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Effect of Ethic Discourse in the Sustainability of Architecture

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Abstract. Ethics is related to human life in all its aspects, architecture is one of the most important fields of human life that affect and be affected, so studies must be exposed to the subject of the ethics of architecture in all its concepts and dimensions so that architecture can build its ethic constitution with a base of values and principles. After adopting unbalanced consumption pattern In dealing with available resource leaving environmental crises, people interested in humanitarian , environmental issues called for adopting a sustainable alternative development model that aims to achieve harmony between the developmental goals and sustainability of the environment , the sustainability concept of ethical values and importance of a discourse as a channel for communicating ideas and expressing them , made research adopting the concept of ethic discourse and its impact in the sustainability of architecture to show its importance. The problem of the research is that there is no clear cognitive perception about the role of the concept of ethic discourse in the sustainability of architecture and its elements, components. The aim of the research is to present a conceptual model for sustainable ethical discourse in architecture to produce a valuable architecture that will help build a society of human architecture with an ethic dimension.

1. Introduction

Sustainability is not only one of the most important ideas of the 21st century, but also one of its most important challenges, it is a simple idea to ensure a better quality of life for everyone. Sustainable architecture aims to improve the quality of life and society So it carries a humanitarian discourse committed to a range of ethical values, moving architectural design into a new healthy state not just improvements, green design, green architecture, and sustainable architecture are all terms that carry an architectural discourse with an intellectual orientation that aims at establishing an integrated architecture with nature and respecting the rights of the environment and society while preserving its aesthetic values. The task of sustainable architecture is to make people keep the nature to be the best in the environment, and that means the building depends on the principle of humility. This is what the study sought by presenting a series of specialized studies and reviewing a number of sustainable architectural projects to demonstrate their commitment to sustainable ethical discourse to reach conclusions and recommendations for research.

2. Cognitive Framework

2.1. Discourse in the English language

Linguistics A connected series of utterances; a text or conversation.

A formal discussion of a topic in speech or writing‘ .a discourse on critical theory

<https://en.oxforddictionaries.com/definition/discourse>

A speech or piece of writing about a particular, usually serious, subject

<https://dictionary.cambridge.org/us/dictionary/english/discourse>

Linguistic unit (such as a conversation or a story) larger than a sentence



A mode of organizing knowledge, ideas, or experience that is rooted in language and its concrete contexts (such as history or institutions) critical discourse. The capacity of orderly thought or procedure: rationality

<https://www.merriam-webster.com/dictionary/discourse>

2.2 Discourse concept

There is a tradition that comes from Socrates, from which the discourse is understood, which is manifested by speech. Speech is confined to the meaning of the speech. The discourse is to rid the meaning of what is relative and changing because its nature is a mentality. Paul Ricoeur used "the concept of discourse instead of speech and the replacement of the dual" de susor "of tongue / speech with double tongues / discourse, It was put in place of speech, to emphasize the privacy of the discourse [1]. In the Arab-Islamic thought, the religious discourse takes the broad audience from which the ideological discourse emerged. The discourse is a structure of ideas if it relates to a point of view expressed as an inference otherwise it is sensations and feelings, art and poetry carries a point of view in the construction of the explanatory forms of introductions and results, and must have concepts and relationships (Ratheaa)is known discourse that the network of power relations of, power authority, knowledge and that exercise authority through the text (word and act) and here the discourse derives its authority from who did the text in terms of being a cleric, policy, or economy[2].

The discourse is expressing about thought which may be verbal or non-verbal, it's just understanding until add other specific meaning or take specific way or specific goal for certain purpose in this time will take tenor (matter and meaning) which have value take its qualities and name(researcher)

2.3. Types of discourse

2.3.1. Philosophical discourse. The modernity discourse is a concept of revolutionary knowledge, but it includes instruments that may undermine its revolution, such as marginalization, isolation and codification of creativity. Modernity, however, wanted discourse to be a general platform of knowledge and existence from its own making [3]. In the postmodern movement means reviving and re-employment, that is to revive the heritage by rewriting the return which disappeared in modernity, where the pleasure away from modernity by simple and not overdo it with emotion and not extravagant, the return to popular culture and public taste [4]. While the deconstruction seeks to dismantle the binary (speech and writing) is the discourse framework of the presence and identity of one, and calls for writing instead of speech and thus can be perceived speech tends to the written text, but not under the control of the text or the author or logic or meaning is the main purpose is to encapsulate the structure of the speech and examine what is hidden from network [5]. The discourse is a system with strategies and rules that represent practices and regularly compose subjects that speak about it, discourse relationships and patterns between the interior and exterior express a system of knowledge in discourse in a certain time period [3]. Discourse associated with the self and the power and the body, which is contemporary philosophical discourse is linked to politics it constitutes an authoritarian discourse, it is owned discourse owned authority [6]. The contemporary Islamic discourse draws its meaning and purpose from the basic discourse of Islam, which is the divine discourse of the Holy Quran. The Qur'anic discourse provides many cognitive aspects that extend over time. The discourse tries to constantly bring absolute values and changes in reality and its developments. It is not a condition for the happiness of the individual to dissolve in society, but society expresses human humanity. This comprehensive view also requires that the laws enacted by the state reflect spiritual and moral values, which have no effect on society life unless it is based on an internal conviction when individuals [7].

