This book offers a fresh perspective on ethics at work, questioning the notions that doing ethics at work has to be work, and that work is somehow a sphere where a different set of rules applies. When we separate ethics from life, we put it beyond our daily reach, treating it as something that is meaningful only at certain moments. This problem permeates our everyday talk about ethics at work, in popular culture, in our textbooks, and even in our ethics codes. This book uses insights from the fields of communications and rhetoric to show how in the very framing of ethics—even before we get to specific decisions—we limit the potential roles of ethics in our work lives and in the pursuit of happiness. Sayings such as “It's just a job” and “Let the market decide” are two examples of demonstrating that our perspective on professional ethics is shaped and reinforced by everyday language. The standard “bad apples” approach to dealing with corporate and governmental wrongdoing is not surprising; few people are willing to consider how to cultivate “the good orchard.” The book argues that ethics is about more than behaviour regulation, spectacular scandals, and comprehensive codes. The authors offer a new take on virtue ethics, referencing Aristotle's practical ideal of eudaimonia, or flourishing, allowing us to tell new stories about the ordinary and to see the extraordinary aspects of professional integrity and success.
This chapter focuses on some of the tensions and interactions between what might be called the vocational and institutional identities of health professionals, between the ways in which they would like to think they act and the ways in which institutional regimes ‘make’ them act. Topics discussed include the nature of healthcare professionalism, the division of ethical labour, models of healthcare professionalism, and value allocation and professional dilemma.

The Virtuous Psychiatrist
Jennifer Radden and John Sadler

Drawing on the role morality developed in previous applications of virtue ethics to professional practice, The Virtuous Psychiatrist shows that the ethical practice of psychiatry depends on the character of the practitioner. The book is built upon three key tenets: ethics is important to any professional practice, including psychiatry; the settings within which psychiatry is practiced impose ethical demands on its practitioners that are distinctive enough to warrant a separate analysis; and an emphasis on character and moral psychology in a virtue theory significantly augments our understanding of the ethical demands of psychiatric practice. In addition to the ethical guidelines imposed on every biomedical practice, the ethical practitioner should cultivate additional traits of character or virtues. These include gender sensitive virtues. Implicated in the normative presuppositions of psychiatric practice and lore, gender stands in for other such categories including race, class and ethnicity; it is also a factor at once unremittingly controversial, and inescapably tied to the self identity often at the heart of the therapeutic project. Virtues can and should be taught – that is, instilled, deepened and augmented. The setting where trainees are learning the ideals and responses of their particular professional role, it is emphasized, is where such virtues can be habituated, using pedagogical techniques associated with moral education, such as training in empathic emotions. Psychiatric training should address trainee's character alongside practice skills.

Meaningful Work
Mike W. Martin

Page 2 of 11
As usually understood, professional ethics consists of shared duties and episodic dilemmas: the responsibilities incumbent on all members of specific professions, together with the dilemmas that arise when these responsibilities conflict. This book challenges that “consensus paradigm”, rethinking professional ethics to include personal commitments and ideals, including many not mandatory for all members of a profession. Taking these personal commitments seriously expands professional ethics to include neglected issues about moral psychology, character and the virtues, self-fulfillment and betrayal, and the interplay of private and professional life.

Managing Healthcare: Making or Breaking Healthcare Goods?
Alan Cribb

This chapter examines some of the ways in which forms of management shape professional roles and professional ethics. It also considers the ways in which management itself represents an increasingly important form of healthcare agency. Emphasis is given to the importance of management (and ‘managerialism’) for the value field of healthcare, and for health professional ethics in particular.

The Boundaries of Professional Legitimacy
Alan Cribb

This chapter examines the ways in which a number of elements of health promotion, namely its prevention orientation, its population orientation, and its well-being orientation, shape professional-patient relationships. Their compound effects are also considered.
This chapter shows how different societies and professions generate particular moral rules and special duties from the general moral rules and moral ideals. The role that particular moral rules and special duties play in professional ethics is explained, and it is shown that there cannot be any incompatibility between common morality and professional ethics.

Accountants' Truth

Matthew Gill

Accounting is the language of business, increasingly standardized across the world through global banks and corporations: a technical tool used to reach the correct, unquestionable answer. Nonetheless, as recent corporate scandals have shown, a whole range of financial professionals (accountants, auditors, bankers, finance directors) can collectively fail to question dubious actions. How is this possible? To understand such failures, this book explores how accountants construct the technical knowledge they deem relevant to decision-making. In doing so, it not only offers a new way to understand deviance and scandals, but also suggests a reappraisal of accounting knowledge which has important implications for everyday commercial life. The book's findings are based on interviews with chartered accountants working in the largest accountancy practices in London. The interviews reveal that although accounting decisions seem clear after they have been made, the process of making them is contested and opaque. Yet accountants nonetheless tend to describe their work as if it were straightforward and technical. This book delves beneath the surface to explore how accountants actually construct knowledge, and draws out the implications of that process with respect to issues such as professionalism, performance, transparency, and ethics. This thought-provoking book concludes that accountants' technical discourse undermines their ethical reasoning by obscuring the ways in which accounting decisions must be thought
through in practice. Accountants with particular ethical perspectives more readily understand and construct particular types of knowledge, so the two issues of knowledge and of ethics are inseparable. Increasingly technical accounting rules can therefore be counterproductive. Instead, this book shows how reinvigorating the ethical discourse within the financial world could be a more effective means of averting future scandals.

