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## Introduction

George W. Bush, have incorporated the army values over his term. Two of these values are personal courage and duty.   
Army culture is a result of traditions, norms of conduct, customs, ethos, ideals and army values present for around two centuries. The Department of Army encourages particular norms of conduct. The law of land warfare influences the operations administered by the president who needs to embody the highest altitude of organizational and personal discipline and ethical values. The Uniform Code of Military Justice, the law of land warfare and the conduct standards made the discipline very important, and the president must comply with these values (DA, 2007).   
The Army Values are the center and the baseline of all army soldiers. The army values give soldiers their identity, function and meaning. The values influence the soldiers externally and internally through their beliefs and actions at work and home, and in war and peace. The army values include loyalty, duty, respect, selfless service, honor, integrity and personal courage.   
Loyalty means bearing true allegiance and faith to the U. S. Army, unit, other soldiers and US Constitution. Loyalty includes sustaining the civilian and military command. It also means dedicating yourself to the wellbeing of other people. Selfless service signifies the choosing the welfare of the Army, Nation and subordinates before your personal wellbeing. Welfare of the nation comes first before personal advantages (DA, 2007).   
Another army value is respect. Respect is treating people appropriately. It means treating people right so you would be treated properly as well. Honor is about living up to every single Army Value. This entails constantly following the moral breadth in all situations. Integrity is about doing the right, legal and moral things. It is made up of professional Army ethic. It suggests morality, truthfulness, the prevention of cheating, and unwavering devotion to principles of conduct (DA, 2007).   
On the other hand, this paper would focus on duty and personal courage as army values. Duty means accomplishing your commitments. It also means having the initiative to do the moral and legal obligations. Personal courage indicates facing danger, fear, danger or hardship. It entails being brave all the time (DA, 2007).   
During his term as president of the United States, President George W. Bush showed inspiring leadership abilities. He overcame the insufficiency of the authorization in the election on 2000. He also persuaded the Congress to implement a great tax decrease.   
Bush’s policy program was continuously pressed during the 9-11 terrorist attacks. The attack has misshapen his government and tilted its focal point. The terrorism war in Afghanistan has taken legal actions efficiently. The Al Qaeda deported out of the state and the Taliban was overthrown. The wider accomplishment of the war was varied.   
In 2002, President Bush also overcame the cynicism of the United States’ professional military during his notable demonstration of political leadership. The majority of other nations oppose his stand to depose Saddam Hussein during the terrorism attack and the Un Security Council did not give sufficient support. During this period, President Bush showed some models of conduct that present a few approaches into his strategy preferences.   
President Bush has established a preference for a tendency for intuitive response rather than indication; ethical conviction over tactical control; a preference for precision rather than intricacy; a preference for the individual than procedural or practical; and a partiality on action rather than consideration.   
Bush radiated self-reliance and moral conviction. He did not show any personal reservation or ambivalence when it comes to vital pronouncements. Although a lot of presidential alternatives are controlled by the environmental stresses on the president and by the conventional formations of the organizations, the Bush administration exemplifies the effect of character on the main courses of action of a president (Pfiffner, 2003).   
The Bush Administration is dedicated to protecting religious sovereignty, going against terrorism, dealing with intolerance, and upholding moral values. President Bush did not only just speak about his goals but he did them. President Bush has predestined anti-Semitism. He showed persistent sustenance for Israel since the beginning of his term. He upheld considerate home base programs. Moreover, bush supported the idea that liberated societies should value the human rights despite the religious differences.   
The Bush presidency facilitated the country to deal with the consequences of the terrorist attacks on the Pentagon and the World Trade Towers. His moral certainty and style is very useful during this time. These values mirrored his deep beliefs that are manifested in both his public and private life. He strongly believed that the US must not defer to other countries if they are right. He expressed the US military power formally in US National Security Policy.

