**CC0003 / Ethics and Civics in a Multicultural World**

**Sem 1 AY23-24**

**MATRIC NO: U2321547G**

**TUTORIAL CLASS: T93**

**QUESTION: The most effective method to combat modern slavery is for consumers to boycott goods and services sold by businesses that international organisations have found to be engaging workers in slave-like conditions.**

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| **MAIN ARGUMENT:**  I agree with the aforementioned method. From an ethical standpoint, the business is violating Immanuel Kant's humanity principle by treating the workers as a means for greater monetary gains through forcing them in slave-like conditions and not treating them as an end themselves. When consumers continue to support the businesses, it suggests that the consumers support the treatment of the workers as a means of obtaining cheaper goods.  When consumers boycott goods and services of such businesses, it directly affects the profitability of the business. Furthermore, it signals to the business that such practices are not supported and unless there is an improvement in the treatment of the workers, consumers will continue the boycott, affecting the ability for the business to stay afloat. Through boycotts by social media, consumers also damage the reputation of the company and results in a cascading effect which mobilises action from other parties such as the government which steps in with legislation to appease their citizens. (1)  Such dire working conditions are common in the fashion industry especially in the production of garments. Shein's heavy reliance on influencers have backfired recently. When the fashion company was exposed of its poor working conditions, the presence of cancel culture resulted in immediate backlash against the company to adopt new and improved working conditions. The company has then pledged to improve on its behaviour, showcasing the effectiveness of boycotts by consumers. (2) |

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| **REBUTTAL:**  However, dissidents may argue that the government should be the one tackling such issues. It has been shown that consumer boycotts do not affect the bottom line of the company enough to effect changes. This is due to boycotts being affected by political views of citizens. With major world powers having differing political views, the spillover onto its citizens lead to ineffective international boycotts against international organisations, damaging the bottom line of businesses less than necessary to incentivise change. (3) Thus, boycotts depend on international government corporations to rally their citizens should boycotts work. |

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| **COUNTER-ARGUMENT:**  While governments can enact policies that seem to be more effective in effecting change, such policies are usually spurred on by consumer’s sentiments through boycotts. This is because of the democratic nature of most governments of today. Politicians seek to be re-elected and thus, needing to gain the approval of its citizens. By aligning their political agenda with its citizens, they stand a greater chance. By boycotting, it showcases the citizens' political stance and because of the current structure of democratic elections, the politicians are incentivised to roll out new legislations that rule according to society preferences, unfavourably against such companies, multiplying the effect done by consumers. (4) Further incentivising the companies to change their modus operandi past bottom line direct impact by consumer boycott. Thus, such secondary impacts showcase the effectiveness of consumer led boycotts. |
| **POSTER CITATIONS:**  (1) King, B. (2017, March 29)  (2) Rajvanshi, A. (2023, January 17)  (3) Liaukonyte, J., Tuchman, A., & Zhu, X. (2023, January 1)  (4) Eilish, B. (2022, October 2) |

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| **BIBLIOGRAPHY:**  Eilish, B. (2022, October 2) - YouTube. Retrieved September 13, 2023, from https://www.forbes.com/sites/christinero/2022/11/18/to-boycott-or-not-to-boycott/?sh=4a3ecc9c7bad  King, B. (2017, March 29). *Do Boycotts Work?* Institute for Policy Research. Retrieved September 13, 2023, from <https://www.ipr.northwestern.edu/news/2017/king-corporate-boycotts.html>  Liaukonyte, J., Tuchman, A., & Zhu, X. (2023, January 1). *How Much Do Boycotts Affect a Company's Bottom Line?* Kellogg Insight. Retrieved September 13, 2023, from https://insight.kellogg.northwestern.edu/article/company-boycott-buycott-impact  Rajvanshi, A. (2023, January 17). *Shein's Fast Fashion Domination Comes at a High Cost*. Time. Retrieved September 13, 2023, from https://time.com/6247732/shein-climate-change-labor-fashion/ |

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**Declaration of Academic Integrity**

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1. I have read and understood the [University Code of Conduct](https://ebook.ntu.edu.sg/university-code-of-conduct.html), including the information on practices concerning [academic integrity](https://ts.ntu.edu.sg/sites/intranet/student/dept/tlpd/ai/Pages/default.aspx) and that in the attached poster submission, I have worked within its expectations.
2. I have read and understood the assessment criteria for argumentative poster (Appendix 1) and that in the attached poster submission, I have worked within its expectations.
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5. I have uploaded the poster in the Turnitin portal for my small group on my tutorial site.

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Others (I have elaborated on our use of GAI programs using a separate document)

**Tutorial Group T93 Small Group B2**



Goh Bo Jun, Issac

*Name Signature*

13/09/2023

*Date*