2.3.2. Political discourse. The political discourse is defined as the thought or position on any subject or intellectual, political, social, and economic or cultural technique that is published or broadcast through any material, analysis or investigation through the media for the purpose of achieving a particular goal. The source may be an individual, institution or organization has a power and authority

derived from the issuing authority, which makes it more influential and spread in the community and takes care of issues that contribute to the decision-making actors in the community remains linked to the prevailing circumstances and events, it is a speech and intended to carry the content intended to deliver to the public and convince him [8].

2.3.3. Ethical discourse . Ethical discourse is linked to a set of vocabulary and concepts that limit its nature and the literal meaning of morality is a body in the self-entrenched, from which acts are issued easily and easily without the need for thought and narration "[9]. In European languages there are two words corresponding to the word "morals" tend to the behavior of the human individual, while the second element "ethic" to the values that belong to the community and its output, including architecture, this means, "morality" the space of individual morality," ethic "space of ethical values [10].

- **Values:** in language is plural of a word value", its meaning a thing of quantity, or price, important and lasting beliefs or ideals shared by the members of a culture about what is good or bad and desirable or undesirable. Values have a major influence on a person's behavior and attitude and serve as broad guidelines in all situations. Some common business values are fairness, innovation and community involvement. [9] All they have to be in exchange for is existing and realistic, and includes ethics and beauty, and for the values of a mandatory and evaluative aspect and structure [11].
- **Ethical Function:** That any element within its environment causes the purpose for which it was created without excessive or negligent and the amount of value added it transmits towards this context. The ethical function of architecture is defined as the establishment of the spirit of society to live and stabilizes, it is to absorb all intellectual, social, cultural, ideological developments and innovations to embody them in physiological structures through the ethical act [12].
- **Ethical act:** is the action corresponding to the function and the duty and work as indicated by the ethical conscience, which is the space in which the process of becoming in which the simultaneous change in the absence of permanent solutions absolute. The act of tendencies and instincts shall not be characterized by morality or against it, and the action shall be optional, and the motive for it is the moral sense, the purpose of which is the other not the perpetrator itself [12].

2.3.3.1. Ethical discourse in medicine. Bioethics, they are not the ethics of the profession of the biological world as it is also the ethics of medical applications. If the researcher in biology demands when testing the commitment of certain limits when it comes to human beings [7].

2.3.3.2. Ethical discourse in contemporary media. Media has proven by its enormous technologies that it has championed major transformations in politics, economics, thought, art, and culture. And on this significance will be dominant in the formation of knowledge, and the formation of human understanding, or on the contrary in the destruction of value systems, which was a conflict material As much as new times have come to us with realities that cannot be denied, as much as they have been conveyed, they should be treated with extraordinary seriousness [13].

2.3.3.3 Ethical discourse in the field of art and culture

The problem of the relationship between art and ethics is problematic and has led to many problems that have been in the orbit of research so far Plato has deplored philosophical poetry, because it is based on lies and illusion, Ruskin contradicted Plato's position and found that the nature of the true accord with morality. And welcomed them because they stem from the divine intelligence that deals with the imagination of man. It stems from a sense of respect and gratitude and pleasure arising from the realization of the work of the Creator in nature, and inspired by this sense of divine power working in the artist [7].

2.3.3.4. Ethical discourse in architecture. As long as ethical propositions addressed in architecture, questions about the importance of the existence of morality and virtue in which it achieved? The

question metaphoric architecture of what good architecture? What is the legitimacy of virtue in architecture and its applications? What kind of living included in the partial forms of architectural solutions? Are the design and construction arts of residential units implicitly containing ethical questions? Is there a relationship between goodness and virtues of architecture? The architecture is to get the buildings, not only about what is already built, but about how to build and how it looks, and that the purpose of the design and production of buildings is for the application of architecture, which represents the future, we are building today what we think it will serve us or serve our children as well as their children. Architecture is a reflection of what things are trying to look like in the world, as well as its achievement. Give form to moral values and make it an entity [11].

2.4. Sustainability

2.4.1. The concept of sustainability. The term Sustainability is derived from the source of the word Sustain, which has roots in Latin, which means to hold up; to support from below which means: keep, came here to use this term to give us the meaning of prolonging survival and support of environmental resources and means of living on the planet [14]. In 1987, the World Commission on Environment and Development (WCED) produced a report, known as the Brandtland Report, which defined a definition of sustainable development, which became the most common: "Meeting the needs of the present without compromising the ability of future generations to meet their needs" [15]. And it refers to the development of our lifestyle and building more respectful of the environment, through the exploitation of efficient traditional sources of natural energy, including renewable and reduce the harmful effects of the use of energy such as pollution and toxic gases and the sustainability of the three dimensions of basic overlap to achieve a decent human life, called the three pillars (the Three Pillars of Sustainability, "a reference to (environment, economy, justice) [16].

2.4.2 Sustainable Architecture. The concept of sustainable architecture is defined in several terms: sustainable design, environmentally sensitive design, design with the environment, and design processes are complementary to the components of the environment. Sustainability is a design approach whose principles are based on the characteristics of nature that are intertwined with the concept of ecological, Investment potential for sustainable design.