## Bush sense of Duty

Before we discuss how George W. Bush incorporated the army value, duty, during his administration, let us first unravel the essence of duty. Demonstrating one of the army values which is duty means executing and accomplishing your responsibilities. Another core of duty is acting even without the presence of instructions or commands from others. It is in accordance on an internal sense of moral and professional actions.   
Duty starts things necessary to satisfy the orders, law and regulations. However, duty does not only mean that. It also means giving one’s best ability and committing to excellence in every side of professional responsibilities. Duty also means taking full accountability of one’s actions and including your subordinates’.   
George W. Bush showed and prioritized his duty. As president, he established determination and intolerance for pointless postponement and impediments. President Bush chose to operate unfalteringly and spontaneously. He believed that a part of his responsibility as leader was to oblige resolutions and pronouncements to guarantee that everyone knows the goal and direction of the nation.   
After the terrorist attacks on the United States known as the 9-11 terrorist attack, President Bush frequently demonstrated intolerance in guiding his government as well as the military to build up and execute the U. S. reaction. Although the president there was times when he considered that the military’s reactions to his orders were slow, he appreciated the unconscious and natural military conservatism control (Pfiffner, 2003).   
His duty including his taking responsibility to his and subordinates’ actions is distinguishable during these times. According to Bush, it is vital to comprehend a way to stabilize the military’s aspiration to prepare for all possibilities. They are all taking risks and they must be ready to take actions in dealing with people’s lives and needs.   
The duty of the president requires immediate actions because it’s a matter of life and death. Moreover, it is also his duty to show the people that they are doing something to resolve problems.   
His immediate actions to his duty are advantageous because it gave a possibility to accomplish things in areas where initiatives can frequently be postponed until sufficient resistances grow to end them completely.   
It was mentioned that duty must comply with moral and professional values. Bush’s has a clear moral values based on deep passion. In the terrorism war, he declared that there is a human stipulation that we have to be concerned about during wartimes. The god-given values should not be compromised (Pfiffner, 2003).   
Bush showed that his foreign policy decisions pursue these values. Critics of the government said that Bush’s visualization of America’s position in the planet influenced the unilateral advancement to worldwide associations and destabilize multiparty collaboration with different countries. President Bush has the inclination to perceive the United States as exceptional and inimitably influential and it resulted to the refusal or desertion of numerous agreements or planned worldwide agreements by his government (Pfiffner, 2003).   
With practical guiding principles, it is by no means painless to discover the correct combination of multilateralism and unilateralism. It will also require some political sacrifice. The idiosyncrasy of American overseas strategy is that it has got to be marketed to the American citizens. The unilateralism is easier to advertise and theoretically, it is much fresher compared to multilateralism. The paybacks are instantaneous and include a well-built figure for the president, advanced census ratings. Unilateralism also conserved conventional support. Nevertheless, it would costs to a longer and more diffuse effect. Multilateralism cost immediately but would create a representation of concession and flaws that are not good for the president particularly during war and fighting period.   
As part of his duty, Bush accepted this accomplished accountability, even though it would affect him negatively. Practically, Bush should converse straightforwardly regarding the worldwide classification that gives advantages to every part.

## Bush Personal Courage

Another army value incorporated by Bush during his presidency is personal courage. Personal courage means facing threat, fright, peril or hardship physically and morally. The personal courage does not entail that a soldier must not possess any fear. Personal courage means setting aside fear to focus on the things that matter more.   
Good leaders show personal courage physically and morally. Personal courage takes two forms, physical and moral. Good leaders demonstrate both moral and emotional personal courage. It is also connected to duty because physical courage denotes conquering fears of physical damage and also satisfying your duty. Bravery makes a soldier take risks in battle in spite of the dread of injuries or death.   
On the other hand, moral courage entails the motivation to hold on to your principles, philosophies, and assurances. It permits leaders to be firm about their belief is correct, despite the penalties. Being brave also means taking responsibility of the subordinates’ resolutions and actions, even when things go wrong. Courageous leaders are also able to reflect on their personal thoughts and to look seriously internally, reflect on new thoughts, and alter things that need variations. Having personal courage also means doing your duty despite possible failures.   
George Bush initiated a global movement against terrorist providing funds. All these actions have helped to the closing up of serious astuteness gaps and supplied US law authorities and intellect societies that require tools to prevent violence and terrorism. Since 9-11 terrorist attack, the United States closed lethal terrorist plans such as a 2002 hijacking attempt in an airplane in Los Angeles. In 2003, another hijacking was ended on the East Coast. Lastly in 2006, blowing up of passengers of jets in London was also prevented (Hirsh 2003).   
President Bush did exceptional actions to stop weapons of mass destruction (WMD) from being held by enemies. Bush instigated a worldwide danger reduction course that has detached sufficient substance for about thirty nuclear bombs in different locations around the globe. Nations work a hand in hand to improve defense, recognition, and reaction to nuclear terrorism. Bush also showed personal courage in shutting down treacherous propagation systems.   
President Bush convinced other countries to reveal and take apart every features of WMD and highly developed missile courses and relinquishes bombing. The Bush Administration also disabled some nuclear propagation systems that spread susceptible nuclear equipment and competence to Iran and other country. Bush worked to protect an obligation from North Korea to dump its nuclear artillery and its nuclear weapons system (Hirsh 2003).

## Conclusion

George W. Bush has shown army values such as duty and personal courage that made him a good leader especially during times when America was experiencing terrorist attack.

## References

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Pfiffner, J. (2003). George W. Bush: Policy, Politics, and Personality. US: Mason University Press.