

CHAPTER II

REVIEW RELATED LITERATURE

In this chapter the author wants to know values, morals, description of moral values, types of moral values, films, films and their elements, analysis of film content, film genres, the film Zootopia, and biography of the Director of Zootopia and several theories related supporters. this analysis. Research results and presentations,

2.1 Literary work

Literature is written by authors to be enjoyed, appreciated, understood, and utilized by society. The author himself is a member of society and he is bound by a certain social status. Literature is a social institution that uses language as a medium and language themselves are social creations. The literature presents a picture of life and life itself is a social reality. The social reality presented through text to readers is a description of various social phenomena that occur in society and which the author presents in various forms. Apart from that, literary works can entertain and broaden insight knowledge and enrich the reader's insight in a unique way, namely by writing it in narrative form. That's the message presented to the reader does not seem patronizing in general, literary works are divided into three, namely poetry, prose, and drama.

Film is a literary genre that works in prose. This film is also unique in Literary genres because they have different foundations from other literary genres. The building blocks in this film include filtering and narrative elements. Movie screening elements in the form of a scene, it is both a work of art, and narrative elements in the form of film texts are literary works. Film The narrative element is the material that will be processed and contained therein in the form of a script or text, while the cinematic element is the plot(style) processing it This section explores the fields of literature and film, (highlighting the reciprocal relationship between the two. according to (Meyer, J. 2018) .This chapter also discusses how both media share characteristics such as artistic expression, emotional resonance, and narrative structure. While literature relies more on the written word, film literature uses a combination of visual images and sound, which provides a unique way of conveying time and space.

This article emphasizes the importance of the symbiotic relationship between literary works and literary films and advocates cross-border collaborative innovation (according to Shi, 2023). Moral values are values that influence individual and social behavior. This research aims to find the categories of moral values that the film *Zootopia* by Rich Moore and Byron Howard tries to convey and interpret its meaning using six main moral values. Able to understand the moral values in the story without misinterpretation and the lessons can be applied in real life.

This research uses qualitative methods because it focuses on describing and interpreting moral values descriptively. The primary data source was taken from the film *ZooTopia* in the form of a narrative and secondary data from previous research in the form of statements originating from research findings. This research aims to describe moral values which refer to someone who chooses to become a police officer to live a meaningful life by patiently following moral values in his life without sacrificing what he has wanted since childhood. Researchers used descriptive methods. Therefore, this research also applies to library research. The results show that six types of moral values can be practiced; 1. Respect. 2. Justice, 3. Confidence, 4. Tolerance, 5. help each other, 6. Altruism (Dina. Amelia,2020).

2.2 MOVIE

The concept of movies has become deeply ingrained in contemporary human activities. Latif (2015:1) defines a movie or motion picture as a relatively modern form of visual art that has emerged over the past three centuries. It represents a complex and exclusive art form, challenging to precisely define, yet possessing a quality that is both immediate and universally understandable. Sumiatun et al. (2017:1) further elaborate, describing a movie as a series of rapidly projected photographs onto a screen, creating the illusion of motion and coherence.

Movies serve as conduits for delivering various messages, encompassing morals, motivations, beliefs, and scientific insights. Setiawan (2014:23) observes that in contemporary society, many individuals are drawn to watching movies for both entertainment and informational purposes. Consequently, movies serve a multitude of purposes beyond mere entertainment; they aim to provide moral guidance, motivation, and knowledge. Within the realm of literature, movies stand alongside other forms such as novels, cartoons, soap operas, electronic literature, and graphic novels. For many, the allure of movies surpasses that of reading novels due to their ability to evoke vivid fantasies and provide viewers with a sense of control over

character movements, which novels may lack. Motion pictures, interchangeably referred to as films or movies, represent one of the most popular forms of entertainment, straddling the realms of art and commerce. They embody artistic endeavors driven by creative vision and passion, while simultaneously operating as lucrative ventures for those involved in their production.

The artistry of film encompasses a fusion of various elements, including writing, performance, visual aesthetics, sound, music, and design, resulting in a medium that is uniquely comprehensive and engaging. Notable artists have chosen film as their preferred means of expression, leveraging its multifaceted nature to convey their messages effectively. A movie captivates its audience by simulating movement and sound, suspending disbelief to provide an immersive and entertaining experience. Through character interactions, movies unfold narratives shaped by cause-and-effect relationships, with characters serving as catalysts for pivotal events.