2.4.3. Sustainable architecture features. Sustainability does not require a change in the quality of life. It requires a change in ideas, mindset and values towards less-consuming ways of living. These changes must take global dimensions, environmental management, social responsibility and economic viability Sustainability:

- Environmental design and planning: The built environment is what builds within the natural environment, which must return to the environment above all. The built environment includes all levels of urban planning, urban design, urban design, architectural design, interior design and all of which must expand to human activity.
- Psychological, cultural features and social: sustainability drew attention to the link between the human and natural communities, nature and culture, which does not mean return to the primitive conditions, but concerned with clarifying the humanitarian situation, and the development sought by communities, and this creates an environmental and economic concept which is characteristic of human existence, which is part It is important to create a sustainable environment.
- Economy and resources: sustainability is the responsibility and conscious management of available resources to accommodate the needs of future generations.
- Human design or humanity: at a time when the life of the building cycle and economic resources to deal with efficiency and conservation, the human design regards the ability to living in different countries within the global ecosystem. The essential role of architecture is to create a sustainable, sustainable environment, to provide safety, health, and psychological comfort, physical existence of man and at the same time productive environment [17].

Principles for sustainable design have been put forward: Understanding the place, connection with nature, the natural processes. Acceptance of participation in design processes. , Understanding of

human persons [17]. Sustainability as a concept extends between two (human needs) and (limits of the environment), through which the general framework drawing to solve a series of complex and interrelated problems, and this concept has not been without the turn of this complexity and overlap.

2.4.4. Ethical discourse on sustainability. Sustainability represents the set of social, political, environmental, aesthetic and ethical values that the designer invests in addition to his technical expertise to achieve architecture in a manner consistent with our environment. The process that preserves the environment, integration of natural systems with the human pattern to give continuity to make a unique place, namely the promotion of local materials and natural resources. Avoid resources and materials harmful to the environment, and take care of the material in the cycle of nature, strengthening infrastructure, maintaining buildings and rehabilitation [18].

The sustainability model was one of the three pillars (environmental, economic and social) that represent the core values. However, there are persistent attempts to identify the lost dimension as the fourth pillar of sustainability. This fourth dimension has been described in various forms as cultural, aesthetic, and institutional aspects, the religious and spiritual dimension. Jon Hawkes explains this in his book (Fourth Pillar of Sustainability) shows that the role of culture is fundamental to overall planning, understanding cultural vitality in the sense of well-being, creativity, diversity and innovation, and should be treated as one of the basic requirements for building a healthy society and inviting society to participate in the practice of arts. Spiritual, material and intellectual characteristics of a society or social group, as identified in the Mexico City Declaration on Cultural Policies in 1982.

Sustainable development is agreed to be one of the three economic, social and environmental pillars that represent the essential aspects of the human experience that must be addressed in any scenario of sustainable development, 'Figure 1' but the Education for Ecovillage Design (EDE) Education Platform seeks to spread education to transform into a comprehensive, global-scale but localized culture of application, EDE adds and acknowledges the other dimension: the hidden patterns of culture that influence latent power and many undeclared patterns - and predetermine economic, social, environmental and ecological relations - and the fourth dimension is called the world -View [19]. The design model of eco-villages has been organized according to four fundamental dimensions of human experience, namely environmental, social, economic and world view, the structural model of the environmental model. This can be described as Holistic seeks to cover many aspects and design considerations is an integrative view, that is to give the importance and fair presentation of the various considerations of the main design for its presence in relationship with the other and as a whole.' Figure 2'

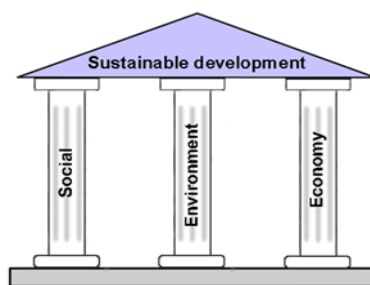


Figure 1. Jones,C., Economics as an enabler of sustainability, ICAEW , 2013)
<http://www.ion.icaew.com/Talkaccountancyblog/26665#sthash.2F0lxczV.dpu>



Figure 2. Cultural and Tourist Guide , 2013 Piso,I., Rosia Montana Cultural Foundation,)
<http://fundatia-culturala-rosia-montana.com/sustainable-development/>

The fourth dimension of sustainability (World View) addresses the vital aspects of human existence in five considerations

- To express the nature of the transitional period in which the world is living through the re-integration of science and spirituality as a new worldview, a holistic view of the world
- Reconnecting man with nature / listening to nature
- Commitment to the spiritual process and its effects, the shift in consciousness towards nature
- The concept of sacred life: through creativity and art Creativity & Art - In every community there is reverence through the artistic expression of creative reunification with what already exists
- The interdependence between the social situation and spirituality - that is, the spiritual life that is being fought well is a positive social life.

