Minorities With Ethical Problems Essay, Research Paper

Companies are faced with ethical discrimation. Hiring an employee has always

been a major thing for the company, givin them a choice to choose two different people

with the same qualifications always makes it hard of the company to choose the person

that they feel is right for them. Companies are always face with providing quality and

custemer service for the consumer. They must provide equal employement opportunities

to job finders. Companies often break that equality between people and go with what

they feel is right and better.

An example of discrimination would be television networks. The four major

broadcast networks are beefing up their minority of hiring initiatives in response to harsh

criticism and treats from the national association for the advancement of colorded

people. Normative ethics is being used because many questions are being raised if its

right or wrong. For instance the roles of colored people on television or in the theater

have not used a large number of colored people in leading roles. The question being here

rather not its due to minorities status or what the roles call for.

It dis-effects society in a varity of ways, one way of approaching the issue is to

say that if minorities view the media and do not see minorities on the network shows this

might provoke them to want and try to break into this business, as to get their goals and

views across. Backtrack now, and lets approach the situation differently. Suppose

minorities do not see other minorities in the media, this might discourage them to not

attempt to break into the business causing the number of minorites to decrease on the

network broadcasting.

Companies should improve their performance so they can measure up to the

custemer demand. They sould follow rules and advertise their company in such a manner,

that will attract people in a postive way. Not take any actions that would put their

reputation in jeoperdy, and cause them any law problems and effect their reputation or

perfomance for that matter.

Bibliography

Essya on on companies rejection minorities to work for them