



Adrian College

Institute for Ethics Newsletter

Volume 3, Issue 1 September 9, 2011

<http://ethics.adrian.edu>

Adrian College Institute for Ethics

In this issue

Brown Bag Series	1-2, 4
Student Activities	1-2
Model for Ethical Discourse in Courses	2
Ethics Bowl	2
Thank You	3
Ribbons of Excellence Ethics Award	3
Mission	3

Ethics in the Brave New World of Marketing

The Fall 2011 Ethics Brown Bag series will feature presentations on Marketing, Nuclear Weapons, Communication and Sports Medicine. The session will be held on Thursdays at 12:05 p.m. in the Knight Auditorium of Valade Hall. The series begins with a presentation by Professor Jennifer Elsworth, Accountancy and Business titled *Ethics in the Brave New World of Marketing* on September 15, 2011

Dr. Ellsworth will focus on the marketing "landscape" which has changed radically in the past (5) years. Key trends include:

- The eroding distinction between marketer and consumer;
- The pervasive use of new technologies, including social media; and
- The changing definition of "privacy"



Prof. Jennifer Elsworth, Accountancy and Business

These trends raise unique ethical questions which we will explore with specific examples. We will be asked to take a brief three-question-ethical survey.

New from the Institute

Hosting and supporting nationally recognized guest speakers at Adrian College:



Tuesday, September 13 at Noon in the Adrian Tobias Room. **Radley Balko** presents: *Militarizing Main Street: The Rise of SWAT Teams in America*.

Friday, September 13 at 6:00 p.m. in the Caine Student Center, hosted with the Romney Law and Policy Institute: **Charlotte Black Elk** who will present, *What the Constitution Means to the American Indian*, also welcoming drummers and singers from the Leh-Nah-Weh Native American Organization.



Student Activities

"NOT FOR SALE" STUDENTS EXPLORE UNDERGROUND RAILROAD HISTORY

On October 14-15 the Adrian College "Not for Sale" anti-trafficking organization will take a road trip and explore one route on the Underground Railroad. The group will travel first to Springboro, Ohio, and stay overnight at the Wright House, a documented UGRR site that is listed on the National Register of Historic Places. On Saturday the group will arrive in Cincinnati and tour the National Underground Railroad Freedom Center, our nation's premier interpretive institution regarding Underground Railroad history. The Freedom Center has recently opened the world's first museum-quality permanent exhibition on the subjects of



Student Activities *continued*

modern-day slavery and human trafficking. The exhibition is entitled *Invisible: Slavery Today* and occupies some 4,000 square feet in the Freedom Center's east pavilion. The "Not for Sale" students will close their journey by engaging this exhib-

it and considering next steps for their anti-trafficking work. The trip is made possible by a grant from the Adrian College Fin-Com board. The Freedom Center website can be found at www.freedomcenter.org.

Adrian College is one of America's original abolitionist colleges and continues to fight slavery through the Not-for-Sale project. Senior Jamie Hollingshead is the president of Adrian College Not for Sale, and Chaplain Chris Momany is the group's advisor.

A Model for Developing Ethical Discourse in Courses *by Fritz Detwiler 2011*

The following steps are a good way to begin to expose students to ethical reflection.

The first two steps can be integrated into any course in the curriculum where appropriate. At these steps, the ethical dilemmas do not have to be "solved." These two steps have the purpose of getting students to become familiar with the terminology and questions of ethics so that they can recognize them.

Step 1: Identifying types of statements (e.g., declarative, normative, and ethical statements)

Step 2: Learning the "key terms" in ethics (e.g., rights, duties, fairness, utility, virtue)

Step 3: Identifying the "key questions" ethics raises

The third step involves students taking a formal course in ethics. Here they become familiar with the theories behind the vocabulary and questions. This prepares them for the fourth step.

Step 4: Formally studying the major theories of ethics

The final step applies the learning in the first three steps to real-world ethical problems. These scenarios should be developed by faculty in the various disciplines in conjunction with the faculty in ethics. Many of these could be developed for the web.

Step 5: Applying those theories through case studies and simulations

Fall Brown Bag Schedule

September 15

Ethics in the Brave New World of Marketing, Dr. Jennifer Ellsworth

October 13

Nuclear Weapons and Power, Dr. James Hanley and Dr. Michael Claus

October 27

Understanding the Nuances of Apologizing, Dr. Joanna Schultz

November 10

Ethical Issues in Sports Medicine, Dr. Tina Claiborne

Time: 12:05—12:45 Twenty minute presentation. Fifteen minute Q&A.
Place: Knight Auditorium, Valade Hall

Brown Bags 2011 - 2012

The following sessions include, *Nuclear Weapons and Power*, presented by Dr. James Hanley and Dr. Michael Claus on October 13. They will discuss the scientific, military, and political debates about the use of nuclear weapons have both strategic and ethical components. They will pose the question of why the ethical concerns were outweighed by the strategic considerations of military policy and political action.