The concept of ecology emphasizes the Holistic Worldview, which values all forms of life and its multivariate interdependencies. And it believes they promote the healing of the planet, including integrated human consciousness deep ecology represents the study of the relationship between the human mind and the natural world, and behaviors resulting from behavior, beliefs and perceptions [20]. Deep ecology describes itself as "deep", looking deeper into the actual reality of the human relationship with the natural world and reaching deeper philosophical conclusions from the view of the environment as a branch of biology. This philosophy provides a foundation for environmental sciences such as ecology and green movements. It promotes a new system of environmental advocacy to preserve wildlife, control human communities and employ simple ways of living. (Decleris) and was first codified and codified by the Norwegian philosopher Arne Naess in 1972. The characteristics of the movement were compared to the industrial worldview that was the source of the ecology of destructive behaviors: (materialism, mechanism, reductionism, anthropocentrism, and desire for domination and coercion) [21]. This movement considers that the world does not exist as a resource that can be freely exploited by humans. And it believes in the ideas and principles of deep ecology that the survival of any part depends on the well-being of all and is based on the principle that all living beings the right to life and prosperity, which is the foundation principle of deep ecology. This principle includes eight considerations:

- Safety and continuation of human life and non-human on earth represents a value in itself embodied by (inherent value), or (intrinsic value). These values are independent of the non-human world's utility for human consumption and are concerned with the welfare of well-being.
- Richness and diversity of life forms contribute to the achievement of these values, and they have value in themselves as well.
- Human beings have no right to limit this richness and diversity except to meet the basic vital needs of man.
- The current human exploitation of nature is too extreme and the situation is getting worse and faster. Policies must therefore be changed. These policies affect economic, technical and ideological infrastructure.
- The main ideological change of the kind that values the quality of life must be more than its pursuit of an ever-increasing consumer lifestyle. To be profoundly different from what it is today
- All those who believe in the previous points must commit themselves to trying to make the necessary changes.[22].

3. Theoretical framework

The research aims at extracting the main and secondary indicators for constructing the conceptual theoretical model on the sustainable ethical discourse in architecture by reviewing and discussing a series of special studies that show the nature of the concept of discourse in architecture and the concept of sustainable discourse ethics.

3.1. Literature Review deal with the concept of discourse in architecture

3.1.1. *Vitruvius, 1960.* The discourse of Vitruvius was associated with the values of beauty and morality in exchange for the mental rigor posed by the philosophers. Architecture in the author of the ten books of architecture is defined as a science that includes a system of high discipline, intellectual training and deep knowledge of different types and buildings of three types: buildings designed for defence, religion, utilitarian purposes, all built above three: durability, The construction of the building in accordance with the wisdom and rationality in the construction and selection of materials, suitable for denying the existence of obstacles to functional use, while beauty is achieved when the view of the building is fun and taste good and parts are in accordance with the principles of proper symmetry and proportion [23].

3.1.2. *Alberti ,1955.* Alberti's discourse is critical of Vitruvius discourse and his ideas. He believed that the architect's duty was to achieve harmony with the general nature and individual nature of the individual, which was greater than the mere realization of the anomaly. Alberti set three other criteria that he believed would help both the philosopher, the architect and the artist: Wisdom, sense and feeling: where any change in lifestyle or history or any development leads to the creation of new historical conditions Alberti stresses in his speech the necessity of the building, beauty that the building is beautiful when it cannot be changed or separated or cancelled part of the building without affecting the whole, Art The beauty of the Pyrrhic beauty of the mathematical completeness of the form and the simulation of the outside, humane or natural pleasure to the recipient [24].

3.1.3. *Tafuri, 1980.* Tafuri thesis on Marxist dialecticism, which dealt with many theories and attitudes of architectural and artistic criticism, was considered in his discourse The ability and importance of criticism in the analysis of history to eradicate inappropriate and discover new models of the old and thus there is no constant in the architectural genre. It is necessary to identify the forces of history and society as an authority that exercises its hegemony over architectural discourse outside of architecture and the determination of the values of architectural criticism as an authority that exercises its influence on Architectural discourse from within architecture [25].

3.1.4. *Hubbard, bill, 1996.* The architecture is determined by three important discourses according to the study (the system, values, and products). For author, he views the building as an attempt to find the concept of architectural practice which can be true to the values of the architects. The writer analyses his discourse in the light of three types of thinking (the first) The products and values (the second) include ways of thinking that include thinking from products to the market. It is called the market discourse. It also includes thinking about values and society. The discourse that achieved the values of society in the building is called the discourse of society the system (third) about application and practice. The writer emphasizes that the buildings are produced by the overlap of the three discourse and the three ways of thinking. The writer refers to a number of requirements, the most important of which is: Why do we pledge discourse and what type of buildings are we trying to obtain? What do we try to accomplish from our work? How do we judge our work when it is produced? [26].

3.1.5. *Al-Jadraji, 2000.* Man builds holy buildings such as pyramids, cathedrals and mosques, because it is a symbolic need inherent in the formation of thought, motivates him to spend such a lot of energy and money on these facilities, compared to his simple dwellings, and as far as a plant is linked with holy forces and associated with it acquires a sanctuary in itself. The study defines sacred architecture as " Expresses a sacred entity, represented, associated or embodied. The need for three types is utilitarian need, and it is the belief that sustains normal survival. Symbolic Need, which defines an individual's awareness of his or her location between objects. And the need for aesthetic Need, and the essence of the function of this need is to alleviate the boredom caused by repeated dealing with the formalities of the work of the study compared between the form and meaning promised link between them, achieves the thought mechanism of communication between thought and thought through other formalities on the rigid material, The material of the factory becomes physically sacred and lacks the

reality of its material existence and acquires a spiritual existence, ie, the presence of "metaphysical forces, not material [27].

