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Student's Profile

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1. Introduction

Is it right or wrong? In ethics verification is an important ingredient to value the subject for right or wrong. There could be a thin line between ethics and morals in society. This fully depends on the impact of government processes, cultural insights, business environments and social diversity. In Suriname the connection between ethics and morals, is not always visible for society. Government processes are most likely in the form of rules and protocols, and most of the time not in relation with the society, we live in. The ethics are sometimes different from the morals, because of the diversity of the population. For example: if you work in an environment with a Chinese CEO and management team, and the employees don't have a Chinese background, the morals in this organization are different for each employee with a different cultural background. In Suriname, we also have African Americans, Javanese, Indians, etc. This is a great challenge for ethics in any form and brings a whole different approach for morality. Because, what may be right in my environment, may not be right in your environment. Think about African traditions such as circumcision or girl brides starting at the age of eight years. The combination of ethics and morality is a perfect combination to readjust morals that don't fit our society nowadays. And morality also leads the ethics in our society to give people the freedom of thinking, freedom of living, freedom of speaking. It can emphasize the cultural traditions, and hereby recognize the inhabitants of that environment. It works both ways. Ethics and morality are walking side by side to verify approaches, perspectives, believes and actions in our society.

In this paper we will analyze the approach of right and wrong in ethics and morality: the purpose of ethics and morality and research situations to justify both. It also justifies the way we communicate in Suriname. What are some examples of ethics in relation to morality in our society? Realizing one can be ethical, but has no morals. Does this mean, that one can become, someone with morals, after he was led by ethics in society? And does our way of communication depend on our ethics and morals?

Interesting approaches that we will analyses with examples from the Suriname society.

2. Justification

Ethics comes from the word ethos, which means character. Morality comes from the latin word, Mos, with means custom.

A well-known expression says: *you are defined by your character, meaning you are defined by your ethics. How do you act? How do you define right from wrong? And how do you make sure that this is your way of living.*

In a society with challenges on all different levels, developing or defining your character is a must have. People need to know what to expect from you. If they can rely on you. If you are stable and will show character, even if one is not looking. Character means more than what you think or do, it is who you become, who you are, in difficult and less difficult situations. Individuals with their own principals, need to deal with the ethics in society. And where sometimes individual principals are, not in line with the ethics of society.

In Suriname we have ethics like:

- **We greet each other, whenever we meet each other.** In traffic, the grocery store, the pharmacist, the market etcetera. It doesn't matter. We always greet each other. You can imagine what happens, if you don't know these ethics and don't stop to say hello, to people you know.
- **We drive with our windows open,** to give signs with our hands for traffic purposes. We also use our lights to inform each other about the choices we'll make during traffic jams.
- **We do not enter a house with our shoes on.** This is seen as disrespectful and is done for hygiene purposes.
- **You get introduced by a member of society that is reliable and trustworthy.** You can't approach someone directly if you are not from that community. Verification is very important here. As we said an important ingredient for ethics. One needs to know where to get information about you, you need to be verified. If not, it will take much longer for you to be accepted by this community. Because, the verification process will take longer, and if not verified, you will be excluded of this community.

Some examples of morals are:

- **We respect each other religion, even if we don't understand it.** Religion is a non-discussion topic.
- **Interruption is not an act of rudeness.** It's an act of being fierce, an act of pride and strength.
- **You are kind to one another.** No, is said in such a way that the other doesn't feel less. We do this in an indirect way and if you don't know the interpretation of the words from the language, you will not understand, that the answer is no.
- **Pregnant women and elderly people are always respected.** No matter where you are or where you see them, an act of kindness is a must.

The examples as above, showcase that ethics and morals are closely in relation with one another, because of the leading impact of morality, when ethics are developed and defined and also the other way around. Is it a cycle? Since we see that ethics in any form are a showcase of what society says and is developed by people, who have principals. One can say that there is a thin line between ethics and morals.

And in Suriname, we have a multicultural society where ethics are developed by this society. So what happened here? Some ethics are more common, as mentioned above and accepted by all Surinamese. But other ethics, are a challenging factor for our society.

