude is through direct personal experience. It has the power to create and change attitudes. They are likely to affect behavior strongly. Information to support such attitudes is also more likely to occur. Direct experience continues to form and shape our attitudes throughout life.



### Conditioning Process

- During the course of socialization a person's attitudes may be formed through operant and classical conditioning, in the former the individual's behavior is strengthened or weakened by means of reward or punishment.
- In classical conditioning, when an attitude object (a person) was paired with positive or negative stimuli, they came to associate the person with the positive or negative
- Observational learning occurs when we watch what people do and then model, or imitate, that behaviour. Observational learning does not depend on rewards, but rewards can strengthen the learning, further people are more likely to imitate behaviour that is rewarded. When there are discrepancies between what people say and what they do, children tend to imitate the behaviour.

### The Heritability Factor

- Attitudes and other complex social behaviors may have a genetic component. Genetics have an indirect effect on our attitudes. Characteristics that are biologically based might predispose us to certain behaviors and attitudes. Biologically based characteristic affects how one thinks, feels, and acts.

### Categories of attitudes:-

- Attitudes are divided into two categories. The basic difference between the two types of attitudes is conscious and unconscious cognition
- **Explicit attitudes:-**
  - They are characterized as the attitudes which are the result of conscious cognition which means the person is aware of his /her attitude
  - Explicit attitudes are mostly affected by recent or more accessible events.
  - These types of attitudes represent cognitive and motivational factors behind the assigning of attitude , more deliberate thinking is involved in it
  - It is also known as self reported attitude
- **Implicit attitudes:-**
  - These attitudes are derived from past memories which are rooted in unconscious cognition
  - Since cognitive part is absent in these attitudes so these are largely influenced by affective experiences .Due to this cultural biases have appreciable impact on these attitudes.
- **Other types:-**
  - **Moral attitude:-**
    - Moral attitudes are grounded in moral beliefs of "Right" and "wrong" action. Moral attitudes are stronger than moral principles.
  - **Political attitude:-**
    - Political attitudes are the approaches of people to the areas of public life covered by political psychology such as views on nationalism, political conservatism, political liberalism, and political radicalism. Political attitudes fall on a range between extremely liberal and extremely conservative.

Q) One of the underlying assumptions about the link between attitudes and behavior is that of consistency. Comment. (250 words)

### Reference

#### Directive word

*Comment- here we have to express our knowledge and understanding of the issue and form an overall opinion thereupon.*

#### Key demand of the question.

*The question wants us to express our knowledge and understanding of the linkage between attitude and behaviour. We have to discuss to what extent can attitude determine the behaviour of a person.*

#### Structure of the answer

**Introduction**– *Write a few introductory lines about the meaning of attitude. E.g An attitude is "a relatively enduring organization of beliefs, feelings, and behavioral tendencies towards socially significant objects, groups, events or symbols".*



### Body-

*Discuss the principle of consistency. E.g One of the underlying assumptions about the link between attitudes and behavior is that of consistency. This means that we often or usually expect the behavior of a person to be consistent with the attitudes that they hold. This is called the principle of consistency; The principle of consistency reflects the idea that people are rational and attempt to behave rationally at all times and that a person's behavior should be consistent with their attitude(s). Whilst this principle may be a sound one, it is clear that people do not always follow it, sometimes behaving in seemingly quite illogical ways; for example, smoking cigarettes and knowing that smoking causes lung cancer and heart disease.*

*Discuss about the strength of an attitude and its influence on behaviour. E.g The strength with which an attitude is held is often a good predictor of behavior. Attitude strength involves: Importance / personal relevance refers to how significant the attitude is for the person and relates to self-interest, social identification and value. If an attitude has a high self-interest for a person (i.e. it is held by a group the person is a member of or would like to be a member of, and is related to a person's values), it is going to be extremely important. As a consequence, the attitude will have a very strong influence upon a person's behavior. By contrast, an attitude will not be important to a person if it does not relate in any way to their life. The knowledge aspect of attitude strength covers how much a person knows about the attitude object.*

**Conclusion**– based on your discussion, form a fair and a balanced conclusion on the given issue.

### Answer:-

- Attitude is a relatively enduring organization of beliefs, feelings, and behavioral tendencies towards socially significant objects, groups, events or symbols. It is a psychological tendency that is expressed by **evaluating a particular entity with some degree of favour or disfavour**.
- Attitude can be defined as our response to people, places, things, or events in life. It can be referred to as a person's viewpoint, mindset, beliefs, etc. Our attitude towards people, places, things, or situations determines the choices that we make.

