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Human Values and Ethics

Dr. Susmita Bala  
Dr. Anupama Ghosh



# Human Values and Ethics

## Shaping the Professionals

Editors

Dr. Susmita Bala  
Dr. Anupama Ghosh



This book has been designed especially for students who have chosen media and journalism as their chosen field of study. Considering that these students take the onus of shaping our public opinion, their understanding of themselves and that of the world is of utmost significance.

The book intends to put forth ideas and concepts that are essential for the all round development of the students as individuals and professionals. Basing its focus on ideas of human values, morals and ethics it shows through relevant examples the ways and the needs of becoming a considerate and compassionate individual.

Another focus of the book is on the ways and means is to put forth ideas of how to shine brightly as professionals, by inculcating the ideas of professional ethics, conduct and integrity.

Most importantly the book aims to facilitate the understanding to the students that they are part of a larger whole, and seeks to inspire them to be humane as a condition to be the best person and professional and lead a life that brims with their consideration and contribution to their families, societies, countries, the world and the nature.

**HUMAN VALUES AND ETHICS**  
**Shaping the Professionals**



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*Editors*

**Dr. Susmita Bala**  
**Dr. Anupama Ghosh**

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# Unit–I

## Human Values

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*Dr. Yamini Khullar*

### **1.1 What are Human Values?**

#### ***Introduction***

Humans have ideals that they aspire to, just like every other living thing on this earth. The nomenclature used to refer to these values in this instance continues to be different. Human moral and ethical principles are but one possible example. Of these three, human values are the most important. Every person embodies these principles, and each person's character displays them. A lot of laws, declarations, dialogues, gatherings, conventions, etc. formalise these. As a result, human rights are upheld and safeguarded. The first and most important measures made by many nations around the world have been the universal acknowledgement of fundamental human principles and the encouragement of their actual execution. The psychological and physical integration of each person is the immediate goal of all these endeavours, and the cultivation of wholesome attitudes, ways of thinking, and behaviours is the long-term goal. These initiatives emphasise mutual respect for such principles while using them as the cornerstone for the development



## Unit–II

# Professional Ethics

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*Dr. Ambrish Saxena and Dr. Yamini Khullar*

### ***Introduction***

Ethics refers to the study of moral principles and values that guide human behaviour and decision-making. It involves analysing and understanding concepts such as right and wrong, good and bad, and virtue and vice. Ethics provides a framework for evaluating actions and choices, considering their impact on individuals, society, and the greater good. In essence, ethics helps us determine what is morally right and justifiable in various situations.

At the core of ethics lies the notion of moral principles. These principles serve as guidelines for individuals to navigate their actions and behaviours. Some common moral principles include honesty, fairness, respect for others, integrity, and justice. These principles help shape ethical behaviour and provide a foundation for moral reasoning.

Ethics can be broadly classified into two main branches: descriptive ethics and normative ethics. Descriptive ethics focuses on observing and describing how people behave and what moral values and principles they hold. It examines the ethical practices

## **Unit–III**

# **Professional Integrity and its Significance**

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*Dr. Anupama Ghosh*

### **3.1 What is Professional Integrity?**

A Professional is an individual who willingly ‘adopts’ and consistently applies the knowledge, skills and values of a chosen profession. Integrity is a word used to describe a person who consistently acts in accordance with social standards or moral values of the society.

Therefore, Professional Integrity defines a professional who consistently and willingly practices within the guidelines of the mission of a chosen profession under the obligation of the code of ethics.

Integrity at the workplace may have various constituents, but mostly refers to having good character traits along with work ethics such as honesty, sound judgement, trustworthiness and loyalty.

A high degree of professional integrity therefore, refers to an individual who is reliable, is open to communication and feedback and takes cognisance of their own actions.

## **Unit–IV**

# **Universal Peace and Harmony**

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*Dr. Anupama Ghosh*

### **4.1 Idea of Brotherhood in Today's World-based on Sensitivity, Sharing and Caring**

#### ***Brotherhood***

The term brotherhood can simply be defined as the feeling of affection, loyalty or love for people or a group of people, with which an individual may share certain affinity. This means that an individual may feel a sense of love and affection for those who share with him/her the same nationality, regional identity, linguistic or other cultural identities etc. It can thus be said that the idea of brotherhood ties an individual with others like him/her. The affinity an individual shares with the others, becomes the foundation of sharing the feelings of love and affection, which in turn may help in solidifying the bonds of these identities manifold.

In the global world in which we are living now, it can be said that people around the world have come closer to each other like never before. In today's world an individual may have friends and