

**NAME :**

# T S F O R T E E N S

**SPECIAL  
POINTS OF  
INTEREST :**

-----

**D A T E :**

**Contextual Factors:**

People, conditions, situations, cultural traditions and norms

**Values:**

Aesthetic, Economic, Health, Safety, Environmental, Intellectual, Legal, Prudential, Moral/ethical, Ideological: Political, Religious

**Ethical Questions:**

Who is affected and involved by these actions? Who is adversely affected? Would I/you want to be the person adversely affected?

How will this affect others? Now? Future? Whose interests are being served?

What would be consequences if everyone did this?

**Types of Action:**

- Technical action
- Communicative or Interpretative action
- Emancipatory, ethical action that free people from harm and injustice.

**REASONING TO  
SOLVE THE  
PROBLEM...**

**R**ecognize  
problem and

**E**valuate and  
Collect Informa-

**A**nalyze  
Choices and

**S**elect the BEST  
choice with

**O**utline and  
Implement a

**N**ote the results  
of your actions

What should our marketing strategy be for our T-shirt company?

Our REASON process...

**Recognize problem and con-  
textual factors:**

**Evaluate and Collect Informa-  
tion:**

**Analyze Choices and Conse-  
quences**

**Select the BEST choice with  
good reason**

**Outline and Implement a plan  
for action**

**Note the results of your actions**

*I want to be personally and  
academically successful!*

My plan with reasons...

My "Best choice.....

Possible consequences and rea-  
sons...

My plan and steps to achieve....

How I'll know when my plan is  
working or needs altered...