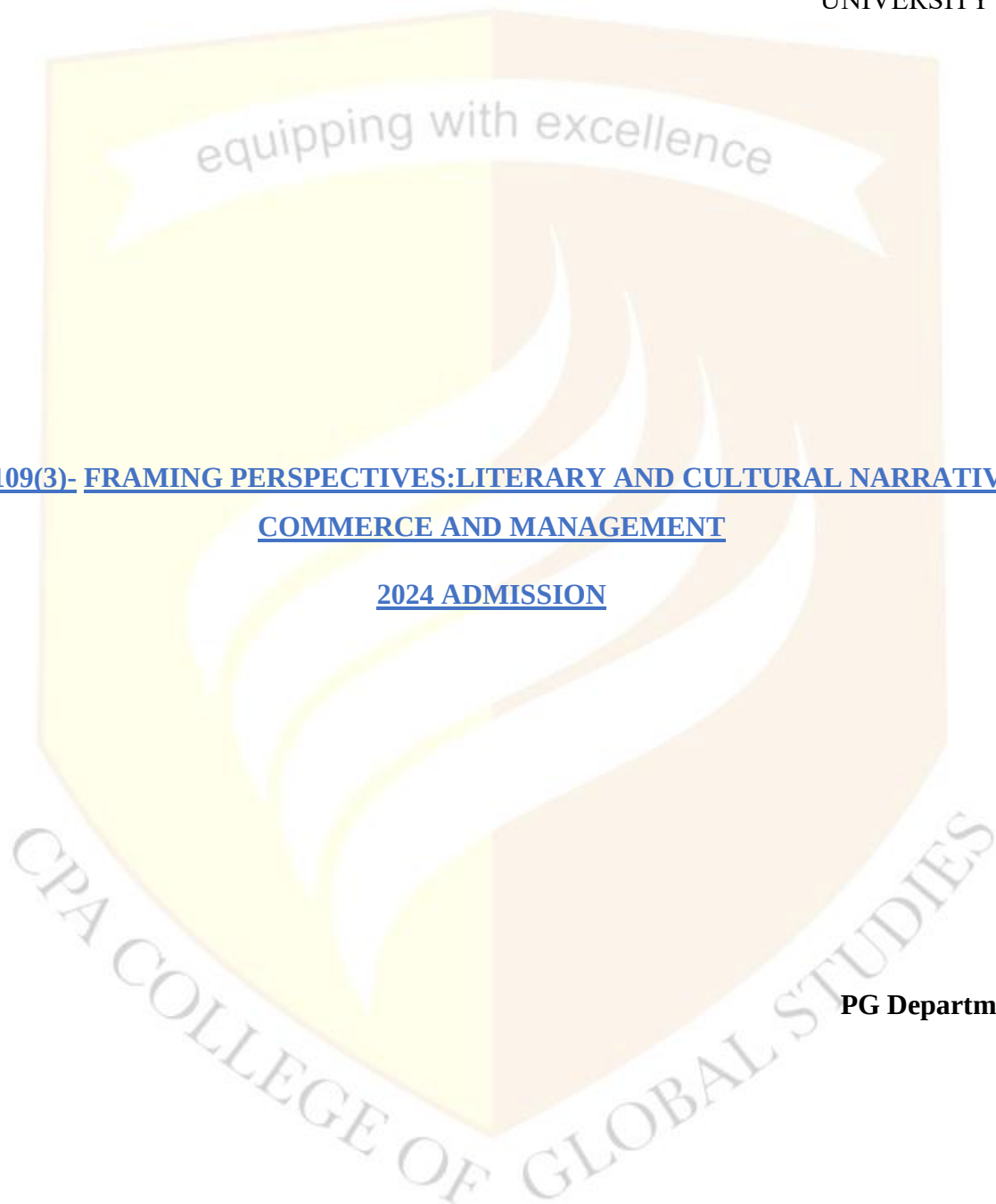


FOURTH SEMESTER

UNIVERSITY OF CALICUT



**ENG4FV109(3)- FRAMING PERSPECTIVES:LITERARY AND CULTURAL NARRATIVES FOR
COMMERCE AND MANAGEMENT**

2024 ADMISSION

Prepared by

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**CALICUT UNIVERSITY – FOUR-YEAR UNDER GRADUATE PROGRAMME (CU-FYUGP) GENERAL
FOUNDATION COURSE**

VALUE- ADDED COURSE (VAC)

Programme	GENERAL FOUNDATION COURSE				
Course Code	ENG4FV109(3)				
Course Title	FRAMING PERSPECTIVES: LITERARY AND CULTURAL NARRATIVES FOR COMMERCE AND MANAGEMENT				
Type of Course	VALUE-ADDED COURSE (VAC)- COMMERCE AND MANAGEMENT				
Semester	IV				
Academic Level	100-199				
Course Details	Credit	Lecture per week	Tutorial per week	Practical per week	Total Hours
	3	3	-	-	45
Pre-requisites	The learners are expected to have basic knowledge of values and ethics and its applicability in academics as well as in life.				
Course Summary	The course aims at producing engaged, productive, and empowered citizens with creative imagination, sound ethical moorings, scientific temper and values for building an equitable and inclusive society as envisaged by our Constitution.				

Course Outcome (CO):

CO	CO Statement	Cognitive Level	Knowledge Category	Evaluation Tools Used
CO1	The learner will understand the perspectives on desirable attributes and the role of values in the well-being of an individual and society.	U	F, C	Assignments/Test Paper/ Quiz
CO2	The learner will analyse real-life situations and cultivate empathy, tolerance and respect towards pluralism.	An	C, M	Questionnaire/Survey
CO3	The learner will apply the knowledge of personal and social ethics to issues in her/his life and society.	Ap	C, P, M	Debate/ Group Discussion.
CO4	The learner will analyse the Quotients of Wellness and measure the values of each quotient for her/his health and wellness.	Ap, An	P, M	Read and analyse.