Some examples:

- *Being on time at an appointment.* In every culture time has a different interpretation. For example: marrons believe that, one can only proceed, when we all understand what we are talking about. Meaning, if the meeting starts at 3pm at the village, and it is said that some rituals need to be done first and information needs to be verified, the meeting will not start. And will have some delays, and it is common that one will not complain, because there is a different perception about time
- *Open communication.* In Suriname we communicate indirectly. For an outsider, but also for Surinamese it is not always clear what is meant with a certain message. In all the cultures, it is not common to communicate openly and discuss certain subjects.
- *Eating together.* Is a way to connect or solve issues in our society. Food is important in our society and even more: eating together. It's a way of recognition, respect and getting connected.

So how do we communicate in a society with ethics that are sometimes not in line with our morals? Interesting right. In the general analysis, we will define this approach and explain the relation between ethics, morality and communication in Suriname.

3. General analysis

So how do we communicate in a society with ethics that are sometimes not in line with our morals?

Everyone communicates in a different way and there are different techniques that can ensure that a message is conveyed in the desired way. It sounds simple, but in practice there is a lot involved. A multicultural society such as Suriname immediately indicates the complexity of communication. In communication we also speak of intercultural communication; how do you ensure that the message is conveyed at the desired time and in the same way, taking into account the different cultural backgrounds. Meaning morality in combination with the ethics of society. Race, religion, gender, education level, etcetera are all aspects that influence the interpretation of a message by the receiver.

Communication can take place at different levels; individually or per group, and on the basis of knowledge, attitude and actions per individual. Characteristics in communication, the way in which communication takes place in Suriname is comparable to the different cultural groups from a multicultural society. Communication in Suriname is a reflection of the country's diverse backgrounds and historical connections. The communication is not exact and requires a targeted approach. Eating together is central to this, and diversity ensures tolerance. And the frame of reference is essential; parents and the elderly are respected and Surinamese always find a way to communicate.

Sranan (means Suriname) communication, stands for the way Surinamese communicate based on their background, morals and the multicultural society in which they are formed.

- *Communicating is never the same – from Jorgen Raymann*

For example, if you think of ten different Surinamese, such as family, friends or strangers, there are ten different ways of communicating. The heterogeneous background has ensured that Surinamese are 'agile' in their communication. The knowledge of different ethnicities and therefore cultures makes it easier to adapt to the environment in which communication takes place. Communication is different every time, because of different morals, cultural traditions and approaches for each subject or situation.

- *Recognizing and accepting one another – Robby Rijssel*

A situation arose in which a Director refused to attend numerous presentations in which he himself had participated. No one could figure out why he wanted to withdraw. It was then agreed to put him at ease upon arrival. To treat him with all due respect; putting him in the front row, introducing him to the people in the front row, and making him feel like the most important person in the room. The ice was broken and he was full of praise for the presentations he had made. Typically, we don't always say what we really want to say. Brewing takes place around the hot broth and it is difficult to get to the essence of the situation that has arisen. Openness and making assumptions can hinder someone's

thinking and create barriers in communication. Non-verbal and verbal communication can also influence this process, such as waving someone away. The essence of the above example is the following: I recognize you and show (publicly) that you are important. This forms the basis of how Surinamese communicate with each other. It goes further than ethics and is part of the morals of this specific cultural group, where recognition and respect are high on the agenda. It offers prospects for establishing connections and maintaining relationships.

- *Communication is through food – Clarence Creebsburg*

Whatever people you meet, wherever you are, you'll always enjoy discovering something new. Surinamese can adapt to any environment and often communicate on multiple levels. Surinamese are in fact internationalized. There is also a lot of communication through food. Food is also central to the way of communicating. Through the diversity of food and eating together, one can make clear to another without too many words what the message is and what the feeling is. Food is therefore also used for various purposes, such as making first contact, at prayer meetings, and at feasts. It comes from the African Ubuntu theory, where we operate as a community and discuss our way of living during our brunches and dinners. It is part of our morals, believes and showing how we respond to right or wrong. Always choosing for dialogue first.