3.1.6. Al-Maamory, 2008. The study examined the importance of the concept of ethics in architecture as a human act through the philosophy of ethical values. The study aimed to provide a knowledge base for the concept of moral function of architecture and to reveal the role of moral act in the structure of Arab and Islamic architecture. Arab Islamic architecture represented by the commitment of formal elements stemming from historical patterns, and commitment to the adoption of local materials, privacy by increasing the proportion of hardness walls, unity and homogeneity and harmony between the architectural elements of the formation of suspicion the study presented two theories: the stereotypical theory of Arab-Islamic architecture that came in response to the environmental, social, cultural, ideological and technical factors of a society, and deconstructive theory that relied on inhuman characteristics and values[11].

3.1.7 Discussing the studies and presenting the model of the theoretical framework for the sustainable ethical discourse in architecture (researcher).

- The above paragraphs, which dealt with the concept of discourse in general and its types and then the moral discourse in particular, that the discourse expresses a dialogue of thought and that every dialogue or expression needs parties to engage in dialogue so there is a discourse and recipient discourse is a means of communication may be written if verbal, Access and characteristics of the distinction is the context and atmosphere in which it takes place.

- The architectural discourse in order to be a letter influential to the recipient must be based on legitimacy as religious discourse and have the power to influence and convince as the political discourse and the purpose of the benefit and beauty and education, either the method is the architectural text is a building or context must be in the atmosphere Of moral values because architecture does not manufacture buildings and cities only, but makes man and society, that is, it helps in the formulation of ethics and behaviour.

- The intellectual discourse as another essential core in the ethics of architecture, and we find that the currents of architecture each had a particular intellectual discourse that carries certain values and principles and resulted in its formative outputs that reflected the ideas of its architectural discourse. Hence, we find that the discourse in architecture was associated with a set of concepts of ethic value.

3.2. Literature Review deal with the concept of sustainability ethics in architecture

3.2.1. McDonough, 1992. In his book *Design for Sustainability*, McDonough suggested the importance of designers' approach to their design ideas for the Hanover principles and their adoption within the context of design, so designers can blend aesthetic values with environmental principles, which provides them with a new inspiration as designers' determinants. Thus, design becomes an educational tool. The Hanover Principles are a set of judgments that encourage designers to take sustainability into account. They describe the way of thinking and are based on the permanent elements that influence design decisions, Air, water, fire, and spirit, McDonough focused on improving the relationship between man and nature. When designing a building on a land, it is necessary to take into account the natural environment in it, stressing the need for the design flexibility of the building enough to accommodate the various human functions, N includes alternatives to the possibility of adapting the site to the different requirements. The proposals stressed the importance of attending the moral element in the decision making and the use of the materials involved in the implementation of projects in light of their sustainability and balance the economic costs for the benefit in the short and long term. And focused on the moral element in respect of components of the Earth element through the production of materials less harmful in terms of chemical and re-manufacturing of materials that do not harm the environment and public health in the future. The principles and foundations of the Hannover Principles give the basic guidelines and comprehensive ethical directions announced at the Earth Summit in Rio de Janeiro, as the Declaration begins with the importance of nature as the main supporter of human life. [28].

The Hannover Principles;

1. Insist on the rights of humanity and nature to co-exist in a healthy, supportive, diverse and sustainable condition.
2. Recognize interdependence. The elements of human design interact with and depend upon the natural world, with broad and diverse implications at every scale. Expand design considerations to recognizing even distant effects.
3. Respect relationships between spirit and matter. Consider all aspects of human settlement including community, dwelling, industry and trade in terms of existing and evolving connections between spiritual and material consciousness.
4. Accept responsibility for the consequences of design decisions upon human well-being, the viability of natural systems and their right to co-exist.
5. Create safe objects of long-term value. Do not burden future generations with requirements for maintenance or vigilant administration of potential danger due to the careless creation of products, processes or standards.
6. Eliminate the concept of waste. Evaluate and optimize the full life-cycle of products and processes, to approach the state of natural systems, in which there is no waste.
7. Rely on natural energy flows. Human designs should, like the living world, derive their creative forces from perpetual solar income. Incorporate this energy efficiently and safely for responsible use.
8. Understand the limitations of design. No human creation lasts forever and design does not solve all problems. Those who create and plan should practice humility in the face of nature. Treat nature as a model and mentor, not as an inconvenience to be evaded or controlled.
9. Seek constant improvement through the sharing of knowledge. Encourage direct and open communication between colleagues, patrons, manufacturers and users to link long term sustainable considerations with ethical responsibility, and re-establish the integral relationship between natural processes and human activity [28].

3.2.2. *Rogers of Riverside, 2001.* Sustainable design is designed to meet current needs without compromising on the storage of existing natural resources for future generations. Emphasis should be placed on key aspects of low energy use, resource efficiency and emphasis on social and economic sustainability. Sustainability, in terms of building design, seeks to make the environmental impact of the building virtually non-existent on the outside, Sustainability is achieved through

- Rational designs: By taking advantage of the efficiency or effectiveness of inefficient integrated environmental design through good direction and shape of the building

- Using a rational structure of the building: When the facade of the building is responsive to the surrounding environment, it increases the entry of natural light and natural ventilation into it, and control the gain and loss of heat.

