

6.1

The Ethics of Dove's "Beauty Patch" Campaign

Instructions: Read about ethics, then view and discuss Dove's "Beauty Patch" Campaign. Following the video, answer the questions.

Ethics, is a branch of philosophy that involves systematizing, defending and recommending concepts of right and wrong conduct. In other words, ethics are the moral principles and values that govern the actions and decisions of individuals and groups. They try to answer questions like:

- What actions are good?
- What actions are bad?
- How do our actions affect others?



Propaganda is oftentimes portrayed as a negative concept because past definitions have focused on biased or misleading information. Today, we are able to identify propaganda in a more positive light, which has allowed us to distinguish between negative and positive propaganda efforts.

Ethics help creative people consider the consequences of their work because communication has the power to change the world – for good or for evil.

There are short- and long-term consequences of propaganda and it can be thought about from two different points of view: ***The person who makes it and the person who receives it.*** Ultimately, ethical decisions depend on your point of view.



For Discussion

What are the long- and short-term **consequences** of this commercial for the beauty company, the beauty industry, the viewers of this ad campaign, and the overall society?

	BEAUTY COMPANY	VIEWERS	SOCIETY
Short-Term			
Long-Term			

The Ethics of “American Sniper” Film

6.2

Instructions: Read about ethics, then view and discuss the film trailer, “American Sniper.”

Ethics, is a branch of philosophy that involves systematizing, defending and recommending concepts of right and wrong conduct. In other words, ethics are the moral principles and values that govern the actions and decisions of individuals and groups. They try to answer questions like:

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For Discussion

What are the long- and short-term **consequences** of this film for the filmmaker, viewers and for society?

	FILM COMPANY	VIEWERS	SOCIETY
Short-Term			
Long-Term			