Introduction
Bernard Gert, Charles M. Culver, and K. Danner Clouser

This chapter provides a preview of the rest of the book, concentrating on the concept of morality. It distinguishes between a moral system and a moral theory, and gives a preliminary account of rationality and irrationality. It discusses the content of morality, showing that the avoidance of causing harms and the preventing of harms, rather than the promoting of benefits, is central to morality. It explains why, in addition to the general moral rules and ideals, there are particular moral rules and special duties that are part of the ethics of every profession.

Conclusion
Matthew Gill

This chapter draws together the conclusions of previous chapters with respect to knowledge, truthfulness, work, ethics, and professionalism. It argues that attempts to overcome the crisis of legitimacy in accounting through more detailed regulation can be counterproductive. Instead, it proposes a reinvigoration of professional ethics as a more robust way of ensuring that accountants engage in their work responsibly, and explores how such a change might best be brought about.
Why Journalism Is a Profession
Michael Davis

in Journalism Ethics: A Philosophical Approach
Published in print: 2010 Published Online: May 2010
DOI: 10.1093/acprof:oso/9780195370805.003.0006
Item type: chapter

This chapter argues that journalism is a profession, that our doubts about its status as a profession tell us more about a mistake we make when defining the concept of profession than about journalism itself, and that a good definition of profession can give us some reason to hope that journalism will remain a profession even if the world changes in most of the ways we now fear it will. Journalists are something more than mere news reporters, editors, media employees, or the like; and that is why they have a future even if mere reporters, editors, writers and the like do not.

Ethics
Matthew Gill

in Accountants' Truth: Knowledge and Ethics in the Financial World
Published in print: 2009 Published Online: September 2009
DOI: 10.1093/acprof:oso/9780199547142.003.0007
Item type: chapter

Ethical debates in accounting are often hazardous or taboo, and accountants have recourse to various strategies of equivocation in order to avoid them. They consequently lack a robust collective ethical discourse, although many seem to find this regrettable when speaking in a personal capacity. The chapter explores how and when accountants do use explicitly ethical language, and the implications of doing so in their social context. It concludes that accountants' difficulties in talking about ethics are problematic for both individual accountants and the profession.

Who Is a Journalist?
Jay Black

in Journalism Ethics: A Philosophical Approach
Published in print: 2010 Published Online: May 2010
DOI: 10.1093/acprof:oso/9780195370805.003.0007
Item type: chapter

Page 6 of 11
Today the majority of individuals who call themselves journalists are not full-time employees of traditional news media; they work (sometimes as freelancers, sometimes without pay) as reporters, videographers and commentators on Weblogs, cable outlets and ‘zines, locally, regionally, nationally, and internationally. This raises the question of who, then, qualifies as a journalist. This chapter explores the ethical and legal parameters of traditional journalism as historically understood. From this background and analysis, it concludes that the best characterization of “journalist” is rooted in the performative and guided by the ethical: to be a journalist is to engage in particular activities and to perform them ethically.

The Economist’s Oath

George F. DeMartino

Economists alter the course of economic affairs and thereby affect the life chances of current and future generations. They do this through their scholarship and teaching, and through their leadership of and staff-level positions in important government and multilateral agencies, consulting firms, investment banks and other economic institutions. And yet, the economics profession consistently has refused to explore the ethical aspects of its work. There is no field of professional economic ethics. As a consequence, economists are largely unprepared for the ethical challenges they face in their work. This book challenges the economic orthodoxy on the matter of professional ethics. It builds the case for professional economic ethics step by step—first by rebutting the economist’s arguments against and then by presenting an escalating positive case for professional economic ethics. The book surveys what economists do and demonstrates that this work is ethically fraught. It explores the principles, questions and debates that inform professional ethics in other fields, and identifies the lessons that economics can take from the best established bodies of professional ethics. The book demonstrates that in the absence of professional ethics, well-meaning economists have committed basic, preventable ethical errors that have caused severe harm for societies across the globe. The book investigates the reforms in economic education that would be necessary were the profession to recognize its professional ethical obligations; and it concludes with the Economist’s Oath that draws on the book’s central
insights and highlights the virtues that are required of the “ethical economist.”