### Principle of consistency:-

- This means that we often or usually expect the behavior of a person to be consistent with the attitudes that they hold. This is called the principle of consistency.
- The principle of consistency reflects the idea that people are rational and attempt to behave rationally at all times and that a person's behavior should be consistent with their attitude.
- Whilst this principle may be a sound one, it is clear that people do not always follow it, sometimes behaving in seemingly quite illogical ways; for example, smoking cigarettes and knowing that smoking causes lung cancer and heart disease.
- There is evidence that the cognitive and affective components of behaviour do not always match with behaviour.

### Influence of attitude on behaviour:-

- People behave in accordance with their attitudes. Our attitudes develop over time and not only reflect where we have come from but also how we will proceed with our life in the future. **Attitudes are therefore a powerful element in our life, are long enduring and hard to change easily**.
- However, attitudes and actual behaviours are not always perfectly aligned. The degree of influence begins with the assumption that we behave in accordance with our conscious intentions. They are based, on our rational calculations about the potential effects of our attitude towards our behaviour and about how other people will feel about it.
- People may actually alter their attitudes in order to better align them with their behaviours. **Cognitive dissonance** is a phenomenon in which a person experiences psychological distress due to conflicting thoughts or beliefs. In order to reduce this tension, people may change their attitudes to reflect their other beliefs or actual behaviours.
- The strength with which an attitude is held is often a good predictor of behaviour.
  - Importance / personal relevance refers to how significant the attitude is for the person and relates to self-interest, social identification and value.
  - If an attitude has a high self-interest for a person (i.e. it is held by a group the person is a member of or would like to be a member of, and is related to a person's values), it is going to be extremely important.
  - As a consequence, the attitude will have a very strong influence upon a person's behaviour.



Q) What are the functions performed by our attitudes, as outlined by Katz. Discuss. (250 words)

### Reference

#### **Directive word**

*Discuss- this is an all-encompassing directive which mandates us to write in detail about the key demand of the question. we also have to discuss about the related and important aspects of the question in order to bring out a complete picture of the issue in hand.*

#### **Key demand of the question.**

*The question wants us to write in detail about the functions performed by our attitudes, as outlined by Daniel Katz in 1960.*

#### **Structure of the answer**

**Introduction**– *write a few introductory lines about the meaning of attitude. E.g “it is a psychological tendency that is expressed by evaluating a particular entity with some degree of favor or disfavor”*

#### **Body-**

*Discuss the functions performed by an attitude, as outlined by Katz-Knowledge, Expressive, Adaptive and Ego-defensive functions. e.g*

- *Attitudes provide meaning (knowledge) for life. The knowledge function refers to our need for a world which is consistent and relatively stable.*
- *The attitudes we express (1) help communicate who we are and (2) may make us feel good because we have asserted our identity. Therefore, our attitudes are part of our identify, and help us to be aware through the expression of our feelings, beliefs and values.*
- *Attitudes then, are to do with being apart of a social group and the adaptive functions helps us fit in with a social group. People seek out others who share their attitudes, and develop similar attitudes to those they like.*
- *The ego-defensive function refers to holding attitudes that protect our self-esteem or that justify actions that make us feel guilty. For example, one way children might defend themselves against the feelings of humiliation they have experienced in P.E. lessons is to adopt a strongly negative attitude to all sports.*

**Conclusion-** *based on your discussion, form a fair and a balanced conclusion on the given issue.*

#### **Answer:-**

Attitude is a relatively enduring organization of beliefs, feelings, and behavioral tendencies towards socially significant objects, groups, events or symbols. It is a psychological tendency that is expressed by **evaluating a particular entity with some degree of favour or disfavour.**

#### **Functions of attitude as outlined by Katz:-**

- Daniel Katz proposed a functionalist theory of attitudes. He takes the view that attitudes are determined by the functions they serve for us. People hold given attitudes because these attitudes help them achieve their basic goals. Katz distinguishes four types of psychological functions that attitudes meet.
  - **Instrumental :-**
    - We develop favourable attitudes towards things that aid or reward us. We want to maximize rewards and minimize penalties. Katz says we develop attitudes that help us meet this goal. We are more likely to change our attitudes if doing so allows us to fulfill our goals or avoid undesirable consequences.
  - **Knowledge**
    - Attitudes provide meaningful, structured environment. In life we seek some degree of order, clarity, and stability in our personal frame of reference.
    - Attitudes help supply us with standards of evaluation. Via such attitudes as stereotypes, we can bring order and clarity to the complexities of human life.