Movies utilize visual communication through dynamic imagery and sound, embedding narratives within social, historical, or cultural contexts. Denali (2004) underscores the potency of movies in blending dialogue, music, scenery, and action in a visually compelling narrative. Rabiger (2008) contends that a well-crafted movie has the power to expose viewers to novel experiences and broaden their perspectives. Furthermore, movies immerse audiences in characters' predicaments, allowing them to vicariously experience different worlds.

The elements comprising a movie include story, theme, plot, and setting, with the story serving as a narrative account of events. Themes encapsulate overarching concepts encountered throughout the narrative, enriching the viewer's understanding of the content. Genres play a significant role in categorizing movies, although boundaries may be fluid and subject to interpretation. Movie genres serve promotional, critical, and consumption-related purposes, with each genre attracting distinct audience demographics. The communication behaviors portrayed in movies may vary across genres, reflecting the thematic focus and narrative emphasis inherent to each genre Yanti, K. S. (2020) 59-60.

2.2.1 Component of the movie

The idea for Zootopia came from director Byron Howard, who carries the concept of a film with talking animals that walk upright and wear outfits for John Lasseter, chief creative officer of Pixar Animation Studios and Walk Disney Animation Studios Official Disney Fan Club, (2015). Zootopia was released in March 2016 by Walk Disney Animation Studios. Movies

are civilizations led by animals without human intervention, complete with their habitat neighborhoods like glitzy Sahara Square and chilly Tundratown. Next story Officer Judy Hopps (voiced by Ginnifer Goodwin) is partnered with a con man Fox Nick Wild (voiced by Jason Bamen) to the cracka case (McNary, 2015). The film is based in the animal city of Zootopia, an optimistic new place where police officer Judy Hopps discovers that being the first rabbit in major power, although animals is not so easy. Story: Like any movie, animated movies also start with a story.

Creating compelling stories, characters, and storylines that captivate your audience is key. Character Design: Animated films need to create characters that are visually appealing and memorable. This includes shaping appearance, personality traits, and behavior. Screenplay: Animated movie scripts describe the dialogue and actions of the characters. It acts as a blueprint for voice actors and animators. Audio output: Animated movies rely on visuals and narration, so voice actors bring their characters to life by lending their voices. They record the dialogue in the studio and sync it up with the animation later. Storyboard: Storyboarding is the process of creating a series of rough sketches, or panels, that visually represent each scene of a film. It helps to visualize the sequence of events and the camera his angles. animation: Animation is the heart of animated movies. Images are created and manipulated to simulate movement. Traditional animation techniques include hand-drawn or 2D animation, while modern techniques use computer-generated imagery (CGI) or 3D animation. Visual effect: Animated movies often include visual effects to enhance the overall picture.

These effects include particle simulations, explosions, weather elements, and more. Audio creation: Sound design includes creating and integrating sound effects, music, and background music. Add depth, mood, and emotion to your images edit: The editing process involves assembling and adjusting animation sequences to ensure smooth transitions, pacing, and consistency throughout the film. Depiction: The final frame is rendered when the animation is complete. This includes processing the image and adding lighting, shadows, and other visual details to create the final output. Music and Soundtrack: A unique musical composition and soundtrack have been created to complement the film. These elements enhance the overall atmosphere, emotion, and storytelling. Post-production: Final touches such as color correction, visual enhancement, and final sound mixing are added to the film during post-production. The

film is then prepared for distribution in cinemas, television, online platforms, and more. Jasper,(2018.)

2.2.2 Movie Genre

Movie genres serve as classifications that categorize films based on their narrative or stylistic characteristics. These genres play a crucial role in shaping various aspects of a film, including its characters, setting, plot structure, and tone.

1. Action

Genre: Action films are characterized by their fast-paced nature and include elements such as fight scenes, chase sequences, and slow-motion shots. These movies often feature superheroes, martial arts, or high-stakes stunts, captivating audiences with their thrilling execution rather than intricate plots. Examples include James Cameron's "True Lies" (1994).

2. Adventure

Genre: Adventure films share similarities with action movies, often merging into action/adventure subgenres. They typically involve exciting journeys set in exotic or unfamiliar locations. The "Pirates of the Caribbean" series exemplifies this genre.