- Appropriate use of materials: Consider the environmental costs of building and non-visible materials such as the use of materials for the purpose of obtaining energy and materials resulting from the life cycle of the building-

- The rationality of capital: The analysis of the methods by which the building behaves during its life cycle leads to the rational use of the building block from the environmental point of view, such as the efficiency of air flow inside the building and the thermal balance of the internal environment.

- Nature is a source of inspiration as well as an important resource that can be used to obtain information that helps the designer when designing the building [29].

3.2.3. *Norman Foster of Thomas Bank, 2001.* Sustainable design means doing most things with the least means, and from the environmental point of view, it is very similar to the view that there is no need, there is no waste. Sustainability leads to good architecture in terms of quality of thinking and ideas with the quality of materials used, there is a role for the building, and obviously, the longer the building is able to last and the more energy efficient it is, the better. green building uses the least energy and creates more energy than it uses to provide energy for other buildings, the building must have a structure that is flexible and compatible with its surroundings and reflects local architectural traditions [29].

3.2.4. *Kenneth Haggard*. Sustainability is an expression of social and cultural change in the world order, patterns and lifestyles, a new attitude and view of the world. Sustainability is a transition from the period of degradation of the natural environment, represented by the industrial revolution and the urban environment, resulting in a more natural and humane environment. Sustainable Architecture aims to improve the quality of life and the environment, and the goal of architecture is not to provide sources but to reorganize these sources to serve the community, within the context of conventional [29]

3.2.5. *Discussing studies to derive moral vocabulary in sustainability (researcher)*.

- Studies have confirmed a set of words that fall within the field of moral values and applied in sustainable architecture to obtain creative ethical architectural products.
- Studies show that the goal of human-moral sustainability supports the relationship of man to nature, because nature is the main supporter of human life.
- Sustainability is a way of thinking and an ethical design approach that links aesthetic and environmental values in architecture. Studies have confirmed that sustainability is rational in design and application through the rationality of the designer's handling of (structure, materials, capital).
- Attendance of the ethical component of sustainability through a set of secondary design principles, the most important of which is the creation of safe forms of long-term non-consumptive value.
- The importance of promoting sustainable communication between institutions, universities and individuals to emphasize ethical considerations in sustainability.

4 - Building the theoretical model of sustainable ethical discourse in architecture

After the introduction of a series of studies on the subject, research can adopt an initial perception of the theoretical framework of the ethical discourse sustainable in architecture and as it comes:

4.1. *Definition of ethical discourse in architecture*: it is a system consisting of elements, relationships and components that differ according to the goal that it seeks to communicate and is related to the community receiving the speech. Therefore, we have a negative and positive discourse depending on the nature of the values that are associated with this discourse.

4.2. *sustainable ethical discourse in architecture*: it is the dialogue between human and nature under the authority of the designer . consists of element and concepts characterized by moral values aimed to respect the rights of nature and achieve architectural products characterized by aesthetic values and environmental integrated with the community to produce a sustainable architecture with an ethical dimension.

Table1. The main and secondary indicators of the theoretical model of sustainable ethical discourse in architecture (researchers)

main indicators	secondary indicators	Possible values
The goal of sustainable ethical discourse in architecture	A conceptual object that builds the knowledge base that upholds moral considerations in sustainability, develops concepts and vocabulary, and builds an intellectual strategy for the movement of sustainable ethical discourse in architecture	Theoretical (theories, studies and architectural theses)
	objective aim is committed to processing the application and achieves the sustainable ethical discourse in architecture (critical analysis)	Applied (architectural products)

Components of sustainable ethical discourse in architecture	- Sender (architect responsible ethically) - Message (of moral value)	(Architectural Concept, Architectural Text, Architecture Philosophy, Building) Interacting with sustainable architecture
Elements of discourse	Recipient (community) discourse goal discourse Method discourse Language discourse values	The appropriate humanitarian goals of society Dialogue of Nature – Man Nature dialogue - building Sustainable architectural form - Cost balancing -Reduce the amount of waste and convert it into energy -High quality work and living environment - Beautiful and vibrant public spaces - Integrated renewable energy systems - Green building materials to achieve environmental objectives - Safe Forms Ethical Humanity Aesthetics Environmental issues Social, cultural Absolute moral values
Sources of sustainable ethical discourse in values in architecture	Holistic Partial	Linked to the necessities of the civilized reality of society
The context of the impact of sustainable ethical discourse	Context of architecture Human context Community context	A sustainable and innovative ethical architecture Relationship material - the spirit - the features of the place -Local (building materials, site) - Identity (symbolism, tradition, heritage) - Ethical architectural aesthetic privacy - Community participation
discourse tools	Context of knowledge Nature Theory work	Human architectural design Respect the components of nature -Extend architectural design considerations to include the natural system - Nature Model - Rational thinking - Balancing costs - Achieving benefit, minimizing damage - Simulation of nature
Sources of discourse authority	Technology and informatics Architecture -the society - Institutions	Encourage communication between individuals, institutions and universities to emphasize ethical responsibility for

		sustainability in architecture
Kind of discourse	Guided	
	- Analytical	
	- Constructive	
	- critical	