- **Value-expressive**
  - Express basic values, reinforce self-image.
  - For instance if you view yourself as a Catholic, you can reinforce that image by adopting Catholic beliefs and values.
- **Ego-defensive**
  - Some attitudes serve to protect us from acknowledging basic truths about ourselves or the harsh realities of life. They serve as defense mechanisms.
  - For instance those with feelings of inferiority may develop attitude of superiority.

Katz's functionalist theory also offers an explanation as to why attitudes change. According to Katz, an attitude changes when it no longer serves its function and the individual feels blocked or frustrated. That is, according to Katz, attitude change is achieved not so much by changing a person's information or perception about an object, but rather by changing the person's underlying motivational and personality needs.

Q) Discuss the spectrum of political attitudes which are prevalent in today's societies. (250 words)

### Reference

#### **Directive word**

*Discuss- this is an all-encompassing directive which mandates us to write in detail about the key demand of the question. we also have to discuss about the related and important aspects of the question in order to bring out a complete picture of the issue in hand.*

#### **Key demand of the question.**

*The question wants us to write in detail about the spectrum of political attitudes prevalent in today's societies across the world. We have to discuss briefly about each of the political attitude in the spectrum.*

#### **Structure of the answer**

**Introduction-** *write a simple definition of a political attitude. People at each point on the political spectrum have an attitude about changing the existing political system (the status quo) by adopting certain policies or by pursuing certain courses of action.*

#### **Body-**

*Discuss in points about the spectrum of political attitudes and briefly discuss each attitude in the spectrum. E.g*

- *Radical- In general terms, a radical may be defined as a person who is extremely dissatisfied with the society as it is and therefore is impatient with less than extreme proposals for changing it. Hence, all radicals favor an immediate and fundamental change in the society.*
- *Liberal- Liberals are placed closer than radicals to the status quo point on the continuum because they are less dissatisfied with the fundamentals of society. Indeed, the liberal supports the basic features of that society.*
- *Moderate- Moderates are fundamentally satisfied with the society, although they agree that there is room for improvement and recognize several specific areas in need of modification. However, they insist that changes in the system should be made gradually and that no change should be so extreme as to disrupt the society*
- *Conservative- Conservatives are the most supportive of the status quo and therefore are reluctant to see it changed. Conservatives are often accused of lacking vision, but this charge is unfair. The primary reason conservatives are suspicious about the prospects of improving society through deliberate political policy is that they do not believe human reason is powerful enough to even completely understand, let alone solve, society's problems.*
- *Reactionary- only the reactionary proposes retrogressive change; that is, reactionaries favor a policy that would return society to a previous condition or even a former value system. All*



*reactionaries reject claims to human equality and favor distributing wealth and power unequally on the basis of race, social class, intelligence, or some other criterion.*

**Conclusion**– based on your discussion, form a fair and a balanced conclusion on the given issue.

#### **Background:-**

- Political attitudes define the attitude of a person towards politicians, political parties or political ideologies. The political attitude may be different of an apolitical person from political person. Political Attitude is the way of thinking in terms of political gains and losses.
- It is belief and action system that decides an action fruitfulness based on electoral gains.
- Political attitude on positive side can lead to showing zero tolerance toward corruption, pro-poor, welfare for weaker sections, listening to public grievances, but on negative side political attitude can take shape of regionalism, communalising public to polarise them during election.