3. Comedy

Genre Comedy films aim to entertain through humor and amusement. They often revolve around comedic premises and place characters in amusing or challenging situations. Subgenres include mockumentaries, dark comedy, romantic comedy, parody, and slapstick. "The Jerk" (1979) starring Steve Martin is a notable example.

4. Drama

Genre Dramas focus on stories with high stakes and intense conflicts, often delving into real-life scenarios or extreme situations. These films feature emotionally driven characters and adhere to a well-defined narrative structure. Examples include "Citizen Kane" (1941) and "The Godfather" (1972).

5. Fantasy

Genre Fantasy films transport viewers to imaginary worlds filled with magical and supernatural elements. These movies may create entirely fictional universes or blend fantastical elements with real-world settings. "Harry Potter" series is a quintessential example of this genre.

6. Horror Genre

Horror films evoke fear and dread through elements like serial killers, monsters, and supernatural occurrences. They play on viewers' deepest fears, delivering adrenaline rushes through ghosts, gore, and jump scares. Examples include "The Exorcist" (1973) and "A Nightmare on Elm Street" (1984).

7. Musical

Genre Musical films integrate songs or musical numbers into the narrative to advance the story or enhance character development. While often associated with romance, musicals are not confined to this genre. They feature elaborate productions resembling stage performances, incorporating essential plot elements or character traits into the sequences. Classic examples of the musical movie genre include "The Wizard of Oz" (1939) and "West Side Story" (1961).

8. Mystery

Genre Mystery films revolve around solving puzzles, typically featuring a detective or amateur sleuth unraveling a mystery. Laden with suspense, these movies follow the protagonists as they gather clues and evidence, piecing together the puzzle and interrogating suspects. Subgenres like hardboiled noirs and police procedurals often fall under the mystery genre. Examples include "Murder on the Orient Express" (1974), "The Girl with the Dragon Tattoo" (2011), and "Knives Out" (2019).

9. Romance

Genre Romance films delve into love stories, exploring elements such as relationships, sacrifice, and obstacles that the protagonists must overcome. They may include hardships like illness or tragedy, testing the love interests' bonds. Romantic comedies, gothic romance, and romantic action are popular subgenres within romance movies. "When Harry Met Sally..." (1989) is a beloved romantic comedy starring Meg Ryan and Billy Crystal.

10. Science Fiction

Genre Science fiction films construct imaginative worlds and alternate realities featuring elements beyond reality. Exploring themes like time travel, space exploration, and futuristic societies, these movies meticulously build detailed universes to immerse the audience in their stories. Examples include "Star Wars" (1977), "The Matrix" (1999), and "Inception" (2010).

11. Sports Genre

Sports movies revolve around teams, individual players, or fans, using the sport as a backdrop to drive the plot and character development. While focused on sports, these films also delve into emotional arcs and often carry allegorical themes. Examples include "The Bad News Bears" (1976), "A League of Their Own" (1992), and "Bend It Like Beckham" (2003).

12. Thriller Genre

Thrillers blend mystery, tension, and anticipation, keeping audiences engaged with well-paced narratives, plot twists, and timed revelations. Featuring elements like red herrings and a "ticking clock," these films create suspenseful experiences. Crime thrillers, political dramas, and techno-thrillers fall under this genre. Examples include "The Shining" (1980) and "The Silence of the Lambs" (1991).

13. Western Genre

Westerns depict cowboys or gunslingers navigating the Wild West, often seeking revenge against outlaws. Set in landscapes like deserts, mountains, or plains, these vivid productions inspire and inform the characters and action. Subgenres like spaghetti westerns and sci-fi westerns expand the Western category. AARON SORKIN ,(2022).

2.3 Elements Of The Movie

The film consists of important components called intrinsic elements. These elements play an important role in shaping the story. Intrinsic elements in films, as in literature, include theme, characters, setting, place and time, plot and perspective.

A. Theme

Theme is the central idea that underpins a literary work and is embedded in the text as a semantic structure, reflecting various nuances. It conveys the intended message to the audience. A story without a theme is like an "empty barrel." Generally, a film's theme can be encapsulated in one sentence. Although this element is present throughout the film, it requires a thorough analysis of the entire film to be fully understood. Meidariani, N. W. (2021).