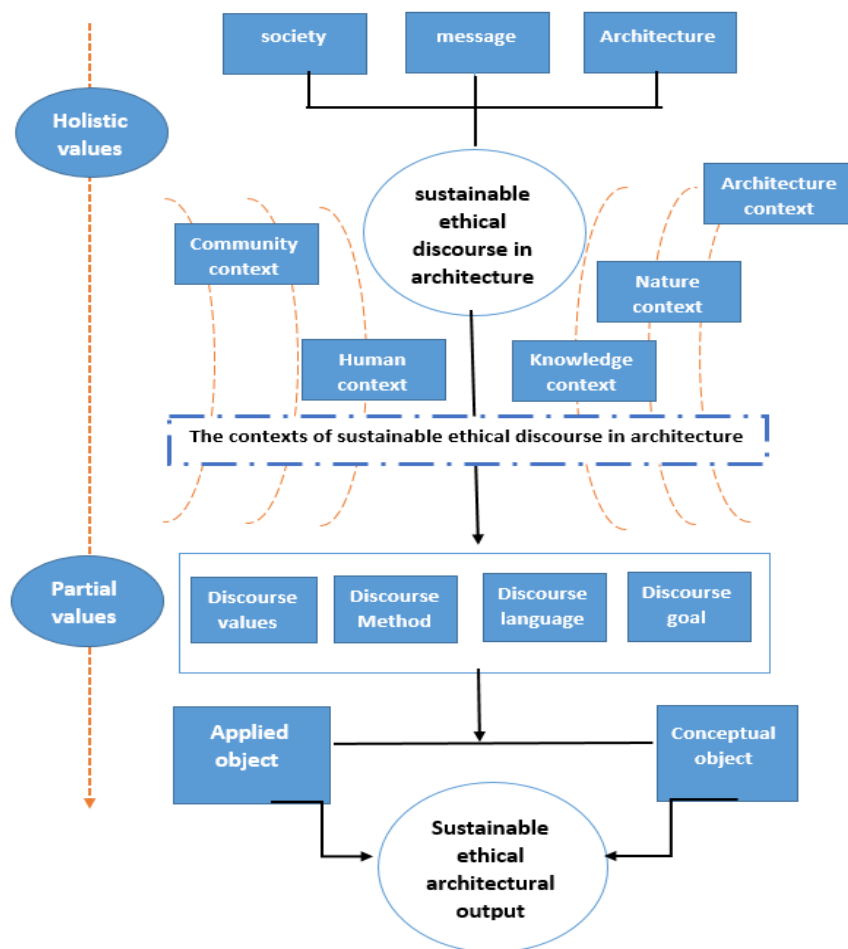


Figure 3. (shows components, elements, tools) of theoretical model of sustainable ethical discourse in architecture (researchers)

5. Practical framework

The research selected a series of architectural projects that were designed according to the concept of sustainable architecture to demonstrate the extent to which they achieved the vocabulary of sustainable moral discourse in architecture

5.1. Masdar City Project in the United Arab Emirates Abu Dhabi

City Centre Design / LAVA Building Designs / Norman Foster and Other 2006 Project Objective Design and construction of a sustainable city that achieves the highest standard of living with the lowest environmental footprint. Achieving 100% renewable energy without waste, and carbon emissions. The city is a sustainable residential community. Abu Dhabi Future Energy Company (Masdar) is a global platform for joint action aimed at finding solutions to some of the most pressing issues affecting human life in general: energy security, climate change and ways to develop human expertise in renewable energy and sustainable development. The Solar Power Station is located in the centre in the shape of giant umbrellas. The idea is inspired by the sunflower flower, which is open

during the day and moving to provide the required shading, as well as to follow the sun and store the energy that is launched at night in the form of light, ' Figure 4' where the shutters are converted into giant lighting poles, wind farms believe Electricity supply to be free from contamination by emissions resulting from the use of fossil fuels and other traditional means of pollution, and the city will be the headquarters of clean technology companies The source of the traditional Arab city drew a number of words, including: For narrow streets, natural shading, high density and low elevations, public spaces, mixed uses, walking, ' Figure 6' The city is also testing a network of small electric vehicles that are not driven by a driver, operated by the Personal Rapid Transit (PRT) system' Figure 5. Everything in the city, from water to waste, is calculated, measured and monitored to become informational sources. The entire city was built on a platform in order to allow digital dragons to quickly access the system of advanced technologies that they operate, the city relies on the principles of sustainability and known and innovative environmental treatments, plant belts and water bodies 'Figure 7'

<http://www.masdaruae.com>



Figure4. The Solar Power Station is located in the centre in the shape of giant umbrellas. <http://masdar.ae>



Figure5. An aerial view of the project from the north showing the centre of the city which is crossed by the LRT route. <http://masdar.ae>

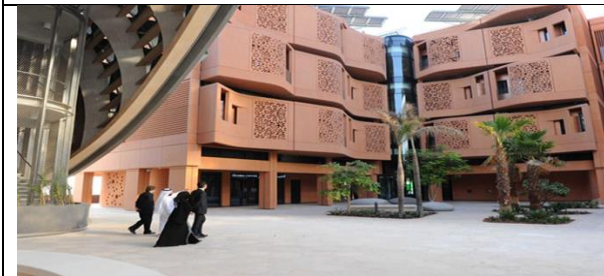


Figure6. Perspective from the mutual framing resulting from diversity. <http://masdar.ae>



