

Market\Values

Markets have been celebrated by many as a positive force for democratizing a standard of living previously accessible primarily to those of noble birth. However, with progress comes a dependence on markets that risks limiting our ability to constrain them through the social and political institutions that govern economic exchange. Indeed, Adam Smith, the "father" of modern capitalism, advanced the cause of free and open markets while simultaneously warning that unfettered economic activity might hinder human moral development. The observation that markets are embedded in economic, political, social, and cultural contexts begs the question of whether markets are "free" or "natural." The interplay of markets and morality is at the heart of the program. We will examine historical and contemporary questions about markets and accompanying moral issues they raise in regard to intellectual property, environmental sustainability, health and education, identity issues such as race and gender, and interactive media as labor. What sorts of markets create incentives for morally problematic behavior? And what markets promote virtues that bring about a harmony of interests? Does market organization of economic activity have an ethical basis, and, if so, how can that basis be used to evaluate the moral legitimacy of particular markets and market outcomes? Does the distribution of wealth that results from market activity derive its justification from the moral legitimacy of the exchange process, or is market wealth distribution a valid object of ethical inquiry in its own right? In what ways do market structures mediate political discourse, cultural evolution, and national and post-national identity?

Through its special events and thematic lectures, the Center for Ethics emphasizes opportunities for continuing development of our powers for ethical reflection, moral leadership and responsible action. The Center's programs are designed to engage us in intensive and reflective thinking about our individual and collective values. Center programs are open to all members of the Muhlenberg campus and local community. Each year, the Center sponsors programming designed to encourage discussion and reflection on timely, pertinent topics.



The Center for Ethics is supported in part by the Christian A. Johnson Endeavor Foundation

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FALL 2012 PROGRAM



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FALL SCHEDULE OF EVENTS:

Jerry Evensky

“Adam Smith’s Moral Philosophy”

September 5, 2012

Event Space, Seegers Union, 7:30 p.m.

Dr. Jerry Evensky is Professor of Economics at the Maxwell School at Syracuse University. His interests include the economic philosopher Adam Smith, ethics and liberal society, the history of economic thought, labor economics, and economics education. He is the author of *Adam Smith’s Moral Philosophy: A Historical and Contemporary Perspective on Markets, Law, Ethics, and Culture* (2005) and numerous scholarly publications.

Michael Franz

“Fear and Loathing After Citizens United”

September 18, 2012

Miller Forum, Moyer Hall, 7:00 p.m.

Dr. Michael Franz is Associate Professor of Government and Legal Studies at Bowdoin College. His research interests include campaign finance and political advertising. He is the author or co-author of four books, including *Choices and Changes: Interest Groups in the Electoral Process* (2008) and *The Persuasive Power of Campaign Advertising* (2011). Co-sponsored by the *Democracy and the 2012 Election Program*.

Too Big to Fail

Film screening

September 27, 2012

Trumbower 130, 7:30 p.m.

An HBO docudrama on the 2008 financial crisis with an all-star cast. As the crash begins, Treasury Secretary Henry Paulsen (William Hurt) finds himself entangled in a struggle with Wall Street and Washington. Curtis Hansen’s adaptation of Andrew Ross Sorkin’s book was nominated for eleven Emmys including the Best Made for Television Movie of 2011.

Dale McCormick

“Can Markets serve the Common Good?”

October 9, 2012

Miller Forum, Moyer Hall, 7:00 p.m.

Woodrow Wilson Visiting Fellow

Can markets be transparent, accessible by all, sustainable, and rationally priced? What does a moral market look like? Should there be one, two or three bottom lines? What is the role of government? Can we avoid participating in immoral markets? Examining markets like health care, energy, insurance and education yields food for thought.

The Corporation

Film screening

October 30, 2012

Trumbower 130, 7:30 p.m.

Award-winning Canadian film by Mark Acbar, Jennifer Abbott and Joel Backan explores the nature and rise of the modern corporation. It examines what the corporation’s status as a legal person means and asks what kind of person the corporation is. Includes interviews with corporate insiders and critics including Noam Chomsky, Naomi Klein, Milton Friedman, Howard Zinn, Vandana Shiva and Michael Moore.

Nothing Like Chocolate

Screening and discussion with filmmaker

Kum-Kum Bhavnani

November 15, 2012

Trumbower 130, 7:30 p.m.

Kum-Kum Bhavnani is Professor of Sociology at University of California at Santa Barbara. She describes herself as a university professor by day and a filmmaker by night. Her earlier award-winning film, *The Shape of Water* narrated by Susan Sarandon, has been shown throughout the world. *Nothing like Chocolate* tells the hopeful story of Mott Green, founder of the Grenada Chocolate Company, who brought ethical labor and sustainable environmental practices to a global industry that is entrenched in enslaved child labor.

RELATED CAMPUS PROGRAMS:

Derek Penslar

“Men, Money and Materiel: 1948 as a Jewish World War”

September 13, 2012

Miller Forum, Moyer Hall, 7:00 p.m.

Sponsored by the Jewish Studies Program and the Jewish Federation of the Lehigh Valley

Thomas Edsall

“Looking Towards the 2012 Election”

October 4, 2012

Miller Forum, Moyer Hall, 7:00 p.m.

Democracy and the 2012 Election Program

Vicki Mayer

“Hollywood South: The Privatization of the Public in New Orleans”

October 22, 2012

Miller Forum, Moyer Hall, 7:00 p.m.

Sponsored by the Department of Media and Communications



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