

The rights of dignity the political leader: A model to assess the damage a political image.

"The nonconformists are not to be feared, but resentful that being unable to work on their own try to bring improvement to their level to everyone else"

John Stuart Mill (2001).

Considerations on Representative Government.

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Abstract— The New Public Management has facilitated the arrival of competent professionals at government administration. Every time are more engineers that work in the public sector without have formation in democratic citizen values; the essay seeks contribution in the formation ethics and moral of professional no economists.

In imperfectly competitive markets, the electoral microenterprise exercise their large oligopolistic power through the endorsement of candidates of political parties. Guarantees that become competitive scenario strife and revenge among candidates seeking to gain political prominence image or public office, without any employment consequences and subsidiaries with due respect for the dignity of others.

Oligopoly power of the parties forming electoral microenterprises is such that the triumph easily define a candidate, regardless of whether or not government programs or commitments to communities of voters. How to ensure the political honesty, and respect between candidates for public office, how to limit the economic selfishness electoral microenterprises and foster a political culture of transparency for public office? Competition labor policy should not be synonymous with disrespect for the dignity of others, should not be a source of business for the sensationalist news, Rankin achieved through hearing and visits to websites. To limit or compensate for such abuses, establishing a cost model for the recovery of statutory damages from the economic analysis, political and philosophical.

Index Terms— Dignity, political backing, moral damages, democracy and justice.

Classification JEL—K36, K31, L13, L14.

I. INTRODUCTION

The previous absence of judicial investigation or lack of verification of evidence provided against a political leader, lead to media and political opportunists, economic profit and popularity leaders to publicly condemning innocent. It is increasingly common in times of political campaign to make themselves known to the public acts of corruption or breaches of moral good that tarnish the public image optioned candidate to win the next election. Acts of political immorality and foul play among candidates of political parties on the eve of electoral competition, affecting both developed and developing (Zintl, 1995). Such was the famous case of the Colombian deputy Sigifredo Lopez in the first half of 2012, who after seven years of captivity in the hands of a guerrilla group, (2002-2009), was

accused of treason by easing policy and subsequent delivery murder of 11 of his fellow deputies to the Valle del Cauca, with particular benefit purposes, economic and political. Errors charge of justice and media that swept through the good graces of a citizen and a whole family, to be them persecuted, harassed and questioned by the general people. Sigifredo Lopez's drama seems to be one of the many cases of unjust accusations, which with false testimonies discredit, tarnish and taken to jail, innocent leaders. No character in public life, that aspiration for office, you can feel free to be into question and even irresponsibly maligned. Accusations that today are part of a culture of political sensationalism and media poor community's precarious levels of civic education. Social ills, product market competition, as sales rankings or tuning, the political popularity and financial gain, without any consequences, as should the research of Frank Esser (2008, p. 420) the author show us a theoretical model that explains sound bite news in divergent media systems and links it to the concept of media culture.

Similarly, was the case of the former mayor of Pasto, Nariño in Colombia, Jimmy Pedreros Narvaez, who after 11 months remain deprived of liberty and about twelve years spent in the process of appeal ultimately was exonerated of any blame by the Superior Court of the Judicial District of Pasto, Colombia. About he weighed three criminal charges: Interest Illicit, embezzlement by appropriation for the Benefit of Third Parties and Contracting without Legal Requirements Compliance. Damage to the dignity of public officials, both personally and in business. In last 18 months of liberty, he has not been able to get a new job by damages to his good name and his *curriculum vitae*.

Unsubstantiated allegations that for more than 11 years became in violations at his fundamental rights: the good name, to have a job and enjoyment of a family. Injustices that were more easily drive for media: the internet, websites and false political statements in radio. Derived problems of use of media as political strategy, Madow (1993).

In these acts of injustice, the question arises: what is the fundamental right of dignity in political competition for public office, what rights protection means dignity for justice institutions, media, and society in general? As suggested by

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Anne Marie Reynaers in her book *Public Private Partnerships* (Reynaers, 2014, p.p. 51, 52). How to assess the damage from a political and labor death by undue harm to dignity? Such are the reflection questions in the fields of public administration, political science, philosophy, law and the economy will be address.