- *Diversity in communication – Vyas Gokoel*

Dealing with different people ensures that the circle of friends is diverse. Ensures messages are communicated in a variety of ways. You can choose in which way the same message will be communicated, related to the context in which it takes place. Surinamese are world citizens! Hang out with different people, meet different people, and have a mix of friends. This contributes to characteristics such as our capacity for empathy, showing understanding and being respectful and loving

Living in a society where ethics are leading, we find morality in every judgement, principal and procedure in our way of living. The deep connection between ethics and morality, is fundamental for approaches, procedures, and government protocols. The respondents, mentioned above, are all well-known Surinamese citizens, who gave their opinion about this approach.

4. Discussion

There are many subdivisions in the field of ethics; some of the common ones are descriptive, normative and comparative ethics. Business ethics, more specifically, deals with the creation and application of moral standards in the business environment. Morals are judgments, standards and rules of good conduct in the society.

In this part we will discuss the ethical challenges on national basis and their impact on regional and international basis. Underneath the ethical examples that have great impact on different levels of moral judgement.

- *Being on time at an appointment.* In every culture time has a different interpretation. For example: marrons believe that, one can only proceed, when we all understand what we are talking about. Meaning, if the meeting starts at 3pm at the village, and it is said that some rituals need to be done first and information needs to be verified, the meeting will not start. And will have some delays, and it is common that one will not complain, because there is a different perception about time
- *Open communication.* In Suriname we communicate indirectly. For an outsider, but also for Surinamese in the business environment, it is not always clear what is meant with a certain message. In all the cultures, it is not common to communicate openly and discuss certain subjects. In business it is necessary for readiness and growth.
- *Eating together.* Is a way to connect or solve issues in our society. Food is important in our society and even more: eating together. It's a way of recognition, respect and getting connected.

Being on time at an appointment and open communication are daily ethical challenges in Suriname. One can say, that we need to adapt them and make them common. Why is that not done? Being in business, and keep doing business requires certain business ethics, that are so important for readiness and growth. On a regional and international level, it is required that we follow these business ethics, to gain credibility and do business abroad.

Open communication and saying directly what you mean, strengthens our negotiation skills and keeps us informed about the interests of other parties. It also gives us credibility and showcases the professional skills of all in the process.

It is important to, realize that 'eating together' is not a must, in every community. Knowing this, can make Surinamese readjust and adapt the ethics of that specific environment to communicate in a respectful and proper way. But, we can also say, that it is a respectable part of our ethics, that we can teach other societies on a regional and international basis.

5. Actualization

How do we solve the ethical challenges in our society? Dialogue, is a constant requirement, to make sure that employees, role models etcetera are examples of certain behavior, which is in favor of effective leadership.

How did we go from ethics and morality to effective leadership? Yes, that is how deep ethics and morality go. How you behave, how you do right or wrong are in relation for how you will perform in society. An effective leader is trustworthy, honest, communicates openly, is on time, doesn't show procrastination. All these characteristics and competences are related to business ethics and morals of society. Your own principals as a human being and how to act in this society.

Professional area

Often, business ethics involve a system of practices and procedures that help build trust with the clients. As a professional it is important to be aware of these business ethics, which sometimes come as laws, restrictions or regulations. Proper business policies and practices regarding controversial issues as good governance, corporate social responsibility and environmental regulations. The principles of business ethics differ in each organization. It is important to adapt these business ethics, when one is employed at that organization. It also requires your ability to contribute to these fundamental business ethics. The organizational culture and key management systems require competences that embed these business ethics to achieve results. Companies also start by integrating ethics into goal setting and hiring practices. The golden circle of Simon Sineks talks about the why, what and how of an organization. The fundamental principles of organizations. Why did they start, what will they do and how will they do it? The startup for the business ethics of each organization. The fundamental principles and the company's location can affect which ethics it emphasizes.

