

Front	Back
Jeremy Bentham	Founder of Utilitarianism. Advocated for the principle of utility: "the greatest happiness for the greatest number". Developed the hedonic calculus to measure pleasure and pain.
John Stuart Mill	Refined Utilitarianism by distinguishing between higher and lower pleasures. Emphasised the importance of individual liberty and moral development.
Peter Singer	Advocated for preference utilitarianism. Known for his work in animal ethics and the concept of effective altruism, promoting actions that maximise well-being.
Immanuel Kant	Developed deontology, focusing on duty and moral laws. Introduced the categorical imperative: act according to maxims that can be universalised.

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Thomas Aquinas	Formulated Natural Law theory based on Aristotle. Proposed that morality is derived from human nature and God's eternal law.
Joseph Fletcher	Developed Situation Ethics, emphasising agape love as the guiding principle. Believed that moral decisions should depend on the context.
Sigmund Freud	Proposed that morality originates from the superego, a part of the psyche influenced by societal norms and parental authority.
G.E. Moore	Criticised ethical naturalism and introduced the "naturalistic fallacy". Advocated for intuitionism, suggesting we recognise goodness intuitively.

Front	Back
A.J. Ayer	Advocated for emotivism, claiming ethical statements express emotions rather than facts. Argued that moral language is non-cognitive.
Elizabeth Anscombe	Critiqued modern moral philosophy and emphasised virtue ethics. Advocated for the importance of intention in moral actions.

To maximise the effectiveness of these flashcards, use them regularly as part of your revision. Start by reading the front of the card and trying to recall the information on the back. Once confident, test yourself by shuffling the cards and working through them in random order. For unfamiliar concepts, spend extra time reviewing the corresponding scholar and their key ideas. Revisit the cards periodically to reinforce your memory and understanding.