CO5	The learner will acquire the ability to analyse problems related to human rights, professional ethics, scientific temper and individual and social well-being.	E, An	P	Seminar presentation
*-Remember(R), Understand(U), Apply (Ap), Analyse (An), Evaluate(E), Create(C) #FactualKnowledge(F)ConceptualKnowledge(C)ProceduralKnowledge(P)MetacognitiveKnowledge(M)				

Detailed Syllabus:

Module	Unit	Content	Hrs	Marks
I	Human Rights		9	13
	1	Kalahandi- Jagannath Prasad Das	2	
	2	Excerpt from 'Supreme Court Judgment on Polygraph, Narco-Analysis & Brain-Mapping: A Boon or a Bane?' - Suresh Bada Math	2	
	3	Black Men and Public Place- Brent Staples	3	
	4	<i>Black & White</i> - Dir. Anuj Ramachandran https://youtu.be/AxUgUBaipRA	2	
II	Scientific Temper		9	12
	5	The Theologian's Nightmare- Bertrand Russell	3	

	6	Excerpt from 'What is Science?'- George Orwell	2	
	7	The Broken Mirror, the Black Cat and Lots of Good Luck - Chris Rose	2	
	8	How AI will Shape Humanity's Future- Yuval Noah Harari https://youtu.be/2w37ty9gGU8	2	
III	Professional Ethics		9	13
	9	Propaganda Techniques in Today's Advertising- Ann McClintock	3	
	10	A Crime of Compassion- Barbara Huttman	2	
	11	Excerpt from 'Social Media Ethics and Etiquettes' - Carolyn Cohn	2	
	12	How to Create a Great Brand Name?- Jonathan Bell - TED Archive https://youtu.be/rzbXht7MJVM	2	

IV	Health and Wellness			12
	13	Pain is Not the Ultimate Enemy- Norman Cousins	2	
	14	The Diabetes Epidemic: Why, and What We Can Do?- V. Mohan	2	
	15	Ethical Health: Time to Add to Your Wellness Wheel- Joel Bennett	3	
	16	Women's Mental Health- <i>The News Minute</i> https://www.youtube.com/watch?v=vk7vkyTXfy8	2	

MODULE 1: HUMAN RIGHTS

1. KALAHANDI- JAGANNATH PRASAD DAS

- Jaganath Prasad Das is a major modernist voice in Odia literature, known for his poetry, plays, fiction, and translations that explore social injustice, existential suffering, and psychological depth through a restrained, minimalist narrative style, and a recipient of prestigious awards like the Sahitya Akademi Award
- Kalahandi, a district in Odisha, is historically associated with severe drought and famine, starvation deaths, malnutrition, and distress migration. During the 1980s–1990s, it became a national symbol of hunger.
- The region represents rural marginalization, developmental failure, and the structural neglect of tribal and agrarian communities, highlighting the gap between government claims and ground realities.
- Kalahandi's poverty and hunger are characterized by chronic starvation, erosion of human dignity, and systemic exploitation of peasants and labourers. The region's suffering is perpetuated by economic oppression, debt cycles, and powerlessness, with the state authorities showing indifference and bureaucratic insensitivity. Relief measures are often symbolic, failing to address the root causes of hunger and marginalization.
- The media's representation of Kalahandi's tragedy has been criticized for commodifying suffering and turning it into a spectacle. Ultimately, the people of Kalahandi face immense physical and psychological pain, losing hope and agency in the face of institutional failure and neglect.
- The characters, often unnamed or symbolic, represent collective rural suffering, embodying figures such as starving peasants, helpless mothers, and displaced labourers, with their lack of strong individual identity emphasizing the universality of oppression.
- The narrative technique is characterized by realistic, documentary-like narration with minimal dialogue and sparse, controlled language, using irony to contrast official rhetoric with harsh reality, and relying on understatement to intensify emotional impact, all while avoiding melodrama in favour of stark realism.
- Hunger symbolizes both physical and existential emptiness, while dry land and barren fields represent failed promises of independence; silence embodies the suppressed

voices of marginalized communities, and distance signifies the divide between power centres and the rural periphery

- The work is interpreted through multiple critical lenses: Marxist critics see class struggle and economic exploitation, highlighting structural inequality in agrarian society; postcolonial perspectives view it as internal colonization, where development discourse masks marginalization; and humanist readings emphasize human dignity and appeal to conscience and social responsibility.
- Kalahandi's story reveals hunger as a political and systemic issue, with poverty rooted in social and economic structures, and literature serves as a witness and protest, resonating with ongoing rural distress, food insecurity, and farmer suicides, transforming the region into a metaphor for national failure, and urging ethical governance and social justice.

2.EXCERPT FROM ‘SUPREME COURT JUDGMENT ON POLYGRAPH, NARCO-ANALYSIS& BRAIN-MAPPING: A BOON OR A BANE?’ - SURESH BADA MATH

- Suresh Bada Math is a senior Indian psychiatrist and academic associated with the National Institute of Mental Health and Neurosciences (NIMHANS). Specializing in forensic psychiatry and mental health law, he examines the intersection of psychiatry, human rights, and criminal justice, contributing significantly to debates on scientific investigation techniques and constitutional safeguards
- Forensic Techniques in India
 - Polygraph (Lie Detector Test): measures physiological responses to detect deception
 - Narco-Analysis (Truth Serum Test): uses drugs to induce unconsciousness and extract information
 - Brain-Mapping / BEAP: measures brain activity to detect deception or hidden information

- These techniques are increasingly used in Indian criminal investigations, sparking debate on their admissibility and ethics. The core issue revolves around balancing the state's interest in solving crimes against individual constitutional rights, particularly the right against self-incrimination (Article 20(3)) and the right to privacy.
- The Selvi v. State of Karnataka case (2010) was a landmark Supreme Court judgment that ruled on the admissibility of involuntary forensic techniques like polygraph, narco-analysis, and brain-mapping tests. The petition argued these tests violated fundamental rights, specifically:
 - Right against self-incrimination (Article 20(3))
 - Right to privacy and personal liberty (Article 21)
- The court's decision aimed to balance crime investigation needs with individual constitutional protections.
- Article 20(3) protects the right against self-incrimination, and the court ruled that forcing accused persons to undergo tests like polygraph or narco-analysis is a violation of this right.
- The court held that extracted statements from such tests are testimonial in nature, making them inadmissible under Article 20(3).
- Article 21 guarantees life and personal liberty, including rights to privacy, mental autonomy, and bodily integrity, which are compromised by forcible administration of these tests.
- Forced tests invade mental processes, cognitive freedom, and human dignity, violating Article 21 protections.
- The Supreme Court has emphasized that such intrusions must pass the test of "just, fair, and reasonable" procedure.
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Technique	What it Measures	Assumptions/Limitations
Polygraph Test	Physiological responses (heart rate, BP, etc.)	Deception produces changes; anxiety; guilt; not fool proof

Narco-Analysis	Semi-conscious state via drugs	Reduced inhibitions → truth-telling; suggestibility, false memories
Brain-Mapping (BEAP)	Brain wave responses	Detects familiarity; not direct guilt evidence; scientifically controversial

- These techniques aim to aid investigations but have limitations and raise ethical concerns. The Supreme Court has weighed these factors in its rulings.
- The Supreme Court observed that polygraph, narco-analysis, and brain-mapping tests:
 - Intrude into mental privacy and violate cognitive liberty
 - Undermine human dignity
 - Lack scientific reliability
 - Can't be conclusive evidence
 - Risk misuse by agencies
 - Can't be administered coercively – unconstitutional
- The court prioritized individual rights over investigative convenience.
- The court permitted voluntary administration of polygraph, narco-analysis, and brain-mapping tests under strict safeguards, including informed consent, judicial supervision, access to counsel, and medical evaluation, with statements made during the test inadmissible as direct evidence, usable only to discover new evidence
- These techniques raise red flags on autonomy, privacy, and mental integrity, with risks of psychological harm and torture-like conditions, prompting strong opposition from human rights groups.
- The scientific community criticizes these tests for lacking universal acceptance, having notable error rates, being influenced by emotional states, and failing to definitively prove truth detection.
- The judgment strengthened protection of fundamental rights and due process safeguards, reinforcing that investigation cannot override constitutional guarantees, marking a shift toward rights-based criminal jurisprudence and limiting use of forensic psychology techniques.

