

Ethics declining, design expert says

Ethics are declining in some countries, including the United States, an expert on product design said Wednesday at Sheldon Auditorium.

Victor Papanek, the J.L. Constant Distinguished Professor of the School of Architecture at the University of Kansas, spoke about ethics and design as part of the 1983-84 UNL College of Architecture Hyde Speakers program.

Evidence of the decline in ethics can be seen in many people's emphasis on material values, he said. As an example, Papanek divided people into three classes: workers, managers, and the very rich.

Workers want to get more money to buy nice cars and color televisions, he said. Managers want to get even more money to go on trips and invest. The very rich want to get the most money to buy condominiums and exotic gifts.

Such emphasis on materialism is not right, Papanek said.

"Money has been substituted for job satisfaction, and that is not good," he said.

Papanek spoke on the ethics of design and its interconnection with the real world. Most of Papanek's work has been in product design and is included in his latest book, "Design for Human Scale," a philosophical continuation of "Design for the Real World." The latter, his most widely acclaimed book, was published in 23 languages.

Papanek said his biggest achievement came last year when he was nominated as an Alternative Nobel Prize winner by Sweden, Yugoslavia, Nigeria and Brazil.



Staff photo by Craig Andressen
Victor Papanek

Shorts

The Alpha Delta chapter of Delta Sigma Pi is conducting its Seventh Annual 44-Hour Basketball Marathon from 7 p.m. Friday to 3 p.m. Sunday. The Marathon will go to benefit the Lancaster Office of Mental Retardation.

Delta Sigma Pi will play for 44 hours against competing basketball teams at Mabel Lee Hall, 14th and Vine streets. All donations will be used to buy and deliver Christmas presents to retarded children in Lincoln.

Teams will be eligible to win a sportsmanship trophy or a trophy for the highest win percentage. For further information, contact Jill Pauley at 489-7063, or Betty Haugen at 435-4364.

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Ag club joins businesses, prepares for new century

By Randy Christy

A Nebraska task force has embarked on an odyssey into the year 2000 to explore future needs and improvements in the field of agriculture.

"We are asking ourselves what are some of the roadblocks facing agriculture, and what can we do as a university and as a state to overcome them," said James Roberts, chairman of the Ag 2000 Task Force.

Roberts was the featured speaker at the 1983 Agricultural Economics Agribusiness Club's Protege Banquet Tuesday night.

Roberts said task forces focusing on human resources, natural resources, livestock, agricultural business and financial management, and crops make up the project.

Marketing and product use are two agricultural areas that need to be strengthened with more money and interest, Roberts said.

"We do an excellent job in production agriculture," he said. "Yet we do a miserable job in what we do with a product once it is produced."

Time and resources contributed

Roberts said approximately 150 agricultural leaders from across the state have put more than half a million dollars worth of time and resources into the task force to make it successful.

The recommendations of the task force will be presented to the NU Board of Regents Jan. 13, 1984, he said.

The banquet kicks off the 14th year of the club's protege program.

The program assigns students in the club to agri-businessmen who have volunteered as sponsors. The students then work on their own, visiting their sponsors' businesses.

More than 80 students and 47 agri-businessmen are participating in the program this year.

Opportunity for students

"This gives the students an opportunity to see what the actual day-to-day activities are of a person in that particular career," said Nancy Kleinschmidt, president of the club.

"We assign students with businesses that correlate with their career plans," she said. "This broadens the views of the students... and helps them make career choices."

Ted Hartung, dean of the college of agriculture, said the program is a very valuable internship opportunity for students who haven't yet had the opportunity to work as interns.

Many of the students get job leads and they all receive valuable career counseling, Hartung said.

"There are significant payoffs to the students who participate," he said. "It is a credit to the club for providing such a program."

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