

Chapter 8: Arguing About Values

Overview

- How choices are evaluated, how values are prioritized by individuals, and how and why values change over time.
- The relationship between values and argumentation and the bases for value arguments
- Basic issues in value argumentation
- Case construction

Values and Values Systems

- Value can be defined as desirable, transsituational goals, varying in importance, that serve as guiding principles in people's lives.
- Values help us determine whether an action or state of being is desirable or undesirable.
- Two main categories of value
 - instrumental
 - terminal

Instrumental Values

- ◉ Concern modes of conduct or the means to fulfilling other values.
- ◉ This is the “how” I am going to be part
- ◉ If I am:
 - Hard working
 - Faithful
 - Cheerful
 - Thrifty
 - Educated

Terminal Values

- ◉ Terminal values concern desirable end states of being.
- ◉ This is the “what” I want to be part
- ◉ Then I will be:
 - Successful
 - In a happy relationship
 - Fun to be around
 - Financially secure
 - Have a sense of self-worth

Value Systems

- ◉ Have three significant characteristics
 1. Value content
 2. Value structure
 3. Value consensus

Value Content

- VC refers to the motivational goals expressed in the value.
 - How do values guide and motivate us?
 - _ Ten distinct motivational clusters
 - _ Box 8.2, Page 227

Value Structure

- VC refers to the dynamic relations among the values in our individual value system.
- A value system is an enduring organization of beliefs concerning preferred modes of conduct or end states of existence according to their relative importance.

Value Consensus

- Is the degree of concurrence among members of a society concerning their values.
- If the ten value clusters from page 227 are held in high agreement across the society there is high consensus.

The Process of Value Change

- Value redistribution is a process in which a value becomes more and more widely diffused throughout a society until virtually all members adhere to it.
- Importance of values change
 - Value emphasis involves an upward movement in importance
 - Value deemphasis involves a downward movement in importance

The Process of Value Change

- Value restandardization is a process in which standards used to measure whether a value is being met increase or decrease.
- Values advocate should consider what factors might affect the values they are discussing.
- When values conflict, advocates need to know what criteria the audience will use to decide.

Values and Argumentation

- Values claims require different approaches than do fact and policy claims.
- Fact & Policy can use more empirical support. Value relies upon the how the value is judged in society.
- One criterion for deciding between competing values is their status in the larger society.

Value Hierarchy

- Quantity—How many?
- Quality—How unique, irreparable, original?
- Existence—How concrete over possible?
- Essence—What is the core?
- Person—Individual dignity and autonomy over all else

Principles for Constructing Value Arguments, p 232

1. Terminal values should be viewed as more significant and important than instrumental values.
2. When choosing the most effective instrumental values, the value that best meets the need should be preferred.
3. When choosing one value over another, consider value hierarchies if they are applicable to a particular choice or course of action.

Principles for Constructing Value Arguments

4. American's value system is rather stable and is accepted by the public and can be used to support value preferences.
5. Because values change slowly, the advocate should consider value redistribution, value emphasis, and value restandardization as described by Rescher.

Stock Issues for Value Arguments

- ◉ In values argumentation, we attempt to persuade an audience to redistribute, emphasize/deemphasize, or restandardize some value.
- ◉ Stock issues must be addressed
 - Value
 - Criteria
 - Application

Value, p 234

- ◉ Defines the value and sets the goal for the case argument.
- ◉ Must identify
 - *Value object*
 - *Value hierarchy*

Value Object

- ◉ VO is the central value, or term of the proposition, that will be debated
 - must establish the value content of the object and define its primary focus.
 - Freedom

Value Hierarchy

- VH is the rank order of values favored by those in the debate
- A value hierarchy is implied if not stated
- If there is no value consensus, explicit statement and defense of hierarchy may be required.
- Defense of a hierarchy can utilize:
 - terminal & instrumental values, the needs implied by the situation, Perelman's hierarchies, Rokeach's value survey, Rescher's account of value change

Criteria

- Criteria are field or sphere dependent standards to be used to decide whether the value object fulfills certain values.
- Criteria are the measures, norms, or rules used to judge whatever is being evaluated.
- Standards should come from the field
- there are 3 strategies for establishing criteria.

Establishing Criteria

- connect the new criteria to an established standard
- show dominance of new criteria
- show the consequences of failing to apply advocated criteria

Application

- Does the value object meet the criteria for fulfilling the values in question?
- ex: Freedom of speech

The Issues Brief

- Box 8.6, page 237

The End
Das ist alles
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