- These techniques can be beneficial when used voluntarily, aiding investigations and generating leads in complex cases like terrorism and organized crime.
- However, they also pose risks of coercion, potential constitutional rights violations, and scientific unreliability, and may undermine proper investigative methods.
- These techniques can be beneficial when used voluntarily, aiding investigations and generating leads in complex cases like terrorism and organized crime.

3. BLACK MEN AND PUBLIC PLACE- BRENT STAPLES

- **Brent Staples** is an African-American writer and journalist.
- The essay, also published under the title “*Just Walk on By: Black Men and Public Space*,” is a personal reflective narrative about how society perceives black men in public spaces.
- It was first published in *Harper’s Magazine* (1986) and addresses themes of **racial profiling, prejudice, and societal fear**.
- Staples illustrates how a black man’s presence alone can trigger fear in others because of deep-rooted racial stereotypes associating black men with danger, crime, or violence. His own experiences show how these assumptions shape everyday public interactions.
- The essay begins with Staples recounting his first revealing encounter: A **white woman walking ahead of him** in Hyde Park interprets his presence as threatening and hurriedly flees.
- He describes her reaction as though he were her “first victim,” though he had harmed nobody. This moment makes him realize his mere presence alters public space in “*ugly ways*.”
- Staples describes the reactions he encounters as the “language of fear”, where people respond to him based on preconceived notions about black men, not his actions. Pedestrians cross the street, motorists lock doors, and shopkeepers react with suspicion, interpreting his appearance as threatening despite his intentions.
- Even in professional settings, Staples is subjected to bias: On one occasion, he is mistaken for a burglar in his own workplace and treated as a criminal.
- To reduce others’ fear, Staples modifies his behaviour:

- He walks **slowly and deliberately** at night.
- Gives nervous people **plenty of personal space**.
- In late evenings, he often **whistles classical music** (Beethoven, Vivaldi) to signal he is harmless and even cultured. Many find this reassuring.
- Staples acknowledges that people's fear is tied to real dangers in society. Women, in particular, have legitimate concerns about street violence.
- However, he highlights the problem of **generalizing that fear onto all black men** solely based on physical appearance.
- His narrative criticizes how racial stereotypes distort public judgment and push black men to constantly negotiate their presence in public spaces.
- The essay argues that **racial prejudice is pervasive and deeply embedded** in everyday life.
- Staples doesn't demand immediate solutions but invites readers to recognize and question their own assumptions.
- His experiences show that fear based on sight, rather than knowledge of character, has really psychological and social effects on individuals who are misjudged because of race.
- *Black Men and Public Space* is a powerful commentary on how **public space is experienced differently depending on race**. Brent Staples's personal narrative exposes how racial stereotypes influence behaviour, revealing the emotional labour black men perform to navigate a world where they are often seen as threats before they are seen as individuals.

4. **BLACK & WHITE- DIR. ANUJ RAMACHANDRAN**

- Black & White is a Malayalam short film directed by Anuj Ramachandra, won the Best Short Film award at the National Human Rights Commission Short Film Festival in 2016. The film addresses racism, colour prejudice (colourism), and internalized bias, especially within educational and social spaces. Despite its short runtime, it delivers a sharp social critique through minimal characters and symbolic framing.
- *Black & White* is a socially conscious Malayalam short film that examines the deep-rooted issue of colour prejudice within Indian society. Set primarily in a school

environment, the film portrays how discrimination based on skin tone begins early in life and is subtly reinforced by peers and authority figures alike.

- The title “Black & White” symbolizes not only skin colour but also the rigid binary mindset that divides people into categories of superiority and inferiority. By situating the story in an educational space, the film questions the assumption that learning environments automatically promote equality and fairness.
- The film explores the fragile balance of coexistence in the universe, presenting the central idea that disturbing the natural order leads to disharmony. It highlights how human prejudices, conflicts, and intolerance trigger negative consequences in society.
- Philosophically, the film uses black & white as a metaphor for opposing forces such as life and death, good and evil, or harmony and discord, illustrating the duality of existence.
- Cinematographically, Black & White employs strong visual contrasts and subtle storytelling, while its editing reinforces the symbolic use of black and white to deepen the narrative impact.
- The cast includes the well-known actor Santhosh Venzharamood along with several other performers who portray ordinary individuals facing everyday dilemmas, making the story relatable.
- The soundtrack, composed by George Thomas and Akhil Jayachand, adds emotional depth to the narrative, enhancing the viewer’s experience of the film’s themes.
- Ethically, the film serves both as a cinematic achievement and an ethical statement, urging audiences to reflect on the consequences of upsetting the delicate balance of coexistence and encouraging more tolerant, harmonious human relationships.
- Would you like a concise summary of the film’s impact on human rights discourse or an analysis of its visual symbolism?

MODULE 2: SCIENTIFIC TEMPER

5. The Theologian's Nightmare- Bertrand Russell

- *The Theologian's Nightmare* is a satirical prose piece by Bertrand Russell, the British philosopher known for his strong advocacy of rationalism and logical analysis. In this essay, Russell employs irony and allegory to critique rigid theological dogmatism. Rather than presenting a direct philosophical argument, he constructs a fictional dream sequence in which a theologian confronts the collapse of his unquestioned religious certainties.
- Bertrand Russell (1872–1970) was a distinguished philosopher, mathematician, and social critic. As one of the founders of analytic philosophy, he emphasized clarity, logic, and empirical reasoning. Russell was deeply critical of organized religion, particularly when it discouraged independent thought. His writings consistently defend intellectual freedom and scepticism. In 1950, he was awarded the Nobel Prize in Literature for his significant contributions to humanitarian ideals and freedom of thought.
- The essay is essentially a satire presented in the form of a philosophical allegory. Russell uses humour and irony to explore serious intellectual issues. By placing a theologian in a dream-like scenario, he creates a safe fictional space to expose contradictions in rigid theological systems. The piece is not merely humorous; it is intellectually pointed, revealing the tension between faith-based certainty and rational scrutiny.
- In the essay, a theologian experiences a nightmare in which he dies and enters what he assumes to be a divine realm. Confident in the correctness of his religious doctrines, he expects affirmation and eternal reward. However, instead of confirmation, he encounters logical reversals and unsettling contradictions. The theological truths he considered absolute begin to collapse when subjected to rational examination.
- The dream transforms into a nightmare because the theologian realizes that his beliefs cannot withstand logical consistency. This imagined scenario symbolizes the anxiety that dogmatic thinkers might experience if their doctrines were genuinely tested through reason.
- One of the central themes of the essay is the critique of dogmatism. Russell demonstrates how blind faith resists questioning and depends on assumptions that are

rarely examined critically. The theologian's confidence is shown to be fragile once logical inquiry begins to dismantle his certainty.

