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Business Ethics

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Assignment 6 Chapter 5

In this chapter Schumacher tackles the questions of the stability of gigantism in correlation with social and technological advancements. As technology gets better, mankind has the ability to sustain and maintain larger populations. With this increase, Schumacher inadvertently reminds us of mankind's hubris and greedy need to conquer natural and deplete its resources. In his opinion he believes that the idolization of gigantism is an issue, he also knows that gigantism will increase in popularity. So, he attempts to give rich and developed countries advice on how use gigantism successfully. He states that countries or large communities need to focus more on what is need such as freedom and order and the need to sort things out. With this sorting he hopes that they will learn that there is not one solution to a problem. With this approach to problems Schumacher hopes that gigantism can also be complemented with smallness, and vice versa. Without balance between these two ideals and only focus on gigantism, things will become unstructured and unstable. He makes an example by showing how the United States geography and population is heavily concentrated in certain areas while “the rest of the country being left practically empty; deserted provincial towns, and the land cultivated with vast tractors, combine harvesters, and immense amounts of chemicals." Up to this point schumacher ideals are accurate but his example of the United States feel short. At the time, the United States may have been scattered as such, but as time and technology progressed those “deserted provincial towns” have now turn into giant-ish metropolises. On the other side of the coin the human need for small community is not being reached. With technology people have a worldly view. This worldly view is not wrong at all, but it can become a problem when the stability of your own community is disregard by their gigantic-esk view. Schumacher finally attempts to stress the ideal that small is beautiful.