Responsibilities
Mike W. Martin

in Meaningful Work: Rethinking Professional Ethics
Published in print: 2000 Published Online: October 2011
Item type: chapter

The consensus paradigm reduces professional responsibilities to the shared mandatory requirements developed as a consensus within a profession and imposed on all its members equally. Any additional ideals, commitments, or responsibilities that individuals embrace are matters of personal morality, not professional ethics, even when the ideals directly and dramatically affect their work. If anything, personal ideals are automatically suspect because of their potential to disrupt the workplace and threaten uniform standards. In addition to resolving special dilemmas such as those involved in confidentiality, personal ideals shape entire approaches to relationships with clients. For example, all professions mandate a strong requirement of informed consent and more generally of respect for clients' autonomy, but usually they leave large areas of professional discretion concerning advising clients and influencing clients' views. The most fundamental professional responsibility is also the most abstract: to promote the public good.

The Ethics of Privacy
Clifford G. Christians

in Journalism Ethics: A Philosophical Approach
Published in print: 2010 Published Online: May 2010
Item type: chapter

This chapter argues that the sophisticated ethics of privacy is a sine qua non for news media, with the common good being the primary principle. For communications, the best definition of privacy is the protection of one's innermost self by determining who or what enters our personal life space. In the digital era of networking and cyberspace, establishing an ethics of privacy is especially urgent. Because intrusion is a wide-ranging public issue using digital technology, the ethical framework ought to be commensurate in scope. A liberal ethics of human dignity for print
or broadcast media, even one that appears able to stand on its own, needs to be expanded into an ethics of the common good. Thus, privacy must be understood primarily in terms of the general morality, not in terms of professional standards. The ethics of privacy is not focused on decisions that journalists make but is centered on the victims' need to control information about themselves. A reasonable public determines whether, when, and how information about them is communicated to others. From the common-good perspective, important social concerns regarding privacy are made transparent and inescapable.

Religion Ethics

Mike W. Martin

in Meaningful Work: Rethinking Professional Ethics

At a time when all professions are under intense public scrutiny, mentioning religion and professional ethics together might bring to mind a series of well-publicized scandals, from tax evasion to sexual harassment, molestation, and pedophilia by priests, rabbis, and ministers. Such gross abuses of religious authority are widely condemned by the religious communities affected as well as by the general public. What is the proper role of religious commitments by individuals and groups in providing professional or profession-like services, especially within authority relationships? This chapter examines religion ethics and discusses Margaret P. Battin's Ethics in the Sanctuary. One might think that religious professions would be the one place where personal commitments would be fully appreciated. Yet, while Battin deserves much credit for establishing this new branch of applied ethics, her book manifests the same tendency to underappreciate personal commitments in professional life. Issues of faith, consent, and decency are also considered, along with science and religion, medicine and religion, and government service and religion.

Journalism’s Tangled Web: Business, Ethics, and Professional Practice

Ian Richards

in Journalism Ethics: A Philosophical Approach
This chapter argues that in a world of global corporations and the globalization of the practice of journalism, journalism ethics has little choice but to become global. This is not straightforward for many reasons, not least because journalism is a culturally established practice that has developed in the particular historical circumstances of each country where it is practiced. However, ethics can be both universal and rooted in particular contexts, and it is possible to accommodate considerable differences. For going global to be effective, it will be necessary for the awareness and appreciation of journalism's primary values to extend beyond journalism practitioners.

Psychiatric Ethics as Professional and Biomedical Ethics
Jennifer Radden and John Z. Sadler

in The Virtuous Psychiatrist: Character Ethics in Psychiatric Practice

This chapter places psychiatric ethics within professional and biomedical ethics more generally, and introduces the “role morality” notion: that some ethical imperatives derive from particular social roles. Some differences between psychiatry and other medical practices are illustrated through three issues: questions of patient autonomy, rules governing the ‘boundaries’ around the therapeutic relationship, and concerns over psychiatric diagnostic categories. Building on previous work in biomedical ethics, the authors adopt the methodology employed in the American Psychiatric Association's Annotations with Particular Application to Psychiatry (2001), which identifies the ethical implications of particular features distinctive to the practice of psychiatry. When practiced with severely ill patients, it is asserted, psychiatry makes extra ethical demands on practitioners.

Respect for Authority
Mike W. Martin

in Meaningful Work: Rethinking Professional Ethics
According to a traditional image, “true professionals” are independent agents who, unlike businesspersons, serve clients without having to submit to the authority of managers. With the advent of managed health care and large legal offices, most physicians and attorneys now work within authority-structured corporations. Indeed, all issues in professional ethics, not only those surrounding personal commitments, increasingly concern interactions between professionals and their organizations, and also among members of different professions. This chapter discusses three aspects of shared responsibility: the interplay between professionals' authority as experts and managers' authority within organizations, the possibility of corporations and professionals serving shared or widely overlapping goals, and how respect for authority is compatible in principle with professional autonomy. It also explores professionals' right of conscience that leaves room for personal ideals within authority relationships. Although the focus is on the profession of engineering, the main points apply to all professions.