- Another major theme is the supremacy of reason. Russell suggests that beliefs must be supported by logical coherence and evidence. Faith that cannot endure rational scrutiny is intellectually unstable. Through satire, he argues that truth must be consistent and defensible, not merely asserted.
- The essay also highlights the irony of absolute belief. The theologian expects divine confirmation but instead faces confusion and intellectual disorientation. This reversal exposes the insecurity hidden beneath rigid belief systems. What appears to be certainty may actually be fear of doubt.
- A further theme concerns the relativity of doctrinal claims. Russell subtly points out that many religions claim exclusive access to truth, yet these claims often contradict one another. When subjected to logical analysis, such exclusive assertions appear culturally conditioned rather than universally valid.
- Russell makes extensive use of satire to criticize theological rigidity. Irony is central to the narrative structure, as the expected heavenly reward turns into intellectual chaos. The entire dream functions as an allegory for the confrontation between faith and reason. Paradox is also employed to reveal inconsistencies within dogmatic systems.
- The essay reflects Russell's broader philosophical commitment to empiricism and analytic reasoning. He consistently opposed metaphysical speculation that lacked evidence. His critique aligns with Enlightenment ideals that prioritize rational inquiry over unquestioned tradition. In challenging theological absolutism, Russell encourages readers to adopt scepticism and intellectual independence.
- Although critical, the tone of the essay is not aggressively hostile. Instead, it is witty and intellectually playful. Russell uses gentle sarcasm rather than harsh denunciation. The humour makes the critique more persuasive and accessible.
- *The Theologian's Nightmare* is a sharp yet humorous exploration of the conflict between faith and reason. Through the allegory of a dream, Russell exposes the fragility of dogmatic certainty when confronted with logical scrutiny. The essay ultimately advocates for rational inquiry, intellectual honesty, and openness to questioning. Its relevance persists in contemporary discussions about religion, philosophy, and the nature of truth.

6. Excerpt from 'What is Science? - George Orwell

- In the essay *What is Science?* George Orwell examines the meaning of science and questions the narrow definitions that confine it to laboratories and technical experts. Rather than treating science as a specialized academic discipline, Orwell presents it as a broader intellectual attitude rooted in curiosity, observation, and rational thinking. His central concern is that science is often misunderstood as something distant from ordinary life, when in fact it is fundamentally a way of approaching the world.
- The essay was written at a time when scientific developments were rapidly reshaping modern society. Technological progress, industrial growth, and scientific discoveries had given science enormous authority. However, Orwell was concerned that this authority was increasingly concentrated in the hands of specialists. He observed that science was being treated as an exclusive domain of experts, which created intellectual elitism and widened the gap between professionals and the general public. At the same time, he was aware that scientific knowledge could be misused for political or destructive purposes if not guided by ethical principles.
- In the excerpt, Orwell argues that science should not be defined merely as a collection of technical subjects such as physics, chemistry, or biology. Instead, he insists that science is essentially a method of thinking. It involves observing facts carefully, forming hypotheses, testing them through evidence, and remaining open to correction. Science, therefore, is characterized by intellectual honesty and a willingness to revise conclusions when new information appears.
- Orwell criticizes the popular assumption that science belongs exclusively to trained professionals. He believes that such an attitude turns science into a closed system, inaccessible to ordinary people. In his view, science should be democratic in nature. The scientific spirit—questioning, doubting, and verifying—can be practiced by anyone who approaches problems rationally. When science becomes detached from the public and controlled solely by experts, it risks losing its true purpose.
- He also warns that scientific progress alone does not guarantee moral advancement. Discoveries and inventions can be used for beneficial or destructive ends. Therefore, scientific inquiry must be accompanied by ethical responsibility. Without moral awareness, science may contribute to harm rather than improvement.

- One of the central ideas in the essay is that science is a method rather than a subject. It is not limited to particular disciplines but is defined by its approach to knowledge. The scientific method involves scepticism, evidence, and logical reasoning.
- Another important idea is Orwell's critique of intellectual elitism. He argues that when science is treated as a mysterious or specialized field accessible only to experts, it alienates the public. This separation weakens the democratic character of knowledge.
- Orwell also emphasizes the relationship between science and democracy. True scientific inquiry depends on freedom of thought and open discussion. In authoritarian societies, where questioning is discouraged, the scientific spirit cannot thrive. Thus, science is closely connected to political and intellectual freedom.
- Finally, Orwell highlights the ethical dimension of science. Technological power without moral guidance can lead to destructive consequences. Scientific advancement must therefore be balanced with responsibility and human values.
- The essay explores several important themes, including the importance of rational inquiry over blind belief, the accessibility of knowledge, and the connection between science and democratic values. It also addresses the ethical implications of technological progress and criticizes intellectual arrogance.
- Orwell's style is clear, direct, and logical. He avoids unnecessary technical language and presents his ideas in a structured, persuasive manner. The tone is critical but measured. Rather than attacking science, he defends its true spirit while criticizing its misuse and misinterpretation.
- Orwell's *What is Science?* expands the definition of science beyond technical expertise and laboratory work. He presents science as a way of thinking characterized by rationality, scepticism, and openness to evidence. By emphasizing its democratic and ethical dimensions, Orwell reminds readers that science is not merely about technological progress but about cultivating intellectual honesty and responsible inquiry. The essay remains relevant today, particularly in discussions about public understanding of science and the ethical use of scientific knowledge.