B. Characters

Characters or figures, as explained by Asmara (1979:61), refer to the overall appearance of the character or soul of a character in a story, play or drama. This involves the way the character is described in terms of physicality, emotions, behavior, and personality. Characters in this context are fictional entities that are given life through attributes that include traits, motivations, conflicts, and development. Deep and authentic character depictions can influence the dynamics of the story and help shape the viewer's or reader's experience. Thus, characters become an important element in bringing stories and drama to life. The types of characters in films include a variety of roles that contribute to the storyline and narrative development. Characters in films can be divided into several categories: Protagonist: The main character who drives the plot of the story. The audience usually follows the protagonist's journey and experiences throughout the film. Ids,(2021).

Antagonist: The main opponent or source of conflict for the protagonist. They can be villains, enemies, or elements that hinder the achievement of the protagonist's goals.

Supporting Characters: Characters who provide support, assistance, or additional conflict in the story. They can be friends, family, or allies of the protagonist.

Nebula Characters: Side characters who provide nuance, background, or additional information to the story. Even though it is not dominant, it is able to provide depth to the world of the story.

Antihero: A variation of the protagonist, the antihero has ambiguous characteristics, often does not conform to social norms, but remains attractive to the audience.

Main Player Character: A character with an important role in the story, but not necessarily the protagonist. They have complexity and influence on the storyline.

Dynamic Character: A character who experiences significant changes in personality or attitude throughout the story.

Static Character: A character who remains consistent in personality or attitude throughout the story.

Characters Come and Go: Characters who appear briefly and do not have a major impact on the plot.

Cliché Characters: Characters with traits or roles often found in a particular genre, such as 'pursuer of justice' or 'sworn enemy'.

Setting in a film refers to the entire background along with all its elements. These elements, or props, are objects within the setting that play a significant role in the actions taking place.

Typically, settings in films are crafted to be as realistic as possible within the context of the story.

The setting is crucial for creating a natural effect in the A film, and its design can significantly influence how the narrative unfolds.

C. Setting of time and place

The setting includes the environment and location where the story takes place, encompassing the visual and physical background, such as locations, decorations, props, costumes, and other elements that establish the atmosphere. It is essential in shaping the feel, mood, and character of the story.

Settings can range from real locations like cities, villages, or natural landscapes to fictional places created specifically for the film. Every component of the setting helps to create the film's reality, whether it's set in the past, future, or a fantasy world. In a story, the setting provides information about the situation, time, and social context, divided into three categories: place, time, and social settings. Ilham,(2021).

1. Place setting: Refers to the location where events occur, such as urban, rural, village, city, prison, home, etc. This helps paint a clearer picture of community traditions, values, behaviours, and atmosphere that influence characters.
2. Time setting: Refers to when events occur, described by the hour, day, date, month, year, historical events, or specific eras.
3. Social setting: Refers to the social conditions depicted in the story, such as low, middle, or high social settings. This can be shown through the characters' jobs, lifestyles, and living conditions, indicating their social backgrounds, whether in elite housing or slum areas.

D. Plot

The plot is a sequence of actions crafted, planned, and presented by the story's author. According to Kenney (1966), the plot provides a clearer understanding of the events within a story, highlighting not just a chronological series of events but also the intricate cause-and-effect relationships. Analyzing the plot is a crucial aspect of literary study. Kenney (1966) emphasized that in fiction, the plot encompasses not just the events themselves but also how the author arranges these events based on causality, forming the plot's structure. This structure includes a beginning, a middle, and an end, with the middle further divided into conflict, complication, and climax. Mahendra (2017)

stated that the type of plot involves arranging a series of events from start to finish to create a cohesive storyline. Analyzing different plot types is also interesting as it shows how the plot structure is presented. Brooks and Warren (1975) identified three types of plots: Flashback Plot, Successive Plot, and Mixed Plot. categorized interactive plots into three types: dramatic plots, epistemic plots, and epic plots. Tundari Putri,(2024).

2.4 Moral.

The concept of morality comes from the Latin term “mos” (plural, “morse”), which means custom or habit. Linguistically, morality comes from the same Latin root, which emphasizes cultural behavior in a society. "Moral" denotes the cultural behavior of a society, while "morality" functions as an adjective, with "moralist" having the same meaning, although the focus is often on the abstract nature of morality. It includes principles and values regarding what is considered good or bad. W. Poespoprodjo defines morality as the quality of human actions that shows whether an action is right or wrong, good or bad. Likewise, Boran et al, as quoted by Asri Badiningsih, associate morals with prohibitions and the right or wrong of an action.

