

MORALIZING: DIRECT & INDIRECT

Preaching has little effect on social behavior. People will continue to drink themselves to death, to take drugs, to steal, to murder, etc., so long as the deep seated causes of social misbehavior remain: no amount of sermons or even of legal violence will deter them. So long as worldly success, rather than realization, is the goal; so long as failure, rather than success, is the norm; so long as the value system is centered on profit; so long as selfishness is promoted by the prevailing value system, people will commit self-destructive and antisocial acts. Hence instead of prohibiting the manufacture and sale of alcoholic beverages (which prohibition leads to underground and criminal activities), we should try and go to the root of the problem. And the root can be dug out only by scientists (psychologists, social psychologists, and sociologists). That is, let us first try to understand why people drink.

Such a scientific investigation may show how people could cease to drink.

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