7. THE BROKEN MIRROR, THE BLACK CAT AND LOTS OF GOOD LUCK - CHRIS ROSE

- Chris Rose is an American journalist and columnist widely recognized for his deeply personal and reflective writings on post-Hurricane Katrina New Orleans. As a long time, writer for *The Times-Picayune*, he gained national attention for documenting the emotional and cultural aftermath of the disaster. His work combines satire, pathos, and social commentary. His acclaimed book *1 Dead in Attic* captures the lived experience of a shattered yet resilient city.
- “The Broken Mirror, the Black Cat, and Lots of Good Luck” was written in the aftermath of Hurricane Katrina, the catastrophic storm that struck New Orleans in 2005. The hurricane devastated the city physically, socially, and psychologically. In this essay, Rose reflects not only on the visible destruction of homes and neighbourhoods but also on the invisible emotional trauma experienced by survivors. The piece functions as both journalism and memoir, blending personal reflection with cultural observation. Through irony and symbolism, Rose examines how people attempt to find meaning in the face of overwhelming tragedy.
- The title draws upon familiar superstitions. A broken mirror is traditionally believed to bring seven years of bad luck, while a black cat crossing one’s path is considered an omen of misfortune in Western folklore. By invoking these symbols, Rose creates an ironic contrast. After a disaster as massive as Katrina, such small superstitions seem almost absurd. The phrase “Lots of Good Luck” intensifies the irony, suggesting forced optimism in a situation that appears hopeless. The title thus encapsulates the tension between despair and resilience that runs throughout the essay.
- In the essay, Rose describes life in New Orleans after the hurricane as surreal and disorienting. The city feels unfamiliar, almost like a ghostly version of itself. Streets are empty, homes are ruined, and routines have collapsed. Amid this devastation, people begin to cling to humour and irony as ways of coping with their grief. Rose reflects on how traditional ideas of luck and misfortune lose their meaning when confronted with a catastrophe of such magnitude. The narrative moves fluidly between personal anecdote and broader cultural commentary, capturing both individual pain and collective trauma. Despite everything, there is an undercurrent of stubborn hope, a refusal to surrender completely to despair.

- One of the central themes of the essay is trauma and psychological fragmentation. Hurricane Katrina did not only destroy buildings; it shattered the sense of identity and stability of the people who lived there. The metaphor of the broken mirror suggests a fractured self and a fragmented community. Survivors struggle with anxiety, disbelief, and emotional numbness as they attempt to process what has happened.
- Another important theme is irony and dark humour. Rose uses wit not to trivialize suffering but to endure it. Humour becomes a survival strategy, a way to maintain dignity and agency in the face of overwhelming loss. The essay demonstrates how laughter can coexist with grief.
- The tension between superstition and reality is also significant. When real catastrophe strikes, small superstitions about bad luck seem insignificant. Yet human beings continue to search for meaning in symbols and omens. This impulse reveals the deep psychological need to make sense of chaos.
- Finally, resilience and hope emerge as powerful themes. Even in the midst of destruction, there is an insistence on survival. Community bonds strengthen, and the spirit of New Orleans refuses to be extinguished. Hope appears not as naïve optimism but as an act of resistance.
- Rose writes in a conversational and intimate tone that draws the reader into his personal experience. His use of irony and satire adds depth to the narrative, allowing him to critique social conditions without becoming overly sentimental. The imagery of broken objects and deserted spaces reinforces the emotional landscape of fragmentation. Symbolism plays a key role, as ordinary objects become representations of psychological states. The structure of the essay, which sometimes feels fragmented, mirrors the disjointed reality of post-disaster life.
- The tone of the essay is layered and complex. It is at once reflective and humorous, bitter and hopeful. There is a sense of quiet defiance in Rose's voice, as though he refuses to allow the disaster to have the final word. The writing captures both vulnerability and strength.
- From the perspective of trauma studies, the essay can be seen as an exploration of collective psychological suffering. Rose's narrative functions almost as therapy, transforming chaotic experience into coherent storytelling. By articulating pain, he reclaims a measure of control.

- From a cultural perspective, the essay emphasizes the deep connection between identity and place. New Orleans is not merely a location but a living cultural entity. Katrina threatens not only infrastructure but also memory, tradition, and communal identity. Rose's writing preserves that cultural memory even as he mourns its temporary destruction.
- "The Broken Mirror, the Black Cat, and Lots of Good Luck" ultimately explores how human beings confront catastrophe. Through irony, symbolism, and personal reflection, Chris Rose shows that while cities may flood and mirrors may shatter, the human capacity for humour, hope, and resilience endures. The essay stands as both a record of loss and a testament to survival.

8. HOW AI WILL SHAPE HUMANITY'S FUTURE- YUVAL NOAH HARARI

- In *How AI Will Shape Humanity's Future*, Yuval Noah Harari argues that AI is one of history's most transformative forces. Unlike earlier technologies that enhanced physical labour, AI replicates cognitive abilities. It can reshape economies, politics, warfare, and identity, making present decisions about regulation crucial for humanity's future.
- Harari explains that while earlier revolutions automated physical work, AI automates cognitive tasks. It analyses data, recognizes patterns, writes texts, and makes decisions. Importantly, intelligence differs from consciousness. AI need not possess awareness to outperform humans, challenging traditional beliefs about human uniqueness and superiority.
- Harari warns that AI threatens not only manual labour but professional jobs like law, journalism, and programming. This could create a "useless class" of economically irrelevant people. Without reskilling programs, welfare reforms, or Universal Basic Income, widespread unemployment may cause serious social and political instability.
- Harari stresses that data is the new source of power. Governments and corporations controlling data can predict and manipulate behaviour. AI-driven micro-targeted propaganda threatens democracy by influencing voter decisions. If algorithms

understand citizens better than themselves, digital dictatorships may replace democratic governance.

- AI can generate deep fakes, fake news, and synthetic media that blur the line between truth and falsehood. This flood of misinformation may erode trust in institutions and media. When truth becomes uncertain, democratic debate weakens, and societies risk confusion, polarization, and instability.
- Harari highlights the military dangers of AI, including autonomous weapons and AI-controlled drones. Machines can make rapid life-and-death decisions without human input. This raises ethical concerns about accountability and may accelerate warfare, reducing human oversight and increasing global insecurity.
- AI challenges the belief that intelligence is uniquely human. As machines write, compose music, and simulate empathy, traditional ideas of human superiority weaken. Harari questions consciousness, free will, and identity, warning that AI capable of emotional analysis could subtly manipulate human choices.
- Harari cautions that AI may widen global inequality. Technologically advanced nations and corporations will dominate data and innovation, leaving poorer countries behind. This digital imbalance could create new forms of colonial control, making international cooperation essential for equitable AI governance.
- Although AI evolves rapidly, regulations lag behind. Harari calls for international frameworks ensuring transparency, accountability, and ethical alignment. Without strong governance, AI may concentrate power, strengthen authoritarian regimes, and undermine democratic institutions.
- Harari does not view AI as inherently evil. The real danger lies in irresponsible human management. The future remains open. With ethical responsibility and collective action, humanity can guide AI toward equality, justice, and shared prosperity.
- Harari compares AI's impact to the Agricultural and Industrial Revolutions. It will inevitably transform work, politics, warfare, and identity. The key question is not whether AI will shape the future, but how wisely humanity governs it.