II. THE CONCEPT OF DIGNITY.

Although human rights based on universal principles of respect for life, work, dignity, freedom, happiness and justice, is threaten it by the existence of new social practices values decomposition moral treatment and respect the privacy of others². Forcing the discussion of social responsibility and the institutional ethical consensus, to reach an agreement about what is right or improper, right or wrong, permissible or reprehensible, good or bad, for the good of the person and of his humanity (Habermas, 2009). Human rights Kantian inspired by a vision, establishes the right of everyone to live a decent life, free of exploitation, discrimination and marginalization, that is, free from the threat of social exclusion (Kant, 1966, p. 203).

Immanuel Kant defined the dignity of other as the great universal respect that all man must offer at all human being above any other moral value. This implies that the dignity of every person is the first major cosmopolitan principle of social morality. Respect for the human being by simple fact of human is an absolute value, because it recognizes the other as be sentient and same. Social relationship that demand the acceptance of respect the other for we are able to live in community with dignity, so dignity has an absolute value because is personal to each sentient being and therefore inalienable. Hence, the priority of social duty of the governments is, since an ethic of responsibility, give answer at the question. How we can ensure a decent life? Without shortcomings in the enjoyment of the common assets for all citizens such: health, education, good name, respect, strengthening capacities for decent work, self-fulfillment and happiness. (Marshall, 1973, p.72).

The profit motive, greed, the desire for political power and greed in the market labor, vote, capital, communication, goods and services must controlled by government agencies in order to maintain solidarity, political and economic friendship between all men.

Thomas de Koninck says, "*Among more different is the other, less likely we are predisposed, by natural sympathy, to take his side. Justice is manifested primarily cover the difference. All ways of settling in another participating practice of injustice: racism, sexism, ideological fanaticism, and so on.*" (2006, p.15). So it is necessary that the legal law and all social institutions, which form from the sample, such as family,

²The word "moral" has its philosophical origins in the Latin *mores*, meaning 'custom'. *Moralis* (from Latin: '*mos*' and Greek '*custom*'). Thus, "moral" itself carries no concept of evil or good. They are, then, customs, which are virtuous or harmful. Morals are the rules or rules governing the behavior of a human being according to society and himself. This term has a positive versus those of "immoral" (against morality) and "amoral" (no morals). The existence of actions and activities susceptible to moral evaluation it based on the human being as voluntary acts. Therefore, the moral relates the study of liberty and encompassing human action in all its manifestations

education centers and mass media; preserve human dignity rather than financial returns: personal and business. Hence, the importance for public ethics or the maximum liability will launch Oedipus Rex, now old, too weak, blind and ragged, saying: "*It is, therefore, when I am nothing when I become really man*" (Sophocles, 1966. Verse 393).

A. In legal.

The World Conference on Human Rights on June 25, 1993 states: "*All human rights are rooted in the dignity and worth of the human person.*" Both criminal jurisprudence as are founded on the idea protection of human dignity, which is present not only in the humanity of the victim, but also on the offender. Protection, which should be evident from the moment in which the offender is caught, convicted or prosecuted, where at stake is the honor, the rights of privacy, good name and image that every human being is or is he recognizes in social life (Peces and Martinez, 2003, p. 21).

The foundation of the dignity of the person as basement responsibility of every man to the other, is an argument for universal rights public ethics and values in contemporary society, that is, is the supreme good, for the defense of political values, legal, economic and all other rights resulting from the actions of those principles and values. The political liberty to make electoral enterprise also have moral responsibility like another enterprise of monitor and investigate above the appropriateness of candidate before to accept or support in electoral contents candidates, same as their proposals or the social impact that they generate. (Muñoz Cardona, 2014).³

The Universal Declaration of Human Rights and Oraá Jaime, say in the first paragraph. "*In consideration of freedom, justice and peace in the world they are based on the recognition of the inherent dignity and of the equal and inalienable rights of all members of the human family*" (Oraá Oraá, 2009). Speaking in terms of human rights as belonging to the human family, meaning that the value of every man escapes to the material, at external values that adorn him, such as income, wealth, physical beauty, good habits and manners. It reaffirmed the value of every man in himself values beyond which the market gives according to their motor and intellectual skills that make them distinguishable from each other and with the other (Tasset, 1995).

