

## Ethics\_SS Class 08

26th June, 2024 at 12:30 PM

### TECHNIQUES OF COMPLIANCE (12:39 PM)

#### 1) Foot in the Door:

- It is a technique of gaining compliance in which we begin with a small request and when it is <sup>accepted</sup> ~~granted~~, we increase it to a larger one.
- For example - With respect to the Swachh Bharat Mission - the government went from ODF to ODF+ to ODF++ to Water Plus and ultimately to Garbage ~~Cities~~. <sup>free cities</sup>.
- Eg - In the case of UCC, the amendment to the Hindu Succession Act, the Abolition of Triple Talaq and changes in adoption laws under the Juvenile Justice Act are all steps towards UCC.
- E.g. - The implementation of schemes on a pilot basis to ensure better formulation and overall implementation.
- Q - How can you use the 'Foot in the door' technique to improve the work culture of the organization?**

#### 2) Door in the face (12:57 PM)

- We start with a larger request which we expect to be turned down, then we retreat to a smaller request which was the actual intention. For example - Salary negotiation, grants asked by ministries, and bargaining with the shopkeeper.

#### 3) That's not all Technique (01:02 PM)

- Refer to the diagram made by Ma'am at 01:06 PM.

#### 4) Deadline Technique (01:13 PM)

- Target persons are told they have limited time to take advantage of some offers.
- E.g. -It can be used to convince countries to develop alternative technologies which are climate resilient. <sup>to meet deadline</sup>.
- E.g. -By reaping the demographic dividend, the opportunities are available till 2041, hence we can use this technique to convince the leadership to invest in social infrastructure.
- Eg -With respect to the old age population, the government should invest in the silver economy so that it can be transformed into an asset.
- Q. How can you use social influence to convince the youth to actively participate in politics?**

### 3) OBEDIENCE (01:29 PM) <sup>(Giving orders)</sup>

- It is a type of social influence in which an individual takes orders from others to perform a task.

#### Why do People obey?

- 1) Visible badges - like degree, decorated uniform, <sup>beacon</sup> on the car.
- 2) Socialised to always obey the authority
- 3) Proximity with authority figures - either ideological or physical proximity.
- 4) Transfer of responsibility - People view themselves not as individuals but as an instrument to carry out the desires of others. Hence, they no longer perceive themselves as responsible for their actions. For example - Bystander apathy, and destructive obedience (mob violence).

#### Destructive Obedience (01:39 PM) <sup>(see in notebook)</sup>

- In an experiment conducted by Stanley Milgram, subjects were asked to give electric shocks to confederates for wrong answers, and for every subsequent wrong answer, the intensity of the shock would increase varying between 100V to 440V.
- Finding** -More than 90% gave shocks of 330V. More than 65% gave shocks of intensity of 440V.
- Reason** -i) Transfer of Responsibility; ii) Socialised always to obey authority; iii) Gradual escalation of orders.
- Example - State-led persecution, <sup>Nazi Germany</sup>, Jallianwala Bagh.

## **PERSUASION (01:53 PM)**

- Persuasion is a **type of social influence** in which a person or group's attitude **or** behavior towards an object, idea, or event is changed through **direct** communication via spoken or written words.
- For eg - Speeches at political rallies to persuade people to vote for their political party.
- E.g. - Nukkad natak related to social issues.
- E.g. - Pictorial warning on cigarette packets.
- Eg - Breaking the fourth wall in cinema (Jawaan)
- eg - Movies with social messages like Toilet, Thappad, etc.
- **Q. Differentiate between social influence and persuasion. By giving one example from your life, illustrate how you brought about successful persuasion.**

## **Elements of Persuasion (02:11 PM)**

- **Whosaid what to Whom by What means?** 'Who' is the source, 'What' is the message, 'Whom' is the receiver, and 'What means' is the channel.
- There are **four steps** involved in persuasion. These are:
- **1) Attention** - For the source to catch the attention of the target group, the message is presented in an interesting manner. It should be **utilitarian** and be able to generate curiosity in the minds of the receiver.
- **2) Comprehension** - It refers to the ability of the source to make the target group understand the message. It is possible only when the message is designed taking into consideration the target group's frame of reference.
- **3) Retention** - The target group should be able to retrieve the message presented and this is possible only when a message is presented repeatedly and salient features are highlighted.
- **4) Acceptance and Action** - Persuasion is successful if the target group not only receives the message but also acts upon it.
- Eg- Mid Day meal scheme to persuade the parents to send their kids to school.

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-> Attention

-> Comprehension

-> Retention

-> Acceptance and Action

### Aristotle's Perspective (02:26 PM) (Aristotle is known as father of persuasion)

- **Ethos** - to establish the **credibility or ethical appeal** of the speaker. For example -
- Known figure with respect to the topic of discussion (like if Marx himself come to teach Sociology)
- Demonstrating mastery over the vocabulary of the subject. (If someone achieve mastery over topic)
- A person is introduced by another established authority. (like if topper comes and says what to study)
- A doctor giving a health lecture uses ethos by mentioning their medical degrees and years of experience.
- **Logos** -It means quoting data, facts, statistics, etc. Logos further enhances the ethos as it makes the speaker look knowledgeable.
- For example - by establishing historical analogies, constructing logical arguments, and substantiating arguments with examples.
- **Pathos** -It is an effective means of persuasion especially when the speaker and target group have the same values. It is used by **evoking sympathy** among the target group towards the speaker.
- For example - using emotional tone emotion-evoking examples or funny illustrations.

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**TOPIC FOR NEXT CLASS - ATTITUDE**

or

Q: "Character is the most important tool for persuasion." What do you mean by the statement ?  
Discuss with examples.

-> Character means moral qualities or characteristics of an institution or an individual like kindness, compassionate, integrity, credibility, honesty, truthfulness, walk the talk etc.  
Character is a positively connoted term.

Walk the Talk means what you preach you follow.