MODULE 3: PROFESSIONAL ETHICS

9. PROPAGANDA TECHNIQUES IN TODAY'S ADVERTISING- ANN MCCLINTOCK

- In *Propaganda Techniques in Today's Advertising*, Ann McClintock argues that modern advertising uses methods similar to political propaganda to influence consumers. Advertisements do not merely provide information about products but shape attitudes, desires, and values. They rely on emotional manipulation rather than logical reasoning to persuade audiences effectively.
- McClintock's central thesis is that advertising systematically employs persuasive techniques designed to bypass rational thinking. Instead of focusing on factual details about products, advertisers appeal to emotions, social aspirations, and insecurities. By doing so, they subtly control consumer choices while creating the illusion of independent decision-making.
- The primary purpose of advertising is not only to sell products but also to create demand and brand loyalty. Advertisements link products with powerful emotions such as happiness, success, beauty, and security. In this way, consumers are encouraged to associate material goods with personal fulfilment and social acceptance.
- One important propaganda technique is the bandwagon appeal, which suggests that a product is desirable because many people are already using it. This strategy creates a fear of exclusion and encourages conformity. Consumers often assume that popularity guarantees quality, leading them to follow trends without critical evaluation.
- Another common technique is testimonial advertising, where celebrities or respected personalities endorse products. The credibility and fame of the individual are transferred to the product, making it appear trustworthy. Consumers may accept such endorsements without examining whether the person has genuine knowledge about the product's quality.
- The transfer technique associates products with positive symbols such as family values, patriotism, nature, or success. By linking goods with emotionally powerful images, advertisers create favourable impressions. The positive feelings generated by these

symbols are subconsciously transferred to the product itself, influencing consumer preferences.

- Emotional appeal is widely used in advertising to target feelings such as love, fear, pride, or insecurity. Instead of presenting logical arguments, advertisements create emotional experiences that connect deeply with audiences. This method is particularly effective because emotional reactions often influence decisions more strongly than rational analysis.
- Advertisers frequently use glittering generalities, such as “pure,” “natural,” “advanced,” or “scientific,” to create positive impressions. These words sound impressive but lack specific meaning. By using attractive yet vague language, advertisements persuade consumers without providing concrete evidence to support their claims.
- McClintock explains that advertising often creates artificial needs by convincing people that they lack something essential. Products are presented as solutions to personal insecurity or social anxiety. As a result, consumers begin to believe that purchasing certain goods will improve their identity and social status.
- Advertising contributes significantly to the growth of consumer culture by promoting material possessions as sources of happiness and success. It reinforces the idea that self-worth is connected to consumption. This constant emphasis on buying and owning shapes social values and encourages a materialistic lifestyle.
- McClintock concludes that while advertising is a powerful economic force, consumers must develop critical awareness. Understanding propaganda techniques enables individuals to resist manipulation and make informed decisions. Media literacy is essential in protecting society from the subtle psychological influence embedded in modern advertising.

10. A CRIME OF COMPASSION- BARBARA HUTTMAN

- *A Crime of Compassion* is a reflective and confessional essay by Barbara Huttman, a nurse who exposes unethical practices within the American healthcare system. The essay presents her personal experience as a participant in, and later critic of, medical exploitation driven by profit rather than patient welfare.

- Barbara Huttman was an American nurse and writer who, drawing from her firsthand experience working in private hospitals where she witnessed medical malpractice, courageously exposed corruption within the healthcare industry, combining in her essay a powerful sense of personal guilt, moral awakening, and sharp social criticism of profit-driven medical practices.
- The central theme of the essay is the commercialization of healthcare. Huttman argues that hospitals and doctors sometimes prioritize financial gain over patient care. Medical decisions are influenced not by compassion or necessity, but by profit motives. This unethical system leads to unnecessary treatments and prolonged hospital stays.
- The title *A Crime of Compassion* is ironic. The “crime” refers to the exploitation of patients under the guise of care. While healthcare professionals appear compassionate, they may knowingly participate in unnecessary procedures. The title suggests that pretending to care while exploiting patients is morally criminal.
- Huttman describes how doctors often order excessive tests, treatments, and hospitalizations. Patients who could recover at home are kept in hospitals to increase revenue. This practice is called “overutilization.” It results in emotional, physical, and financial harm to patients.
- The author experiences intense moral conflict. As a nurse, she is expected to care for patients. However, she finds herself participating in a system that exploits them. Initially, she justifies her actions as part of professional duty, but gradually she recognizes her complicity in wrongdoing.
- Huttman reveals that some hospitals operate like businesses rather than healing institutions. Patients are treated as sources of income. The more services provided, the greater the profit. Insurance companies often cover costs, making it easier for hospitals to justify unnecessary procedures.
- Patients, especially the elderly and seriously ill, are vulnerable. They trust doctors completely and rarely question medical advice. This trust makes them easy targets for exploitation. The essay highlights how the imbalance of knowledge and authority allows manipulation.
- Eventually, Huttman becomes deeply troubled by her participation in unethical practices. She recognizes that silence makes her equally responsible. Her moral awakening leads her to expose these practices publicly. Writing the essay becomes an act of confession and social responsibility.

- The essay is not just a personal narrative but a critique of the entire healthcare system. Huttman questions how a profession dedicated to saving lives can become driven by greed. She urges reforms to restore ethics, transparency, and genuine compassion in medical practice.
- The essay is confessional and autobiographical in nature, marked by honesty and deep self-criticism, and it carries strong emotional intensity while remaining persuasive and socially conscious, as the tone gradually shifts from initial justification of actions to profound regret and ultimately to clear moral awareness and ethical responsibility.
- *A Crime of Compassion* exposes the dark side of modern healthcare. Through personal experience, Barbara Huttman shows how profit-driven medical practices can harm patients. The essay calls for ethical accountability and reminds readers that true compassion must prioritize human dignity over financial gain.

11. EXCERPT FROM 'SOCIAL MEDIA ETHICS AND ETIQUETTES'- CAROLYN COHN

- In *Social Media Ethics and Etiquettes*, Carolyn Cohn discusses the moral responsibilities and behavioural norms required in digital communication. She argues that while social media platforms encourage freedom of expression, users must exercise responsibility, respect, and awareness to maintain healthy and ethical online interactions.
- The central idea of the excerpt is that social media is not a lawless space. Ethical conduct and proper etiquette are essential to ensure respectful communication. Cohn emphasizes that online behaviour should reflect the same standards of civility, honesty, and accountability expected in real-world interactions.
- Cohn highlights several ethical principles:
 - **Honesty:** Users should avoid spreading misinformation or false identities.
 - **Integrity:** Content shared must be truthful and responsibly sourced.
 - **Respect:** Individuals must avoid harassment, hate speech, and offensive language.
 - **Accountability:** Users should take responsibility for their digital footprints.

