

Genre: Morality*

Will the protagonist act selfishly or unselfishly?

Genre	Shows protagonist going beyond self to promote well-being of others.
Subgenres	Punitive, Redemption, Surrender, Triumph.
Expectations	Focus: Transcend selfishness by contributing to the greater good . Values: Range between selfish and unselfish . Emotions: Readers feel satisfaction or contempt . Climax: Protagonist chooses and acts for the greater good of others.
Conventions	<ul style="list-style-type: none">- Demonstrates the worst of the morally bankrupt protagonist.- A mentor or sidekick helps protagonist see the issue.- Events force protagonist's choice: act selfish or unselfish.- Past choices and actions torment the protagonist.- The protagonist receives aid from an unexpected source.
Scenes	<ul style="list-style-type: none">- An event makes the protagonist aware of the moral issue.- The protagonist refuses to change.- The protagonist reaches a low point, forcing a moral reckoning.- The protagonist's self-sacrifices for a greater good.- The protagonist faces a real or emotional death (subgenre based).- The climax and resolutions are subgenre based.
Characters	Protagonist: A morally corrupt protagonist. Antagonist: Protagonist's inner selfishness. Others: sidekick, coworkers, family, friends.
Plot	A: A series of events highlights protagonist's selfishness.
Subplot	B: Someone or something important to protagonist forces awareness. C: Protagonist's required change forms that character's arc. D: Some community conflict highlights the need for change. E: The setting creates the need for protagonist's unselfish act.
Theme	External: Selfish vs. Unselfish (Morality wins when we act on behalf of other). Internal: Varies by subgenre. Philosophical: Varies by subgenre.

*This profile was inspired by Shawn Coyne and the editors at storygrid.com/morality-genre/.

