

SUMMARY AND EVALUATION

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Fear of Cloning is Premature

The news of the creation of a genetically identical twin “Dolly” by scientists in Edinburgh is surprising to many. Although there has been inadequate preparation in the manner in which genetic cloning is expected, there has been a long desire to venture into this field because of the advantages and benefits associated with it. Definitely, because of the presumed advantages, the field would be expected to be characterized by unethical issues as scientists explore the options. Such would be the place of legislation-to guard against such unethical behaviour.

Ethicists have exploited the manner in which cloning technology can be misused but have neglected the chances, which it presents to offer solutions such as health and diet that have for long remained disturbing. Ethical issues relating to cloning technology are justified partly because of the fear of the opportunities presented. Legislation must not be misused to block the opportunities cloning technology presents but only to guard against extreme practices. Further more, such rare technology cannot be applied for uneconomic functions when there are better uses for it, unless it is largely in use and spread all over. Another factor that would limit its application to some uses is the cost of technology. It can be considered that the rate at which cloning technology is developing, it will take long before its application becomes affordable even to the rich individuals for their own purposes. The chances of overexploitation and misuse of this technology becomes harder with its inaccessibility by

many countries especially in the developing world. These and other factors would make its use limited to specific applications, even though it could be hard to control. Cloning technology is definitely limited because although it can “duplicate” individuals it cannot capture the amazing power of the environment and other factors presented by nature. These are what would make it undesirable for use.

The place of legislation and need of it in cloning cannot be determined unless the negative effects of cloning are witnessed and experienced. Therefore, it can only be argued that the judgement against cloning is unfair as relates to how it can be misused. Although cloning presents a chance for misuse by rich individuals and people in power, it has contributed a lot in the medical and biological field to offer solutions to many problems.

Cloning technology cannot replace the power of creation but will aide the manner in which scientists understand human beings, and therefore foster development in the human body research. Hence, instead of capitalizing on the dangers of such technology, ethicists must consider it place in the advancement of research.

Cloning technology is therefore undesirable and the fear of it is justified. It presents possibilities but the implications are many too. The vulnerabilities present are also undesirable such as the ethical loopholes and likelihood of misuse. The solutions it offers are limited by costs, technology itself, and the possibility of exclusive experience of its products with nature. It cannot offer the best solution as nature does. Cloning technology will take time before it is widely utilized on the local scene because of such factors as affordability and the technology know-how in some countries. Further more, cloning technology has had

slow rate of development and it would be expected that the solution products would take long.

Business and the Moral Actions

Business activities are largely influenced by moral actions taken by owners, directors of the company or the management team. Business performance in today's environment is not only judged by the ability to make profits, expanded market, and returns on investment to the stakeholders; but new components of rating have evolved. These include concerns for environmental care, socially responsible behaviour and other morally upright behaviour. There is extensive evidence that performance of business is greatly impacted by the moral rating of the company. Actions that relate to moral uprightness include social responsible practices such as care and concern for the environment, ethical practices, and the manner in which the corporation relates with others and the public in general. Being social responsible makes the company receive a high rating in public perception. Today, businesses are exploiting moral rating by the public as a tool for gaining competitive advantage against their business counterparts. In particular, concern for moral behaviour has arisen in the wake for need to control environmental pollution and degrading of nature. In some societies, companies, which do not observe environmental standards face low rating from the public and this may damage reputation and publicity. In part, some companies are not observing moral relations with other businesses out of will but out of pressure in the market. It has become increasingly difficult to gain differentiation amongst companies, relating to product line, service offered, technology, among others, and

therefore moral relations is being utilized as a competitive advantage of companies over others. Moral responsibility emanates from human character and therefore individuals in the company may need to have it from within. Social responsibility is advanced through supporting the public in terms of health and education, supporting co curricular activities and sports and sponsoring teams and individuals to participate in events and functions. After all, public relations is all about the engaging the public and other business ventures into your business plan to reap what is possible. Other actions that would increase the rating of companies include the offers of a business to societal functions and activities such as supporting the poor and the marginalized in the society. Business people who develop an attitude of developing positive rating among the public receive returns both in terms of public perception and to an extent more sales, if the business operations directly relates to consumers.

Environmental concern and need to take responsibility in production among other instruments of moral rating have come up with increased cost of production. Instead of leaving companies to explore the options available, governments are coming up with regulations that govern processing operations and dumping and are putting pressure on companies to adopt measures that will reduce environmental pollution. Therefore, because businesses exist to make profits and benefit the shareholders, the moral practices are undesirable and should be avoided. They are an increased expense to the companies and many do not have any attached tangible benefits such as increased profits, yet the expenses involved are large and of monetary value.