

Some vocabulary

legal standpoint

prudential standpoint

moral standpoint

wrong vs. permissible

x is obligatory (or “*x is a duty*”): it is wrong to not do *x*

Conditionals

conditional:

In class, we'll only express conditionals using “If ... then...” “Whenever ...” or “All”

If something is a human, then it is an animal.

Whenever Fred goes to the store, he buys milk.

All kittens are cute.

antecedent:

If something is a human, then it is an animal.

Whenever Fred goes to the store, he buys milk.

All kittens are cute.

consequent:

If something is a human, then it is an animal.

Whenever Fred goes to the store, he buys milk.

All kittens are cute.

counterexample: a counterexample to a conditional shows that the conditional is false. A counterexample must:

1. Give a plausible counterexample to the following conditional:

If A says “yes” to x, then it is morally permissible to do x to A.

superficial consent

morally relevant consent

Paine’s argument

- a. If someone cannot give morally relevant consent to buying x , then it is wrong to market x to them.
- b. Young children cannot give morally relevant consent to buying anything.
- c. Thus, it is morally wrong to market anything to young children.