You can hereby think about, taking responsibility for your work, the corporate social responsibility, credibility, performance and fairness. When a business exercises fairness, it applies the same standards for all employees regardless of rank. The same expectations with regard to honesty, integrity and responsibility placed upon the entry-level employee also apply to the CEO.

Business ethics differ from industry to industry. The nature of a business's operations has a major influence on the ethical issues. As a professional one should be aware of that.

6. General recommendations

Communicating with others in a business environment requires professionalism, knowledge of the golden circle and expertise on the certain subject. This is related to ethics and morality. In this part general recommendations are given, to coop with these challenging ethics in a business environment, when communicating.

General recommendations

- Know that the receiver's frame of reference counts! **Communicate in a respectful way**

Your communication style can uplift you or break you. Direct communication is an enormous learning process for Surinamese. Being honest and ensuring that a pleasant tone is maintained when conveying the message are essential here. It is important, depending on the context, to provide sufficient information and to communicate the central message clearly. The receiver needs space to receive, understand and accept the message. It is a process that cannot be avoided. Emotions play an important role in this: happiness, enthusiasm, anger, resentment. The frame of reference of the recipient is important here. Traditions are passed on from the living habits and customs for generations. And changes in lifestyles and ways of thinking can lead to newer forms of communication. Amalgamations that are not always verifiable in books, but which do shape the way of contemporary communication. Successful communication is the starting point and that's all that matters! Learn more about the morals of the other party. This creates an environment of respect, trust and recognition. All ingredients to do business! And show understanding for each other and communicate clearly, respectfully

- Communication requires flexibility: **Communicate in a style that is required at that moment.**

Someone who communicates directly will always adapt to the environment. Suppose the environment asks for an indirect way of communicating, then such a person will adapt to establish a connection. If such a person remains persistent in the direct way of communicating, a gap can arise in the communication and the message is not conveyed sufficiently to itself. It is important to be aware of your own style of communication. And inform your environment at times about the dominant communication style that applies to you as a person. This can prevent confrontations and provide understanding at crucial moments. As we said earlier, how people communicate is verified not only by ethics, but by their own morals, way of living of what they believe is right or wrong.

- Everyone communicates: **adapt the nonverbal communication.**

There is no such thing as no communication. Everyone communicates, in their own way. Some are great communicators, some are not. Acknowledge that and don't see it as a weakness. It can prevent unnecessary situations and stimulate healthy growth processes. Non-verbal communication offers a way out to convey the relevant message clearly and desired. It is an added value to convey the unspoken message and to ensure completeness in the communication.

7. Conclusions

The difference between ethics and morality are first of all, the words. Ethics comes from the Greek word ethos, which means character, and Morality comes from the latin word Mos, which means custom. Ethics are legal guidelines and professional rules, where morality are based on the norms, cultural principals of an individual. Ethics also depend on the prism of others, where morality is seen from the perspective of an individual. Ethics also have some degree of flexibility, where morality depends on the beliefs of an individual. Where ethics are followed, because society decided that this is the right course of action, morality is followed, because a person believes it is the right course of action.

As you can see, when communicating, one should acknowledge the purposes of the ethics and morals, and analyze the target group, which will be communicated with. A person who follows the ethical principles need not necessarily have strong moral values, in fact, there are even possibilities that he may not have any morals. And morality has a religious connotation.

General conclusions

- Ethics and morality are sometimes connected to each other
- Ethics and morals define your character as an individual
- Each individual is confronted with ethics, but not each individual is confronted with moral. One can have ethics, but no morals
- Morals are defined by generations and family traditions
- All different ethics are led by procedures, regulations or guidelines
- Communicating with others, requires morality knowledge
- Communication is based on morals and guided by ethics
- Ethics structure different levels and environments
- Morals are based on the believes of an individual

Each individual has their own believes which reflect in their actions and way of living. Acknowledging each believe creates connections and can contribute to ethics on all levels. The more you acknowledge the believes from the different cultural groups in your society, the more you can relate to the, the more you can make an impact and have a meaningful connection.

This also means, that one can become, someone with morals, after he was led by ethics in society. And our way of communication depends on our approach on ethics and our individual morals.

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