#### **Political attitudes prevalent in Today's societies:**

- **Radical:-**
  - In general terms, a radical may be defined as a person who is extremely dissatisfied with the society as it is and therefore is impatient with less than extreme proposals for changing it. Hence, all radicals favor an immediate and fundamental change in the society.
- **Liberal:-**
  - Considerably less dissatisfied, but still wishing to change the system significantly, are the liberals. All liberals share a belief in the equality, intelligence, and competence of people
- **Moderate:-**
  - Moderates are fundamentally satisfied with the society, although they agree that there is room for improvement and recognize several specific areas in need of modification.
  - However, they insist that changes in the system should be made gradually and that no change should be so extreme as to disrupt the society
  - Moderates find little wrong with the existing society, and their reluctance to change it is exceeded only by the conservatives.
- **Conservative:-**
  - Conservatives are the most supportive of the status quo and therefore are reluctant to see it changed. Conservatives are often accused of lacking vision, but this charge is unfair.
  - The primary reason conservatives are suspicious about the prospects of improving society through deliberate political policy is that they do not believe human reason is powerful enough to even completely understand, let alone solve, society's problems.
  - Differing from liberals in most respects, conservatives are dubious about bold efforts to improve the world for fear that incompetent meddling might, indeed, make things worse
- **Reactionary:-**
  - Only the reactionary proposes retrogressive change. Only the reactionaries reject current institutions and modern values. They would see society retrace its steps and adopt former political norms and policies.
  - Reactionaries favour a policy that would return society to a previous condition or even a former value system. All reactionaries reject claims to human equality and favor distributing wealth and power unequally on the basis of race, social class, intelligence, or some other criterion.

*TOPIC : Public/Civil service values and Ethics in Public administration: Status and problems; ethical concerns and dilemmas in government and private institutions; laws, rules, regulations and conscience as sources of ethical guidance; accountability and ethical governance; strengthening of ethical and moral values in governance; ethical issues in international relations and funding; corporate governance.*

Q) What are the ethical issues involved in international funding. Discuss. (250 words)

Lexicon Ethics; Values and ethics in public administration

#### **Directive word**

*Discuss- this is an all-encompassing directive which mandates us to write in detail about the key demand of the question. we also have to discuss about the related and important aspects of the question in order to bring out a complete picture of the issue in hand.*



### Key demand of the question.

*The question wants us to write in detail about the ethical issues involved in international funding.*

### Structure of the answer

**Introduction**– Write a few introductory lines about the international funding- sources, purposes and patterns (e.g from developed countries to developing or underdeveloped countries) etc.

### Body-

- *Discuss in points about the ethical issues involved in international funding. E.g Mention and briefly describe the conditional funding and its cons. E.g The donors shape the policy framework and strategies through impositions, seriously undermining the rights, choices and decisions of the people to determine their own demands and actions needed for their own development; Local societal diversities and local ownership are ignored by conditionality; aid conditionality infringes on countries' democracy and sovereignty; economic policy decisions, such as whether to privatize essential services or liberalize trade barriers within any given country – developing or developed – should be made by national governments and not influenced by leverage of increased external funding etc.*

**Conclusion**– based on your discussion, form a fair and a balanced conclusion on the given issue.

### Background:-

- International ethics is described as the good that international interactions, exchanges, relations which can bring to all life forms and which can be harmed by unfriendly, hostile, uncooperative behaviour. In simple term, international ethics is an area of international relations theory which concerns the extent and scope of ethical obligations between states in an epoch of globalization.
- International funding generally takes place from developed countries to developing or underdeveloped countries

### Ethical issues involved in international funding :-

- **Conditional funding:-**
  - The donors shape the policy framework and strategies through impositions, seriously undermining the rights, choices and decisions of the people to determine their own demands and actions needed for their own development.
  - Local societal diversities and local ownership are ignored by conditionality.
  - Aid conditionality infringes on countries democracy and sovereignty.
  - Policy conditions can interfere with the formation of independent and mature democracy and political framework.
  - Economic policy decisions, such as whether to privatize essential services or liberalize trade barriers within any given country developing or developed should be made by national governments and not influenced by leverage of increased external funding
  - Domination by the government or the donors in the process undermines the basic principles of democratic ownership.
- **Clinical trials:-**
  - Research partnerships where one partner is dominant in terms of funding an organization ,may lead to ethical standards being compromised and the possible exploitation of both researchers and research participants.
- **Human rights:-**
  - Issue of government funding for international NGO's as many of these do accept funds from developed countries. Their independence and legitimacy is therefore suspected by the government of host countries especially by the less than democratic governments.