On October 27th, Dr. Joanna Schultz will present *Understanding the Nuanc-*

es of Apologizing. The speech act of apologizing has evolved over the past few decades to include several permutations including the classic apology, the non-apologetic apology, and the apology of regret. Some cultures value the ritual apology more than others but this does not necessarily equate with genuine remorse or regret. Regardless, the apology remains one of the most complex forms of communication.

The final presentation of the Fall series on November 10, is *Ethical issues in Sports Medicine* presented by Dr. Tina Claiborne.



Ethics Bowl

Open to all majors, the Ethics Bowl offers students the opportunity to compete with other colleges on ethics related cases. The competitions are held in Fall. For more information, please contact Dr. James Spence at jspence@adrian.edu

Thank you!

In just over two years the Institute for Ethics has appreciated the support of faculty and staff who have been presenters or will be presenters in our Brown Bag series and have acted as Respondents for our film series. We would like to thank the film Series organizer Dr. Scott Elliott and Respondents: Prof. Bill Bachman, Prof. Marcia Boyton, Dr. Janet Salzwedel, Dr. Melissa Stewart, Dr. Scott Elliott, Dr. James Spence, Ms. Idali Feliciano, Dr. Tony Coumoundouros, Professor Renée Collins and the Brown Bag Presenters: Dr. Sheri Bleam, Rev. Dr. Chris Momany, Dr. Melissa Stewart, Professor Renee Collins, Dr. Hank Cetola, Dr. Janet Salzwedel, President Jeffrey Docking, Prof. Nathan Goetting, Dr. Tony Coumondouros, Dr. James Spence, Dr. Jennifer Ellsworth, Dr. James Hanley, Dr. Michael Claus, Dr. Joanna Schultz, Dr. Tina Claiborne, Dr. Susan Nichols, Prof. David Coy, Dr. Robin Bott, Dr. Oded Gur-Arie, and Ms. Janet Creque.

We would also like to thank all of those people, who we are happy to say are too many to list, for their smaller contributions such as by their presence at our events, response to our requests and queries (like our collection of Ethical Codes across the disciplines), and help in many of the not so visible day to day and administrative needs of the Institute and thanks to Johanna Hanley for her assistance with the Institute.

RIBBONS OF EXCELLENCE AWARD

The Institute is dedicated to encouraging students to incorporate some discussion of ethics into their Ribbons of Excellence presentations by offering **Three prizes (\$100, \$50, and \$25)** for the best Ribbons of Excellence paper having an ethics component.



Ethics is not just for Philosophy/Religion majors. Ethics touches all subjects. A great way to get ideas on how diverse ethical reflection can be is to attend our Brown Bag lectures where students can be involved in discussions led by faculty on ethical issues in a wide variety of subject matter like sports, media, politics, science, business, psychology and more.

Pictured above are last years winners, First Prize Megan Boelstler and Second Prize winner Kourtney Price with Director, Fritz Detwiler, President Jeffrey Docking and Dean Agnes Caldwell.

The Director of the Institute will be happy to discuss ways in which students can include ethics into their presentation. Methods to incorporate ethical reflection can be found on our website

<http://ethics.adrian.edu>

Students wishing to compete for this prize will need to notify the Institute for Ethics at least one week prior to their presentation.

Mission

Promoting conversations about ethics and raising awareness about the kinds of ethical problems common to the disciplines and professions



Ethics in the Brave New World of Marketing

Jennifer Ellsworth, Accountancy and Business

**September
15, 2011**



Nuclear Weapons and Power

James Hanley, Political Science Michael Claus, Chemistry



**October
13, 2011**



Communication Ethics

Joanna Schulz, Communications Arts and Sciences

**October 27,
2011**



Ethical Issues in Sports Medicine

Tina Claiborne, Exercise Science

**November
10, 2011**



NASW Code of Ethics and Ideological Criticisms

Susan Nichols, Sociology

**January 19,
2012**



Business and Foreign Bribery

Dave Coy, Accounting and Business

**February
16, 2012**



Ethics and International Study

Robin Bott, English

**March 15,
2012**



Ethics and Social Media

Janet Creque, Public Relations

**April 12,
2012**