

Values, Norms, Beliefs, Virtues, Morality, Moral Standards

Values

Values are individual beliefs that motivate people to act one way or another. They serve as a guide for human behavior. Generally, people are predisposed to adopt the values that they are raised with. People also tend to believe that those values are “right” “because they are the values of their particular culture.

The word value is derived from French word valoir which means worth, merit usefulness or importance of a thing. Values are traits or qualities that are considered valuable. They represent an individual highest priorities and deeply held driving forces.

Characteristics of Values

1. Values are represent an individual’s highest priorities and deeply held driving forces.
2. Values are the hub of personality and is powerful force affecting behaviour
3. Many values are relatively constant and durable.
4. Its contains a judgment element

Norms

Norms are ways of behaving that are considered normal in a particularly society. Social norms are regarded as collective representations of acceptable group conduct as well as individual perceptions of particular group conduct. They can be viewed as cultural products which represent individuals basic knowledge of what others do and think that should do.

Norms are the agreed-upon expectations and rules by which a culture guides the behaviour of its members in any given situation. Norms deal with standards of appropriate behaviour.

A norms calls for “ right action and implies a generalizable reason for the rightness of the indicated conduct.

Beliefs

Belief is the attitude that something is the case or true. Belief to refer to personal attitudes associated with true or false ideas and concepts.

Belief is an idea that a person holds as being true. A person can base a belief upon certainties, probabilities or matters of faith. A belief can come from different sources, including

1. A person’s own experiences or experiments
2. The acceptance of cultural and societal norms
3. What other people say

Each person’s evaluates and seeks sound reasons or evidence for these potential beliefs in their own way. Once a person accepts a belief as a truth they are willing to defend, it can be said to form part of their belief system.

Virtues

Virtue is behaviour showing high moral standards. Virtue is moral excellence. A virtue is a trait or quality that is deemed to be morally good and thus is valued as a foundation of principle and good moral being. Virtues or character which distinguished from duty. Some duties of perfect obligation are called duties. They can be exacted from an individual by the state. But duties of imperfect obligation are called virtues. The habitual performance of duties leads to virtues disposition. Duties are turned in to virtue by habit. Virtue refers to acquired disposition of mind. The virtuous man is one who has acquired a fixed habit of performing duties.

Virtue denotes a good character. Duty denotes a particular action that we ought to perform. Virtue is the excellence of character, which is the result of the habitual performance of duties. Virtue is the habit of deliberate choice of right actions.

Virtue is the habit of controlling instincts and impulses and realizing the good of the self as whole. Virtue is an excellence of character.

Aristotle

“Virtue, says Aristotle “is the habit of choosing the relative means, as it is determined by reason and as the man of practical wisdom would determine it.

Socrates

For Socrates “Virtue is knowledge” if a person fully understood the nature of the good, he could not fail to pursue it. On the other hand, if person did not fully understand the nature of the good, he could not be moral except by accident.

Plato

Cardinal virtues: cardinal virtues are the fundamental virtues on which the other virtues are based. Plato recognized 4 cardinal virtues: Wisdom, Courage, Temperance, and Justice

Morality

A morality is a set of rules to guide the actions of an individual human being.

Rand says about it “a code of values to guide man choice and actions.

Morals are judgments, standards and rules of good conduct in the society. They guide the people toward permissible behaviour with regard to basic values. In other words morality is a set of rules that shapes our behaviour in various social situations.

Moral Principles

1. **Prescriptive:** principles must grammatically formulated as imperatives to emphasize the obligation which is associated with act.
2. **Universalizable:** principle must apply to all relevant agents equally.
3. **Overriding /Compelling:** Principles should be the primary motivational factor for actions falling under the umbrella of morality.
4. **Public:** principles presuppose some social interaction.
5. **Practicable:** Principles must be achievable by ordinary moral agents.

Moral Standards

Moral standards are those concerned with or relating to human behaviour , especially the distinction between good and bad behaviour.

Moral standards involves the rules people have about the kinds of actions they believe are morally right and wrong. As well as the values they place on the kinds of objects they believe morally good and morally bad.

Characteristics of Moral Standards

1. **Moral standards involve serious wrongs or significant benefits.**
Moral standards deal with matters which can be seriously impact, that is injure or benefit human beings.
2. **Moral Standards ought to be preferred to other values**
Moral standards have overriding character or hegemonic authority. If a moral standards states that a person has the moral obligation to do something, then he/she is supposed to do that even if it conflicts with other non-moral standards.
3. **Moral standards are not established by authority figures**

Moral standards are not invented, formed, or generated by authoritative bodies or persons such as nations' legislative bodies. Ideally instead, these values ought to be considered in the process of making laws.

4. Moral standards have the trait of universalizability

Simply it means that everyone should live up to moral standards. To be more accurate, however, it entails that moral principles must apply to all who are in the relatively similar situation.

5. Moral Standards are based on Impartial consideration

Moral standards does not evaluate standards on the basis of the interest of a certain person or group, but one that goes beyond personal interest to a universal standpoint in which each person's interest are impartially counted as equal.

6. Moral standards are associated with special emotions and vocabulary

Prescriptivity indicates the practical or action-guiding nature of moral standards. These moral standards are generally put forth as injunction or imperatives. These principles are proposed for use, to advise, and to influence to action retroactively, this feature is used to evaluate behaviour, to assign praise and blame, and to produce feelings of satisfaction or of guilt.

Culture

Culture is the man made part of the environment which provides a comprehensive frame work for understanding the way of life of a person, his beliefs, values, norms, behavior etc.

Kinds of culture

1. Strong Culture
2. Weak Culture