Various terms such as morals, ethics, manners, manners, and virtue are often used interchangeably to convey similar meanings. In the Big Indonesian Dictionary, what is meant by "moral" is a generally accepted standard of good and bad regarding actions, attitudes, obligations, manners, and decency. Moreover, morality implies a mental state that is manifested in action. The term "morals" comes from the Latin "mores," meaning manners, customs, and habits of life, according to Hurlock Elizabeth. Hurlock (1997) defines moral behavior as actions that are in harmony with the moral code of a social group, shaped by cultural norms and expectations. Acting morally means adhering to a group's standards of behavior, whereas immoral behavior is caused by ignorance rather than intentional action. True morality, according to Hurlock (1956), involves behavior that conforms to social standards and is undertaken voluntarily, arising from personal responsibility and not external authority. Furthermore,

Morals are the essence of values, especially moral values that determine human behavior regarding good and bad. Webster's New World Dictionary defines morality as something related to the ability to distinguish right and wrong, as well as good and bad behavior. It represents society's doctrines regarding actions, attitudes, obligations, manners, and politeness, with perceptions of good and bad being relative and influenced by individual perspectives and cultural backgrounds., PUTRI ,(2020.17-18.)

2.4.1 Type of morals

There are various theories and approaches to understanding moral and ethical principles. Some of the main types or perspectives of morality are listed below.

1. Consequentialism:

This moral theory focuses on the consequences or consequences of actions. It states that the correctness of any action depends on its overall consequences. Utilitarianism, a form of consequentialism, suggests that morally correct behavior maximizes the general well-being or utility of the greatest number of people.

2. Deontology:

Deontological ethics emphasize the intrinsic right or wrong of an action rather than its consequences. Certain acts are asserted to be either good or bad in nature, regardless of their consequences. Immanuel Kant's ethical theory, which is based on the concepts of duty and categorical imperatives, is a well-known deontological approach.

3. Virtue Ethics:

This ethical perspective focuses on the development of moral character and virtue. It emphasizes the importance of cultivating virtuous qualities such as honesty, courage, and compassion as the basis for ethical behavior. Virtue ethics focuses on the moral character of an individual and asks what kind of person they should be rather than what they should do.

4. Ethical relativism:

In ethical relativism, moral values and principles are generally considered non-objective and related to individuals, cultures, and societies. According to this view, what

is morally right or wrong depends on cultural norms, personal beliefs, or social circumstances.

5. Ethical Egoism:

Ethical egoism assumes that individuals should act in their interests. This suggests that people should prioritize their well-being and take actions that maximize their well-being and self-actualization. This perspective does not necessarily advocate selfishness or disregard for others, but it does advocate that self-interest should be the overarching ethical concern.

2.5 Values

This theory defines value as an aspirational transitive goal that governs its interests as a guiding principle in people's lives. Priority values refer to attitudes, behaviors, and experiences, as well as social roles. This part of the analysis focuses solely on the job. (Ros et al., 1999). Values are core and core beliefs that guide and control attitudes or actions.

They help us discover what is important to us. Values describe the personal choices we make to guide our actions, the kind of person we want to be, the approach we tend to take with ourselves and others, and our interactions with the world around us. They provide general instructions on how to behave. Value in a very narrow sense is often reasonable, desirable, or appropriate.

Values are motives for purposeful action. It is a goal we tend to chase and can be achieved in many ways. Personal values are more or less right and personal beliefs are wrong and may or may not be considered moral. Cultural values are values accepted by religion or society that reflect what is important in each context

Value is a general idea of how something ranks in terms of desirability, value, or goodness. It is sometimes interpreted to mean "a standard that determines the purpose of an action. It is Values, therefore, are concepts that summarize what is considered good, desirable, appropriate, bad, undesirable, or inappropriate in a culture.

Familiar examples of values include wealth, loyalty, independence, equality, justice, brotherhood, and kindness. Values are the baseline of the ethical compass and regulate people's daily behavior. Values establish the ultimate goals one has to achieve and how to get them.

