

Ethical analysis

[Sociology](#), [Ethics](#)



The Consequential Theory contends that the moral rightness of an action can be determined by looking at its consequences. If the consequences are good, the act is right. If the consequences are bad, the act is wrong. In the case of Kent, he believes that the nudity in the Lucky video game is a bad idea. He feels that some people will be really upset about it. However, the Lucky project can also bring in a great deal of revenue for Broadway, and jobs are at stake. In this case, the consequences of putting the Lucky video games on the market would result in higher revenue or unhappiness.

On the other hand, the fact that the Lucky video game has full nudity as well as graphic violence will upset a lot of people and they might not support the game. Brad feels that the games are not ready for the U. S. Market; therefore, he has contacted an Internet provider who will take their game and put it on the Net as an adult product. He has also checked out foreign markets and found that they can sell the machines to the Mexican market if they tone down the violence.

The Taiwanese has agreed to the version the Broadway now has and wants them to develop something more graphic in both areas. By reaching out to the foreign market, this act will also produce net happiness on the other hand it can lead teenagers to violence and internet pornography. In my opinion the fact that Kent realized that producing the Lucky video game with full nudity and graphic violence will upset some people and that they should not go through with the product demonstrates ethical behavior on the part of Broadway Corporation.

However, the Joint venture with the Taiwanese group, selling of the machines to the Mexican market and using the Internet is unethical behavior on the part of Broadway Corporation. The Deontological Theory claims that actions can be judged ethically good or bad on the basis of absolute moral principles arrived by human reason regardless of the uniqueness of an action, that is, regardless of whether there is net happiness. Brad is willing to selling the video game to the foreign market as well as a Joint venture with the Taiwanese group.

Kent feels that the Lucky video game is a bad idea and feels they should not go with the nudity idea. In my opinion, Brad Is willing to market the Lucky video games to the foreign markets and on the Internet with the nudity and graphic violence is unethical on the part of the Broadway Corporation. By doing this, It may contribute to teenage violence and prone. Kent Is thinking of the people that the Lucky video game might set which is ethical on the part of Broadway Corporation.

I nee Dental AT ten Lucky peeve Is ten pronto Tanat Broadway corporation will make. The test market results suggested that the nudity and graphic violence increased profitability dramatically. The cost of the Lucky video game will be the video design, development, implementation, and operation. Other costs include site and facility and the shipping of the video games globally. Under the Consequential Theory, the benefit is increased profitability which is net happiness; therefore, the Lucky project is good because of the profitability.

Under the Deontological Theory, by selling to the foreign markets and internet, Broadway Corporation saying that it is okay for the foreign markets to sell video games with graphic violence and nudity to the U. S. Markets. The Broadway Corporation should consider taking out the nudity and graphic violence in the Lucky video game. After all their target market is children aged 5 to 12 and teenagers between the ages of 13 to 19 and of this market 75% are male. The Broadway Corporation can end up Jeopardizing their stance in the video market by producing and selling the Lucky video game.