

Business and Technical Writing



ASSIGNMENT # 03()

Submitted By
QASIM ALI (20P-0070)
Submitted to : Noreen Shah
(INSTRUCTOR CS)

DEPARTMENT OF COMPUTER SCIENCE

**FAST NATIONAL UNIVERSITY OF COMPUTER
AND EMERGING SCIENCES, PESHAWAR**

Session 2020-2024

Question 1: Ethical Obligation to Maintain a Positive Outlook on the Job

Arguments for Ethical Obligation:

1. Impact on Others: Your attitude and behavior at work can significantly impact your colleagues and the overall work environment. When you maintain a positive outlook, you contribute to a more harmonious, productive, and supportive workplace. This is essential for fostering cooperation, effective communication, and a sense of community among team members. Colleagues are more likely to be motivated and engaged in their work when they are part of a positive work environment.

2. Professionalism: Maintaining a positive attitude is often viewed as a hallmark of professionalism. Being a professional means fulfilling your responsibilities to the best of your ability, even in challenging situations. Colleagues and employers expect individuals to approach their work with a sense of commitment and a positive attitude, regardless of the difficulties they may encounter.

3. Teamwork and Collaboration: Positive attitudes are conducive to better teamwork and collaboration. In many workplaces, projects and tasks require cooperation among colleagues from different departments or teams. A positive attitude can help foster better working relationships, which are vital for achieving common goals. When employees work together cohesively, the organization benefits from increased productivity and innovation.

4. Company Values: Some organizations explicitly include a positive attitude and respect for colleagues in their core values or code of conduct. In such cases, employees may have a clear ethical obligation to adhere to these principles. Upholding these values ensures that the organization's culture aligns with its stated mission and vision.

Arguments against Ethical Obligation:

1. Authenticity: It's essential to recognize that an ethical obligation to be positive at all times might infringe on an individual's authenticity. Everyone has occasional moments of frustration, disappointment, or dissatisfaction. Forcing constant positivity might feel disingenuous and suppress genuine emotions. Encouraging authenticity means allowing employees to express their concerns or frustrations professionally when necessary, which can lead to more open and honest communication.

2. Emotional Well-being: While maintaining a positive outlook is generally beneficial, suppressing negative emotions entirely can be detrimental to mental health. It's crucial to strike a balance between expressing concerns or challenges and maintaining a generally positive attitude. Employees should feel that they can discuss their difficulties and seek support without fearing negative consequences.

3. Subjectivity: Defining what constitutes a "positive outlook" can be subjective and culturally dependent. What one person perceives as positive, another might see differently. This subjectivity can make it challenging to define a universal ethical obligation. Therefore, it's important to recognize that different individuals may express positivity in diverse ways, and there isn't a one-size-fits-all approach.

In summary, the ethical obligation to maintain a positive outlook in the workplace is a nuanced issue. While there are strong arguments in favor of promoting positivity for its benefits to the work environment and colleagues, it's equally important to respect individual authenticity, prioritize emotional well-being, and recognize the subjectivity of positivity. Balancing professionalism with genuine expressions of concern fosters a healthy and constructive work environment.

Question 2: Strategies for Lifting Spirits at Work?

1. Self-Care: Prioritizing self-care by getting enough sleep, eating well, and engaging in regular physical activity is fundamental. Physical health and emotional well-being are closely connected, and taking care of your body can significantly impact your mood and energy levels at work.

2. Set Achievable Goals: Breaking down tasks into smaller, achievable goals provides a sense of accomplishment. Celebrating even minor successes boosts motivation and helps maintain a positive attitude.

3. Seek Support: Talking to colleagues or a mentor about your challenges can provide different perspectives and solutions. Sharing concerns with trusted individuals can help alleviate stress and provide emotional support.

4. Learn and Grow: Viewing challenges as opportunities for personal and professional growth fosters a growth mindset. Embracing setbacks as chances to learn and improve can help you maintain a positive and proactive approach to work.

5. Time Management: Organizing tasks, prioritizing them, and creating a schedule can reduce feelings of overwhelm. Effective time management allows for better control over work-related stressors.

6. Mindfulness and Meditation: Practicing mindfulness or meditation techniques can help manage stress and maintain a positive mindset. These practices promote emotional resilience and focus.

7. Find Meaning: Connecting with the purpose of your work by understanding how your role contributes to the organization's goals can make tasks more meaningful. Recognizing the impact of your efforts can boost motivation.

8. Take Breaks: Scheduling short breaks during the day to recharge is essential. Even brief moments of relaxation or a short walk can help alleviate stress and improve mood.

9. Professional Development: Investing in improving your skills and knowledge can make your work more engaging and enjoyable. Learning new skills can increase your sense of competence and job satisfaction.

10. Seek Feedback: Requesting constructive feedback from superiors and colleagues can help identify areas for improvement and build on your strengths. Constructive feedback provides a pathway for growth and can boost confidence.

ETHICS DETECTIVE

Am I Getting the Whole Story?

Yes, both the TV spokesperson and the company representative in this case are guilty of an ethical lapse. The lapse involves making misleading claims in their advertisements and during interactions with potential customers, which is considered unethical for the following reasons:

1. False Advertising: The TV spokesperson and the company representative presented the medication as a solution to lose weight without needing to change one's diet or engage in exercise. This claim was central to their marketing strategy. However, the brochure included with the medication contradicted these claims by stating that strict dietary restrictions and exercise were essential for the medication's effectiveness. This constitutes false advertising, as it misleads customers about the product's true nature and requirements.

2. Deceptive Practices: Ethical business practices involve transparency and honesty in all dealings with customers. In this case, the TV spokesperson and the company representative were deceptive by not providing the complete information upfront. They withheld critical details about the medication's requirements until after the customer had made the purchase.

3. Bait and Switch: The company's approach can be seen as a "bait and switch" tactic, where customers are initially lured in with a promising offer (weight loss without diet or exercise), only to discover later that the offer is not as advertised (strict diet and exercise required). This tactic is generally considered unethical in business because it manipulates customers' expectations.

4. Unfair Financial Gain: The spokesperson and the company may have intentionally misled customers to secure sales and financial gain. They guaranteed a money-back offer but set conditions that made it challenging for customers to qualify for a refund. This kind of unethical behavior prioritizes profits over the well-being of customers.

5. Potential Health Risks: The false claim that the medication works without dietary changes or exercise can potentially put customers at risk. If individuals believe they can continue unhealthy eating habits and a sedentary lifestyle while relying solely on the medication, it may have negative health consequences.

Conclusion:

In conclusion, the TV spokesperson and the company representative's actions in this case can be considered unethical because they engaged in deceptive advertising practices and failed to provide essential information to potential customers. Ethical business practices require honesty, transparency, and integrity in all interactions with customers, which were clearly lacking in this situation.