The Universal Declaration of Human Rights (2013) Article 9 argues strongly "*No one shall be subjected to arbitrary arrest, detention or exile.*" In addition, Article 12 "*No one shall be subjected to arbitrary interference with his privacy, family,*

³In all civilized countries of the world, political parties have a duty to create a code of ethics or moral behavior among its members and ensure their full implementation. In Colombia, all political parties, from the time of its incorporation, has the legal duty to appoint a standing committee on ethics to define and manage a code of moral behavior, likewise, the collegiate bodies have the responsibility to appoint and create a regulatory commission of ethics. Moral suppliers are democratically elect. However, despite being clearly defined it and have a regulatory function, they do not strictly follows the behavior of members. The only ethical suppliers meet or become visible, when half a political scandal of wide extent, splashing the good image of the institution. Otherwise, they forget their duty administrative and provider. Proceed to facilitate the advancement of ethical and moral deterioration within the organization.

home or correspondence, nor to attacks upon his honor and reputation. Everyone has the right to the protection of the law against such interference or attacks." The family is the natural and fundamental group unit of society and is entitled to protection by society and government institutions. However, as the social nature of man, belonging to a family and a community, when are accused or convicted, it greatly affects the family and the environment.

Means of mass communication-radio, television, print and Internet-in order to cover a news phenomenon, Mass media -radio, television, print and Internet-in order to cover a news phenomenon they increased the faults on the dignity of the person and their family without any consequences which goes to security, making them vulnerable to all kinds of insults and abuse. Damage at the integrity of person, especially if others judge the victim for self-benefit (Madow, 1993).

B. Economically.

The Colombian Constitution states in Article I: Colombia is a Social State of Right (...) that based on respect for human dignity. In Case T-881 (2002) of the Colombian Constitutional Court defined the dignity of all Colombians under three principles:

- Freedom of self-determination for the design of a life, according to his own plan of life, such as work and education.
- Material conditions of existence for the good life. Through the preservation and procurement of needed goods, such as housing and transportation.
- Physical and moral integrity, in other words live without humiliation or harassment, such as security, health and recreation.

From this perspective, human dignity is a value in continuous change and growth, is a constitutional principle is a fundamental right that is priceless autonomous relative but absolute. That is, the damage can "compensate" for the use of money, since it has four main functions: switching function, it serves to acquire other assets. The valuation function, as it serves as accounting measure of the value of goods. Saving function, it facilitates future enjoyment of a good life and the role of strategic power, because it facilitates political rise, the economic and social recognition (Muñoz Cardona, 2009, p. 135).

The money not only provides material satisfactions, too provides intangibles goods such as education and happiness, as the latter are closely related to the enjoyment of a full life. Money give its possessor, intangible property such as tranquility, security, trust, family togetherness, a chance to dream and realize them, through the purchase of material goods such as housing, insurance payments and studies, so much for he like their family (Smith, 1997), (Muñoz Cardona, 2009, p. 136).

The money for its utilitarian economic function of measure of value of all property is the best means of compensation for damage. Not being in possession of itself, but by the

possibilities offered by the victim to procure other satisfactions. Compensate to some extent the damage, that is, because with money, humans buy almost all tangible and intangible assets associated with them, because with the money the people can mitigate a bit the moral pain and dispel in something suffering can be improved life expectancy. Money as a means of hoarding, serves to fund and improve the quality of future life of the family, stop a disease in time and manufacturing a better world for them. (Tobar Torres, 2011), (Muñoz Cardona, 2009, p. 137).

Trying to repair the moral damage caused to a victim in their abilities or self-employment, such as, the inability to have a good job and maintain a home, are damage to the integrity difficult to correct. Therefore, it is the duty of persons or social institutions that cause it correct or compensate, as other sentient beings forced to live in unhappiness.

The monetary payment of moral damages to the victim does not represent an opportunity to increase the rich heritage but mitigate the moral hazard, so that money becomes the means and not the end compensatory, as economic theory says.

"Money is a veil or instrument of power that serves people for economic and moral satisfactions, such as the welfare, safety or family tranquility". (Muñoz Cardona, 2009, p. 136).