She stresses that online anonymity does not excuse unethical behaviour.

- The author warns that everything posted online leaves a permanent record. Photos, comments, and opinions can affect future careers and relationships. Therefore, users must think critically before posting content, considering long-term consequences.
- Cohn emphasizes the importance of respecting personal privacy. Sharing someone else's information, photos, or messages without consent is unethical. Users must maintain clear boundaries between public and private spaces in digital environments.
- The essay addresses the growing problem of cyberbullying. Social media can amplify harmful speech due to its wide reach and anonymity. Cohn argues that ethical social media use involves empathy, kindness, and restraint to prevent psychological harm.
- Cohn explains that social media is increasingly connected to professional life. Employers often review online profiles before hiring. Therefore, maintaining professionalism, avoiding controversial statements, and presenting oneself responsibly are crucial aspects of digital etiquette. Before sharing content, users should verify information. Spreading rumours or fake news can cause widespread damage. Cohn encourages critical thinking and fact-checking as essential habits for ethical participation in online communities.
- While social media promotes freedom of expression, Cohn argues that freedom must be balanced with responsibility. Ethical communication requires self-control, awareness of impact, and sensitivity to diverse perspectives.
- Carolyn Cohn's excerpt emphasizes that ethical behaviour and proper etiquette are fundamental to responsible social media use. Respect, honesty, privacy, and accountability must guide digital interactions. By practicing these principles, individuals contribute to a safer, more constructive online environment.

12. HOW TO CREATE A GREAT BRAND NAME? - JONATHAN BELL - TED ARCHIVE

- In his TED Archive talk *How to Create a Great Brand Name?*, Jonathan Bell explains that a brand name is far more than a simple label, as it functions as a strategic business tool that shapes identity, influences perception, and plays a crucial role in determining a company's market position and long-term success.

- Bell argues that a great brand name must be memorable, meaningful, and emotionally engaging, clearly communicating the essence of the company while remaining simple and distinctive enough to stand out in competitive markets and create a lasting impression in the minds of consumers.
- According to Bell, a brand name creates powerful first impressions, establishes credibility, builds consumer trust, and influences how people perceive a product or service, making it a foundational element that can significantly impact a company's growth, reputation, and overall commercial success.
- Bell explains that an effective brand name should be simple to pronounce, easy to remember, distinctive from competitors, adaptable across different cultures and markets, and meaningful enough to reflect the company's core values, purpose, and long-term vision.
- Bell emphasizes that strong brand names succeed because they create emotional connections with consumers, appealing to their aspirations, identities, and values, thereby transforming ordinary products into symbols of lifestyle, status, or belonging rather than mere functional commodities.
- He highlights that invented or abstract names can be especially powerful because they are unique, flexible, and capable of acquiring meaning over time through storytelling and marketing, allowing brands to build distinctive identities beyond literal product descriptions.
- Bell cautions against choosing complicated, difficult-to-pronounce, culturally insensitive, or trend-driven names, explaining that such mistakes can weaken brand recognition, create confusion, and limit long-term relevance in rapidly evolving and competitive global markets.
- In a globalized economy, Bell stresses that brand names must be carefully tested across languages and cultures to avoid negative meanings, misunderstandings, or embarrassment, ensuring the name resonates positively and functions effectively in diverse international markets.
- Bell explains that creating a great brand name involves a structured process including audience research, identity clarification, brainstorming multiple options, testing memorability, and ensuring legal protection through trademark checks, combining creativity with careful strategic analysis.

- Jonathan Bell concludes that a successful brand name is a long-term strategic asset that must balance simplicity, distinctiveness, emotional appeal, and adaptability, ultimately shaping brand identity, consumer loyalty, and sustainable business success in competitive markets.

MODULE 4: HEALTH AND WELLNESS

13. PAIN IS NOT THE ULTIMATE ENEMY- NORMAN COUSINS

- In *Pain Is Not the Ultimate Enemy*, Norman Cousins reflects on his personal struggle with severe illness and argues that physical pain is not humanity's greatest adversary, but rather fear, despair, and hopelessness, which intensify suffering and hinder the body's natural capacity for recovery and healing.
- Norman Cousins was an American journalist and author, best known for *Anatomy of an Illness*, whose experiences with chronic disease led him to advocate the connection between mind and body, emphasizing optimism, laughter, and emotional strength as significant contributors to medical recovery.
- Cousins argues that pain is a biological warning signal designed to protect the body, and that the true enemy is not physical discomfort itself but the negative psychological reactions such as fear and anxiety that weaken resilience and obstruct the healing process.
- According to Cousins, pain serves as an essential defense mechanism that alerts individuals to injury or illness, and understanding this function allows people to approach suffering with acceptance and courage rather than excessive fear, thereby reducing emotional distress and encouraging resilience.
- Cousins emphasizes that the human mind plays a vital role in healing, arguing that positive emotions such as hope, faith, and laughter can stimulate the immune system and reduce pain, as demonstrated through his own recovery aided by humour therapy.
- He maintains that fear and helplessness magnify suffering and weaken the body's natural defences, suggesting that maintaining confidence, emotional balance, and a sense of control can significantly influence recovery and improve overall physical and mental well-being.

- Cousins advocates a holistic medical approach that treats patients as complete individuals rather than isolated symptoms, integrating emotional support, psychological care, and medical treatment to ensure comprehensive healing and restore dignity and hope in the recovery process.
- The essay encourages individuals to take active responsibility for their health by cultivating optimism, mental strength, and self-awareness, rather than passively relying solely on doctors, thereby transforming themselves into participants in their own healing journey.
- The essay is reflective and autobiographical in style, blending scientific reasoning with personal experience, and maintains an inspirational yet rational tone that persuades readers to reconsider their understanding of pain and the psychological dimensions of illness.
- Cousins asserts that pain is not the ultimate enemy, but rather the destructive emotions accompanying it, and he advocates optimism, emotional resilience, and holistic care as essential tools for transforming suffering into an opportunity for strength and recovery.