Figure7. Picture of the style of residential buildings adjacent to the green belt surrounding the city <http://masdar.ae>

Table 2. The main and secondary indicators of sustainable ethical discourse in the Masdar City project (researchers)

main indicators	secondary indicators	Possible values
The goal of sustainable ethical discourse in architecture	Conceptual object	Create a sustainable concept-based city and establish an innovative architectural knowledge base
Components of sustainable ethical discourse in architecture	Applied object	Achieving a sustainable theoretical discourse on the ground
	The architect is ethically responsible	Masdar's initiative on environmental solutions and respect for resources
	- Message (of moral value)	A sustainable architectural idea and philosophy
	Recipient (community)	Create an environmentally sustainable society through sustainable architecture
Elements of	The goal of the discourse	Design and create a sustainable city that

discourse		achieves the highest standards of living with the lowest environmental footprint
	Method of discourse	Dialogue of Nature – Man
	discourse Language	Nature dialogue - building
		-The use of renewable energies without waste,
		-no carbon emissions
		-Storage of solar energy
		-Wind farms
		-Integration with nature
	discourse values	Environmental, social, cultural, aesthetic, economic, technological
Sources of sustainable ethical discourse in values in architecture	Holistic	Simulation of traditional Islamic city values
	Partial	Contemporary environmental values
The context of the impact of sustainable ethical discourse	Context of architecture	Sustainable City Model
	2. Human context	A human relationship - a sustainable ethical architecture
	3. Community context	-Local (building materials, site)
		Identity (processors, details, materials)
		Privacy
	4. Context of knowledge	A sustainable residential city
	5. Nature	-Use of renewable energy
		-Humility of nature
discourse tools	Theory work	- Contemporary rational thinking
		-Simulation of nature
	2. Technology and informatics	- A network of small electric vehicles that are not driven by a driver, operated by a rapid personal transport system
		- Everything in the city, from water to waste, is being calculated, measured and monitored to become informational sources
		- The entire city was built on a raised information platform
Sources of discourse authority	Architecture	Higher institutions in the state
Kind of discourse	-the society	
	- Institutions	
	Guided	
	- Analytical	
	- Constructive	
	- critical	

5.2. Green School in Bali, Indonesia [www.balischool.com]

The school is a unique masterpiece on the island of Bali. It is designed as a complete fusion of nature designed by architect John Hardy. The designer wanted to carry the message of preserving a natural environment free from pollution. The school is composed of classrooms, a sports hall, teaching halls, administrative offices, restaurants, and a waste recycling centre. The principles of sustainable design are adopted. The most important of these is the use of bamboo as a basic material in walls, ceilings, The school was established in cooperation with the non-profit Meranggi Foundation, which develops bamboo cultivation. The architectural company ptBambo, which specializes in architectural designs using bamboo material, Exclusively the school has relied on renewable sources of energy, such as

solar panels, and the use of hydropower to generate electricity. The school includes lessons to introduce students to the concepts of sustainable development within their curricula. For the whole school, she has been nominated for the 2010 Aga Khan Award,' Figure 8'



Figure 8. Various school spaces illustrating the use of bamboo [www.balischool.com]

Table 3. shows the main and secondary indicators of sustainable ethical discourse on the Green School in Bali project (researchers)

main indicators	secondary indicators	Possible values
The goal of sustainable ethical discourse in architecture	Conceptual Foundations	Sustainable learning concepts
Components of sustainable ethical discourse in architecture	applied	A sustainable architectural teaching tool
Elements of discourse	The architect is ethically responsible - Message (of moral value) Recipient (community)	Sustainability embraces thought and a design approach Promoting sustainable development A cultured, sustainable society
Sources of sustainable ethical discourse in values in architecture	The goal of the discourse Method of discourse discourse Language discourse values	Establishing a sustainable school integrated with nature Human dialogue - nature - building - A sustainable architectural product -Bamboo is a local material -Solar Panels -Hydropower Environmental, aesthetic, cultural, educational, economic, social Humanitarian, environmental
The context of the impact of sustainable ethical discourse	Holistic Partial Context of architecture 2. Human context 3. Community context 4. Context of knowledge	Education towards sustainability and environmental issues Sustainable school model Sustainable education -Participatory Interaction in Sustainable Architecture A sustainable residential city

Sources of discourse authority	5. Nature Architecture -the society - Institutions	Integration with nature State institutions Civil institutions
Kind of discourse	Guided Analytical Construction,	

6. Conclusions

- A. Architecture is linked to all aspects of life and has a direct and indirect impact on human behaviour through the structures that constitute the human society where the activities of his life.
- B. Experiments and psychological studies have proved the importance of the physical environment in which a person lives in his own personality and his larger society in general
- C. The sustainable ethical discourse in architecture is the approach of thought and strategy, which must be followed by architecture today in the ideas of architecture, the formulation of theories and vocabulary, which must be derived from the higher sources of values in the community to be the architectural buildings as an example
- D. The sustainable ethical discourse in architecture does not mean the closure of modern society and technology and modern technology on the contrary must be open and make the most of contemporary developments to suit the privacy of each society and ethics.
- E. The sustainable ethical discourse architecture does not mean the closure of modern society and technology but must be open and make the most of contemporary developments to suit the privacy of each society and ethics.

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