Q) Discuss the Cantor's traits for being successful as a public relations officer. Do you think any other traits that should be added to the list. Discuss. (250 words)

### Reference



### Directive word

*Discuss- this is an all-encompassing directive which mandates us to write in detail about the key demand of the question. we also have to discuss about the related and important aspects of the question in order to bring out a complete picture of the issue in hand.*

### Key demand of the question.

*The question wants us to write in detail about the traits required to become a successful public relations officer, as forwarded by Cantor. Then it wants us to suggest some other traits that we think should be added to the Cantor's list.*

### Structure of the answer

**Introduction**– *Write a few introductory lines about the importance of public relations management in public services.*

### Body-

*Discuss in points/ paragraphs, under the following headings, about the qualities/ traits necessary for being a successful PRO, as forwarded by Cantor. E.g*

- *Response to tension*
- *Individual initiative*
- *Curiosity and learning*
- *Energy, drive and ambition*
- *Objective thinking*
- *Flexible attitude*
- *Service to others*
- *Friendliness*
- *Versatility*
- *Lack of self-consciousness*

*Discuss some other traits that you think should be added to the list.*

**Conclusion**- *sum up your discussion in a few lines and form a fair and a balanced conclusion on the above issue.*

### Background:-

- Public Relations is the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics.
- Public relations is an essential and integrated component of public policy or service. The professional public relation activity will ensure the benefit to the citizens, for whom the policies or services are meant for.
- Though the organization product or services are good it needs an effective Public Relations campaign for attracting, motivating the public to the product or service or towards the purpose of the programme. It not only encourages the involvement from the public but also results in a better image.

### Cantor's traits for success :-

1. **Response to tension:** Most successful public relations executives rather than solving problems by abstract analysis, will reach practical solutions by direct action.
2. **Individual initiative:** The successful public relations executive will usually take immediate action before a situation becomes blown out of proportion. He/she takes the initiative to solve the problem; seeks to anticipate and adjust to change; leads the public relations effort.
3. **Curiosity and learning:** The public relations professionals should have an inquiring mind, should want to learn everything possible about the product, service, client or organisation, and the competition. Problems are solved by persistence and intelligence. He or she never stops learning.
4. **Energy, drive and ambition:** The successful public relations person has energy, drive and ambition. He or she works rapidly and is not afraid to take a calculated risk.



5. **Objective thinking:** Public relations executives must be as objective and factual as possible and above all, have excellent judgment. They must know what to do and say, and when.
6. **Flexible attitude:** It is crucial that public relations executives have the ability to see things from someone else's view point.
7. **Service to others:** Most successful public relations executives have a natural desire to help people. Pleasure in the success of others is a major motivation for the service behaviour.
8. **Friendliness:** Public relations people generally are perceived as likeable, friendly and genuinely interested in others.
9. **Versatility:** The successful public relations executive is often able to perform well in a variety of areas because he or she has a venturesome spirit and a lively interest in the world at large. The best practitioners are generalists with a speciality.
10. **Lack of self-consciousness:** Successful public relations executives are much less self-conscious than other executives.

**Some of the other traits which are needed for a public relations officer are :-**

- Intellectual curiosity
- Passion
- Dedication
- Integrity, authenticity and transparency
- Humility
- Generosity
- Respectfulness and courteousness
- Ability to embrace a service mentality
- Ability to embrace change

Q) Discuss some practical mechanisms for setting and institutionalising high standards of ethical conduct, integrity and good governance in public services. (250 words)

#### Reference

#### **Directive word**

*Discuss- this is an all-encompassing directive which mandates us to write in detail about the key demand of the question. we also have to discuss about the related and important aspects of the question in order to bring out a complete picture of the issue in hand.*

#### **Key demand of the question.**

*The question wants us to simply bring out in detail, as to what mechanisms can be put in place to ensure ethical behaviour and good governance in public services.*

#### **Structure of the answer**

**Introduction**– *write a few introductory lines about the need for improved governance and ethics and integrity in public services.*

#### **Body-**

*Discuss in detail about the mechanisms for setting and institutionalising high standards of ethical conduct, integrity and good governance in public services. E.g*