Values guide every decision-making process. Values help someone define what is proper, correct, important, beautiful, worthwhile, or desirable. A perfect example is someone who values family and would always make decisions that ensure that their interests are met.

Values at the societal level ensure that members interact harmoniously, making it easier to meet the goals that would have been impossible to attain individually. Hence, values help people to have a dream and establish ways of attaining such dreams. Values equip people with a purpose to live. They are major motivating factors. People with well-defined values always live satisfying lives as they know they are doing something meaningful.

2.5.1 Types of Values

Values can be broadly categorized into two. Personal values are values relating to human personality development, and such values include integrity, honesty, and loyalty. Another category is the collective values associated with group solidarity or societal norms of justice, sociableness, and solidarity. These traits also established the ethical values expected of individuals within the society. There are also four major detailed value categorizations as elaborated below. Sarah Weinstein ,(2022).

2.6 Moral values

Include truthfulness, patience, obedience, honesty, integrity, hard work, responsibility, respect, tolerance, loyalty, public spiritedness, freedom, respect for human life and dignity of persons. Others include justice, fairness, and equality. Moral values are taught to be imbibed by members of society to enhance character development and promote good moral upbringing and moral health in individuals (George and Uyanga,2014). According to (Amingo 2003), “Moral health is manifested in individuals when a person becomes capable of understanding the principles of moral conduct and is committed to behaving morally in his dealings with others”. Asikh, and Natali, D (2021(74-75). are taught in moral education as certain acceptable, valuable, and cherished qualities that are worthwhile in developing a sound character. Osaat 14 (2004) in Ekpiwre (2008) defines values as “things considered worthwhile, desirable, right and good and thus craved for and applied daily to enhance existence by the people”. Values determine people’s identity and cultural continuity. Moral values are essential values that determine individuals’ perception of morality and moral consciousness in society. Principles of moral conduct can only

be effectively understood and practiced when moral values are strongly adhered to by individuals in a given society.

Moral values are beliefs and values of people that conform to normal standards of what is right and wrong and deal with people's habits of conduct. The standard of moral values is the difference between one society and another society. The different standards of morals and ethics are based on determining standards that measure right and wrong that used. be based on customs or agreements that deal with society Kusmiyati, (2014).

2.7 Type of Moral Value

Moral values are values that express ideas about a good life. There is constant debate about which values constitute the good life. Aristotle introduced the idea in his Nicomachen Ethics, and it is continuous by a certain value (Veugelers, 2008). The type or form of the moral message contained in literature will depend on the author's beliefs, desires, and interests. Types and forms of moral teaching can include issues that could be said to be unlimited.

There are some moral values that we identify as important things in social life. According to Lickona in Afdlila (2015), the main moral values are respect and responsibility, but there are other specific values i.e., justice tolerance, wisdom self-discipline, helping each other, altruism, cooperation, courage, and democracy. There are three good characteristics of moral values education in human life Lickona,(1992). First moral knowing.

Moral knowing is a moral containing six important things, namely: moral awareness, knowing moral values, perspective-taking, moral reasoning, decision-making, and self-knowledge. Second moral feeling. Moral feeling is the source of energy for human beings to act based on moral principles.

There are six important things is an aspect that could be capable of emotions felt by a person to be a moral human being and character, namely: conscience, self-esteem, empathy, loving God, self-control, and humility. The last is moral action. Moral action is moral that can be transformed into real action. To understand what drives a person to good behavior then there are three things to keep in mind, namely: competence, will, and habit. According to Lickona, the main moral values are respect and responsibility, but there are other specific values. There is; Respect. Justice, Confidence, Tolerance, helping each other, altruism

First moral knowledge. Moral knowledge follows his morality which includes six important things. Moral awareness, knowledge of moral values, perception of perspective, moral reasoning, decision making, self-awareness. Second moral sentiment. The moral sentiment is the source of energy that drives humans to act on moral principles. Six important things can lead to the feelings that a person feels as a moral person and a person. Conscience, self-esteem, empathy, love of God, self-control, humility

The last is moral behavior. moral behavior is moral and can be transformed into something real action. There are several ways to understand what drives people to do good. There are three things to keep in mind: ability, will, and habit. Respect and responsibility are the most important moral values, according to Ricona, but there are others. 1. Respect. 2. Justice, 3. Confidence, 4. Tolerance, 5. help each other, 6. altruism

