





# Understanding norms; going by values

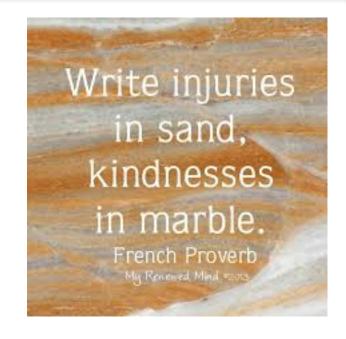
"WHEN YOU ARE WILLING TO MAKE SACRIFICES FOR A GREAT CAUSE, YOU WILL NEVER BE ALONE."

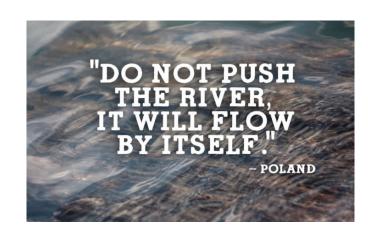
## Proverbs

Write down and illustrate on a poster a proverb from your country – in particular one that is often used.











#### Norms

- Norms are sets of socially accepted behaviors are either established as written rules or are more casual but prevalent ways to behave.
- Some are more cynical (reflecting power relations); others are more moral (guiding good behaviour)
- Proverbs are often a good way of reflecting a norm – often they more moral and wise reflections of the norms in a society.



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Norms are different from time to time; from place to place

Understanding this is enriching













## Some reflections:

- Norms are not necessary good they can prejudice
- Being aware of norms helps to reflect on it and put moral norms on top
- There is a tendency for us to become less and less principled to ourselves. Individual virtues being substituted by societal systems – example: we used to be' honest" but nowadays systems are to be 'transparent'
- By being more conscious of our values we are less in danger of being influenced by perceptions that are open to soft manipulation

#### The risk of soft manipulation:



## Exercise

 Select an expression or a quote that appeals to you and probably reflects your values

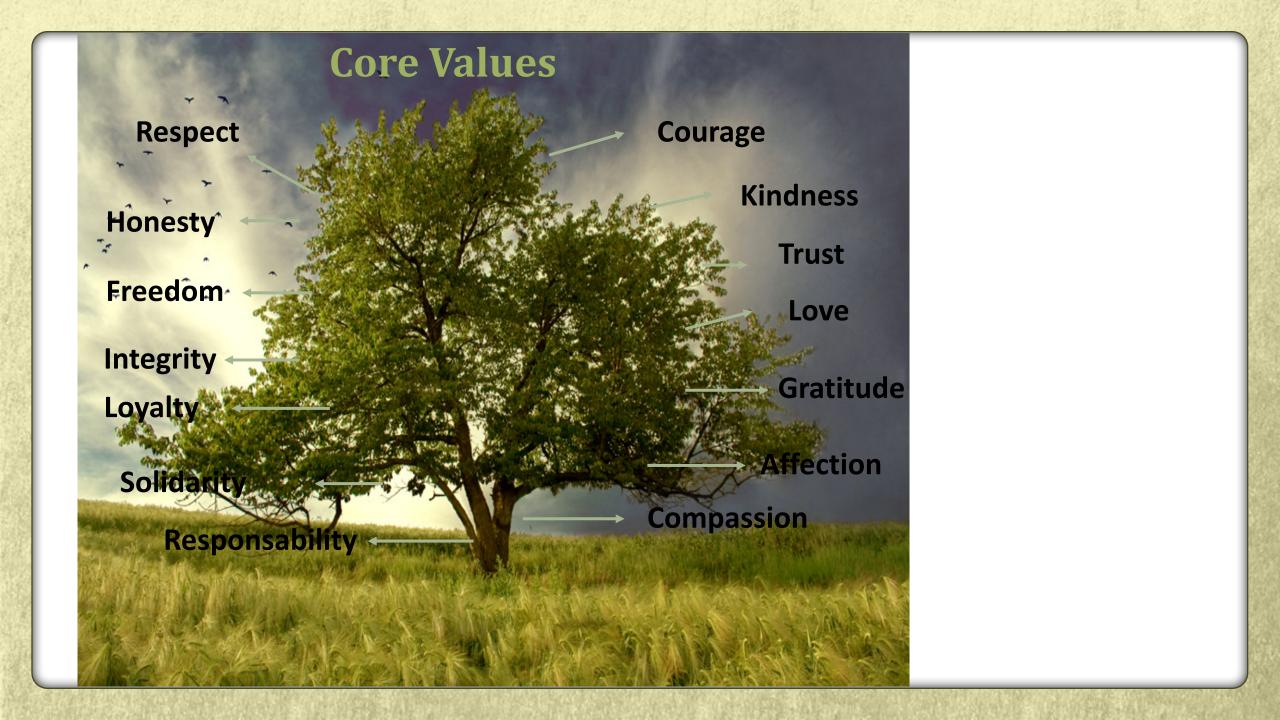
### Values

- Values are the private individuals convictions on what you think is good and bad, acceptable and not acceptable, what needs to pursued and what needs to be stopped.
- We are not always very clear about our values – since we do not always talk about them.
- This is a pity if we are not aware of our values we may be led by short-term ideas and perceptions

#### The risk:

Nowadays people know the price of everything and the value of nothing.

**OSCAR WILDE** 



The conflict between what we **Feel** and the **Values** we have, is more important when it comes to how we treat other people

- The Battle Feelings vs. Values
- Moral values: you know what is good or wrong
- Almost everything that is wrong with the world comes from people either:
  - Not having higher moral values
  - Not living by their moral values
  - Many people do what they FEEL rather than living by their values

Good Values are the most important thing any of us can ever have. With them the world would be a better place to live in.



Which virtue means the most to you?