- *Anticipating specific threats to ethics standards and integrity in the public sector.*
- *effective laws which require civil servants to give reasons for their official decisions, (for example: a Freedom of Information law);*
- *management approaches which encourage all public officials and civil servants to deal positively with corruption and unethical practice when they encounter it.*
- *'whistleblower' protection law to protect appropriate 'public interest disclosures' of wrongdoing by officials;*



- *ethics audits to identify risks to the integrity of the most important processes (for example financial management, tendering, recruitment and promotion, dismissal and discipline);*
- *new Human Resource Management strategies (which link, for example, ethical performance with entry and advancement, and ethical 'under-performance' with disciplinary processes), merit based promotion and recruitment, anti discrimination protections;*
- *training and development in the content and rationale of Ethics Codes, the application of ethical management principles, the proper use of official power, and the requirements of professional responsibility, and*
- *effective external and internal complaint and redress procedures etc.*

**Conclusion**– based on your discussion, form a fair and a balanced conclusion on the given issue.

**Background :-**

- Integrity, ethical conduct in a public servant are sine qua non for a sustainable administration. The concept of public handling over the responsibilities to sustain the society to the state itself is enough to maintain such values. The public servants are the repositories of public conscience, they secure their livelihoods and control the macro and micro economy.
- **The governance of public services** has to be of a high standard. **Good governance** leads to good management, **good performance, good investment of public money, good public behavior** and good outcomes.

**Practical mechanisms for setting and institutionalising high standards of ethical conduct in public services :-**

- **Anticipating specific threats to ethics standards and integrity in the public sector:**
  - Attention needs to be paid to systemic threats that could weaken adherence to core public sector ethics values, and commitment to good governance, and to preparing the necessary political and management responses.
- **Strengthening the ethical competence of civil servants, and strengthening mechanisms to support "professional ethics":**
  - New techniques need to be undertaken to institutionalise ethically competent decision making, disinterested advice to Government, and, ultimately, an 'ethical culture' which supports professional responsibility, self-discipline, and support for the rule of law.
- **Developing administrative practices and processes which promote ethical values and integrity:**
  - New and proposed proethics laws require effective implementation through, for example, effective performance management techniques which support the entrenchment of the ethical values set out in Civil Service (and parastatal) Codes of Ethics.
- **Effective laws which require civil servants** to give reasons for their official decisions
- Management approaches which encourage all public officials and civil servants to deal positively with corruption and unethical practice when they encounter it.
- **'Whistleblower' protection** law to protect appropriate 'public interest disclosures' of wrongdoing by officials.
- **Ethics audits** to identify risks to the integrity of the most important processes (for example financial management, tendering, recruitment and promotion, dismissal and discipline).
- **New Human Resource Management strategies** merit based promotion and recruitment, antidiscrimination protections.
- **Training and development in the content and rationale of Ethics Codes**, the application of ethical management principles, the proper use of official power, and the requirements of professional responsibility.
- **Effective external and internal complaint and redress procedures.**

**Topic– Citizen's Charters, Work culture, Quality of service delivery**

Q) "Citizens' Charters" initiative is a response to the quest for solving the problems which a citizen encounters, day in and day out, while dealing with the organisations providing public services. Discuss. (250 words)

Reference



**Directive word**

Discuss- this is an all-encompassing directive which mandates us to write in detail about the key demand of the question. we also have to discuss about the related and important aspects of the question in order to bring out a complete picture of the issue in hand.

**Key demand of the question.**

The question wants us to write in detail about the meaning, objectives and the elements of the citizen’s charter.

**Structure of the answer**

**Introduction**– write a few introductory lines about the Citizen’s Charter. E.g The concept of Citizens’ Charter enshrines the trust between the service provider and its users. The concept was first articulated and implemented in the United Kingdom by the Conservative Government of John Major in 1991 as a national programme with a simple aim: to continuously improve the quality of public services for the people of the country so that these services respond to the needs and wishes of the users.

**Body-**

Discuss the objectives of a citizen’s charter. E.g The basic objective of the Citizens’ Charter is to empower the citizen in relation to public service delivery. The principles of the Citizens’ Charter movement are : (i) Quality : Improving the quality of services; (ii) Choice : Wherever possible; (iii) Standards :Specify what to expect and how to act if standards are not met; (iv) Value: For the taxpayers’ money; (v) Accountability : Individuals and Organisations; and (vi) Transparency : Rules/ Procedures/ Schemes/Grievances etc.