14. THE DIABETES EPIDEMIC: WHY, AND WHAT WE CAN DO?- V. MOHAN

- In *The Diabetes Epidemic: Why, and What We Can Do?*, V. Mohan highlights the alarming rise of diabetes, particularly in India, describing it as a major public health crisis caused by rapid urbanization, unhealthy lifestyles, and genetic vulnerability, and stressing the urgent need for preventive measures.
- V. Mohan is a leading Indian diabetologist and founder of Dr. Mohan's Diabetes Specialities Centre in Chennai, whose extensive research, clinical practice, and public health initiatives have significantly contributed to diabetes awareness, prevention strategies, and improved management of the disease across India.
- The central theme of the essay is that diabetes has reached epidemic proportions mainly due to sedentary lifestyles, unhealthy dietary habits, stress, and hereditary factors, and that the disease, though widespread, can be effectively prevented and controlled through conscious lifestyle modification and early medical intervention.
- Mohan explains that the rapid increase in diabetes cases results from sedentary living, increased consumption of calorie-rich processed foods, urban stress, technological dependence, and a strong genetic predisposition among Indians, all of which combine to elevate the risk of developing

- He warns that uncontrolled diabetes can lead to severe complications such as heart disease, kidney failure, blindness, and nerve damage, emphasizing that neglecting proper treatment and monitoring can significantly reduce quality of life and increase mortality rates among affected individuals.
- Mohan stresses that diabetes prevention largely depends on adopting regular physical exercise, maintaining a balanced diet, controlling body weight, undergoing routine health check-ups, and cultivating disciplined lifestyle habits that reduce risk factors and strengthen overall metabolic health.
- The essay underscores that combating diabetes requires collective responsibility, including government policies promoting healthy living, school-based physical education programs, public awareness campaigns, and community-level health screenings to create supportive environments that encourage preventive healthcare practices.
- Mohan emphasizes that early diagnosis through regular blood sugar testing is crucial because many individuals remain unaware of their condition until complications arise, and timely detection allows effective management, preventing serious long-term damage to vital organs.
- He argues that widespread public education about diabetes symptoms, risk factors, preventive measures, and lifestyle changes is essential to dispel misconceptions, encourage responsible health behaviour, and empower individuals to take proactive steps toward disease prevention.
- Mohan asserts that although diabetes has become a widespread epidemic driven largely by modern lifestyles and genetic susceptibility, it remains preventable and manageable through awareness, healthy habits, early detection, and sustained cooperation between individuals, communities, and policymakers.

15. ETHICAL HEALTH: TIME TO ADD TO YOUR WELLNESS WHEEL- JOEL BENNETT

- In *Ethical Health: Time to Add to Your Wellness Wheel*, Joel Bennett argues that traditional models of wellness are incomplete because they overlook the ethical

dimension of health. He proposes that ethical behaviour and moral responsibility should be considered essential components of overall well-being.

- Joel Bennett is an organizational psychologist and wellness expert, founder of Organizational Wellness & Learning Systems, whose work focuses on workplace wellness, ethics, and leadership development, and who actively promotes holistic approaches that integrate personal well-being with organizational health, responsibility, and sustainable professional growth.
- The central idea of the essay is that ethical health is a missing element in conventional wellness models. While physical, emotional, social, and spiritual health are commonly discussed, Bennett emphasizes that moral integrity and ethical conduct are equally vital for personal and collective well-being.
- Bennett refers to the “wellness wheel,” a model that represents different dimensions of health such as physical fitness, emotional balance, intellectual growth, and social connection. He argues that ethical responsibility should be added as a new dimension to make the model complete.
- Ethical health involves living in alignment with one’s values, practicing honesty, fairness, respect, and accountability. It reflects how individuals treat others, make decisions, and contribute to society. A lack of ethical health can create stress, conflict, and imbalance.
- Bennett suggests that unethical behaviour often leads to guilt, anxiety, and damaged relationships, which negatively affect emotional and mental health. Conversely, acting with integrity fosters inner peace, self-respect, and psychological stability, strengthening overall well-being.
- The essay highlights that ethical health is especially important in workplaces. Organizations that promote fairness, transparency, and respect create healthier environments. Ethical leadership enhances employee trust, productivity, and long-term sustainability.
- Bennett emphasizes that individuals and organizations share responsibility for promoting ethical standards. Ethical health extends beyond personal conduct to social justice, environmental responsibility, and community welfare.
- To cultivate ethical health, individuals must regularly reflect on their values, examine their decisions, and strive for consistency between beliefs and actions. Ethical awareness should become a daily practice rather than an abstract ideal.

- Joel Bennett argues that ethical health is a crucial yet often neglected dimension of wellness. By integrating moral responsibility into the wellness framework, individuals and organizations can achieve more balanced, meaningful, and sustainable forms of well-being.

16. WOMEN'S MENTAL HEALTH- *THE NEWS MINUTE*

- The article *Women's Mental Health* published by The News Minute examines the distinctive psychological challenges faced by women, emphasizing that biological changes, social expectations, and systemic inequalities create specific mental health vulnerabilities that require focused attention, awareness, and specialized care within modern healthcare systems.
- The central theme of the article is that women experience mental health conditions differently from men due to hormonal, social, and cultural influences, and that meaningful progress in mental healthcare depends on recognizing and addressing these gender-specific realities and structural inequalities.
- The article explains that hormonal fluctuations during puberty, menstruation, pregnancy, postpartum periods, and menopause significantly influence women's emotional stability, increasing susceptibility to mood disorders such as depression and anxiety, thereby making gender-sensitive medical support essential for long-term psychological well-being.
- It highlights that women often shoulder multiple responsibilities as caregivers, homemakers, and professionals, while simultaneously facing discrimination, domestic violence, and economic dependency, all of which generate chronic stress and contribute substantially to mental health challenges.
- The article notes that women are statistically more prone to depression, anxiety disorders, eating disorders, and postpartum depression, yet many cases remain undiagnosed or untreated due to stigma, limited access to care, and inadequate mental health awareness.
- The piece emphasizes that social stigma surrounding mental illness often discourages women from openly discussing emotional distress or seeking professional help, leading

to prolonged suffering, internalized shame, and delayed treatment that worsens psychological conditions.

- The article stresses that domestic violence, sexual harassment, and abuse deeply affect women's mental well-being, frequently resulting in trauma-related disorders such as post-traumatic stress, long-term anxiety, and diminished self-worth.
- It argues that mental healthcare systems must adopt gender-sensitive approaches by providing accessible counselling, trauma-informed services, and supportive policies that acknowledge women's unique life experiences and vulnerabilities.
- The article encourages public awareness initiatives, family support, open dialogue, and workplace mental health policies to reduce stigma and create safe environments where women feel empowered to seek timely psychological assistance.
- The article asserts that women's mental health is shaped by biological, social, and cultural factors, and calls for comprehensive awareness, equitable healthcare policies, and compassionate community support to ensure psychological well-being and gender justice.