2.7.1. Respect

Respect, equality, and inclusivity are fundamental cornerstones of brain health, and understanding these core values can help reduce racism, cultural contempt, gender discrimination, stigmatization, religious hatred, and the capacity for admiration, consideration, and recognition of an individual's inherent worth and dignity, institutions, customs, and beliefs. This includes treating others with courtesy, fairness, and understanding, regardless of differences in background, opinion, or circumstances. Respect means recognizing and respecting the rights, feelings, and viewpoints of others, and demonstrating a willingness to listen, cooperate, and engage in constructive dialogue. This is important for fostering healthy relationships, encouraging inclusivity, and creating a harmonious and supportive environment in a variety of social, professional, and personal contexts. F. Arshad, (2023. Volume 14)

2.7.2. Justice

Justice is a basic ethical value with a strong positive emotional charge, often used in persuasive logic to manipulate views and attitudes toward political, economic, and social goals. From the formal point of view, several principles of distributive justice can be distinguished, such as the same to everyone, the same according to the contribution, etc. The choice of the principle of fair distribution of rewards or penalties is an arbitrary decision, they are equally correct. It is only important that the recipients who equally meet the adopted principle are treated equally. The very choice of distribution, reward, or punishment principle is an indicator of the

worldview that determines this choice. In practice, however, ethical value is often used to justify a choice that is made for pragmatic reasons. The justification for this choice uses manipulation mechanisms related to the logic of persuasion. (A. Rosner,2023(23))

2.7.3. Confidence

Confidence is a core cognitive process that optimizes behavior and metacognitive reasoning, bridging psychology and neuroscience, and paving the way for a mechanistic understanding of how the brain applies confidence-based algorithms to guide behavior. and a core cognitive process that optimizes behavior and metacognitive reasoning, bridging psychology and neuroscience, paving the way for a mechanistic understanding of how the brain applies confidence-based algorithms to guide behavior. (Kepecs,2023(9))

2.7.4. Tolerance

Tolerance refers to the ability or willingness to accept, acknowledge, and respect a diversity of opinions, beliefs, behaviors, and practices, even if those differences differ from one's own. This involves showing patience, understanding, and openness toward individuals or groups who hold viewpoints or engage in activities that may conflict with one's values or preferences. does not necessarily mean agreement or agreement, but rather a commitment to peaceful coexistence and mutual respect in a pluralistic society. This encourages dialogue, empathy, and a willingness to learn from others, fostering a culture of inclusivity, understanding, and cooperation. Tolerance is an important aspect of advancing social harmony, diversity, and human rights, and plays an important role in building cohesive communities and fostering democratic principles. Tolerance can be measured as a three-dimensional concept, including acceptance, respect, and appreciation of differences, which can reduce prejudice and increase understanding of its causes and consequences. (Andrea Bohman,2019(vol 898-899)).

2.7.5. Help each other

Helping each other reflects the basic principle of cooperation and support between individuals or groups. This refers to the act of providing aid, assistance, or resources to others in times of need or difficulty, with the hope that similar assistance can be reciprocated when necessary. Mutual aid involves empathy, compassion, and a sense of solidarity, where individuals recognize the interconnectedness of their well-being and actively contribute to the

well-being of others. This concept encourages collaboration, cooperation, and community building, when people come together to overcome challenges, achieve shared goals, and enhance collective well-being. Helping each other fosters stronger relationships, builds trust, and fosters a sense of shared ownership and responsibility in the community and society at large. Helping each other is an action done by someone to give profits and improve people's quality of life others are given unconditionally or without strings attached, by force whether it is necessary or not depends on the circumstances and situation when performing useful actions. I Made Rustika, (2015 (201)).

2.7.6. Altruism

Altruism is the principle or practice of concern for the welfare of others. He is a traditional virtue in many cultures, and is a core aspect of many religious traditions, although the concept of others must be taken into account directed can vary between religious cultures, respect or devotion to the interests of others, mediated by our physiology, psychological development, social institutions, and moral communities so that allowing it to exist in the world refers to selfless concern for the welfare and happiness of others, often at the expense of personal interests or without expecting anything in return. It includes acts of kindness, generosity, and compassion that are motivated by a genuine desire to alleviate suffering or improve the lives of others, regardless of personal gain or recognition. S. Severino, (2007(42)).