Discuss the elements of a citizen’s charter. E.g The Charters are expected to incorporate the following elements :-(i) Vision and Mission Statement; (ii) Details of business transacted by the organisation; (iii) Details of clients; (iv) Details of services provided to each client group; (v) Details of grievance redress mechanism and how to access it; and (vi) Expectations from the clients.

**Conclusion**– based on your discussion, form a fair and a balanced conclusion on the given issue.

**Answer :-**

- A Citizens’ Charter represents the commitment of the Organisation towards standard, quality and time frame of service delivery, grievance redress mechanism, transparency and accountability. The concept of Citizens Charter enshrines the trust between the service provider and its users.
- The basic objective of the Citizens Charter is to empower the citizen in relation to public service delivery.



- The main objective of the exercise to issue the Citizen’s Charter of an organisation is to improve the quality of public services. This is done by letting people know the mandate of the concerned Ministry/ Department/ Organisation, how one can get in touch with its officials, what to expect by way of services and how to seek a remedy if something goes wrong. The Citizen’s Charter does not by itself create new legal rights, but it surely helps in enforcing existing rights.



### Six principles of the Citizens Charter movement as originally framed, were:

- Quality : Improving the quality of services
- Choice : Wherever possible
- Standards :Specify what to expect and how to act if standards are not met
- Value: For the taxpayers' money
- Accountability : Individuals and Organisations
- Transparency : Rules/ Procedures/ Schemes/Grievances.

### The Charters are expected to incorporate the following elements :-

- Vision and Mission Statement
- Details of business transacted by the organization
- Details of clients
- Details of services provided to each client group
- Details of grievance redress mechanism and how to access it
- Expectations from the clients.

The citizen's charter on successful implementation was expected to have the following features:

- Improved service delivery
- Greater responsiveness of officials towards the public
- Greater public satisfaction with the services offered.

### Topic– Case study

Q) One year after becoming CEO of Starbucks, You are faced with a leadership test when two black men were arrested in a Philadelphia Starbucks. The men were waiting to meet a business associate, but they didn't purchase anything while they were waiting. The store manager asked them to leave, and they refused, explaining that they were there to meet someone. The manager called the police because the men refused to leave, and the police arrested them.

Another patron at Starbucks recorded the arrest on her cell phone, and it quickly went viral. In an interview after the arrest, the woman who took the video mentions that she had been sitting there for a while, and she wasn't asked to leave even though she didn't order anything. Additionally, the video shows the business associate of the black men show up during the arrest, and he asks the manager and the police what the men had done wrong. The general public and those who witnessed the arrest labeled it as discriminatory and racist.

1. What should be your response in this matter.
2. Discuss the ethical issues involved in the incident.(250 words)

### Reference

#### Structure of the answer

#### Introduction–

*Discuss the ethical issues at hand. E.g Bias and racism; lack of application of mind and retrieval of facts necessary for action etc*

*Discuss what would be your response and how will you handle various ethical issues involved in the question.*

*Take the help of the article attached to the question and frame your answer.*

#### Answer:-

#### 1. What should be your response in this matter.

- As the CEO of Starbucks first I would issue a statement of apology to the people who were arrested in the incident due to bias and also apologise to the stakeholders as Starbucks does not have any company policy for asking the customers to leave if they have not bought anything.
- I would take full responsibility for the actions of my employees, and acknowledge that Starbucks customers were hurt by the arrests.



- The apology also would have a detailed actionable steps Starbucks leadership would follow to learn from the situation, including meeting with community stakeholders to learn what they could have done better.
- I would ensure that employees would receive more training, including about when to call authorities, and ensure that the company would conduct a thorough analysis of the practices that lead to this incident.
- I would also meet with the two men arrested face to face to involve them in dialogue on what Starbucks needed to do differently.

## 2. Discuss the ethical issues involved in the incident.

- **Bias towards certain community:-**
  - In this scenario the manager was suspicious just because the men were of particular community.
- **Lack of ability to retrieve facts correctly:-**
  - As an organ of law enforcement the police should have found the truth and then take action but they just believed the words of the store manager and made arrests.
- Even the **customers** have not made efforts to convince the officers that the men in question have not done anything wrong
- **Lack of clear policy guidelines** by Starbucks on which managers need to act before taking any action.