Another way to compensate the moral damage done to the person is through the assessment of lost time for rest or leisure, to enjoy with friends and family. Time, being a scarce economic resource, demand optimal use between productive and rest. The labor laws dictate to employers and employees throughout the world to a weekly day of compensatory rest, and even paid vacation, in order to regain strength, lower stress levels, improve mutual knowledge and above all, to nourish and preserve social relationships with family and friends (Substantive Labor Code, 2014).

"The family is the fundamental unit of society. Natural or legal ties constitute it (...). The state and society ensure the full protection of the family. (...) The honor, dignity and privacy of the family are inviolable. (...) Any form of violence in the family is considered destructive of its harmony and unity, and shall be punished according to law." (Colombian Constitution, Article 42)

Therefore, it is the duty of the judge in a social state of law safeguard the family of possible abuse of labor markets. Even in the political marketplace of vote, where predominate the private interests of political machines or the search of private benefit (Sen, 2004).

Some unscrupulous candidates, through patronage or favoritism looking popular and party, destroy the image and dignity of others-both personally and provided materially achieve its economic and representational power. So, the only way to properly assess and material damage due compensation to the victim and his nuclear family, is through the assessment of long ceased to be together, to share in home entertainment and holiday. That is, the time for productive work outside.

III. MODEL TO ASSESS DAMAGE WORK AND FAMILY FOR VIOLATION OF FUNDAMENTAL RIGHTS.

Before beginning, it is necessary to clarify that not all cases to evaluate the moral dignity of political leaders it can calculate in the same way as each case is unique, either by the depth and intensity or the number of people affected. The following method is used to sample or way similar cases pecuniary valuation moral damages.

It begins by assuming the case of a mayor of Proton, which was wrongly accuse of improper hiring, and appropriation of public funds. Legal process that began in 2000 and lasted until late 2012. For the year 2000, the social leader had a good reputation in their professional training in economics, he had fifteen years of political career, he was owner of two house, three cars and six artworks, was married and he was the father of a 14 years old daughter and an 8 years old son.

The political leader was subject to a security measure with intramural custody for a period of 11 months in 2002 and since then, the public leader tried legally clean up his image front family, friends and society in general. Only after 12 years of legal process and in the last instance of appeal, was exonerate of any wrongdoing by the Superior Court of the Judicial District of Proton.

To finance the costs of the legal process and ensure their family, for 12 years, the former mayor had mortgaged two houses for \$61 million in 2003, which was auction in 2010 for failure to pay. The homes had a market value of \$270,000,000. Similarly, it was necessary to sell three cars in the family in 2001 for \$71,000,000 and six boxes of artwork on painting for \$50,000,000. As a public official, the mayor accrued in December 1999, the sum of \$3,428,670 per month on average.

Suppose further that according to statistical reports of the Centre for Construction and Urban and Regional Development, CENAC, and the National Department of Statistics, DANE: Neutron department has a property tax assessment index, IVP of 7% annual average occupancy rate in the last 10 years of 54.51%. For the valuation of artworks in Colombia, there are no statistics or rates of price growth, so it will assumed the average value of the Deposits Fixed Term Value, DTF (EA) in the last six years, at 7%. From 2000 to 2012, Colombia has had an average annual inflation of 5.58%. Monthly of 0.00465.

In accordance with the definition of dignity that makes the judgment T-881 (2002) of the Colombian Constitutional Court, the assessment of moral and economic damage, will be as follows:

A. Human dignity understood as freedom of self-determination for the designs of life, and living accord to that plan.

Work as an economic category allows people to financial independence and moral and material welfare and providing family security. Facilitates self-employment, avoid extreme poverty, and facilitates the dignity of the individual to be able

to develop as a person, achieve your dreams and desires (Sen, 2004).

It is for this that the various constitutions of countries have employment as an inalienable right, as a fundamental right of every person. In Colombia, for example, in the Title II, chapter one of the National Constitutions (1995), entitled "Fundamental Rights" (Title II, Chapter 1, Articles 1, 24, 25).

From the economic engineering, the method for the actuarial calculation of a series of wage payments is the future value given a present value. With her is the total amount of monthly payments that failed to receive political leader during the legal process and conviction, from 1999 until 2012. Inability to work, affecting the livelihood projects, both personal and family. For example, lack of social security contributions and pension:

The last monthly salary received by the political leader as a civil servant in 1999 was \$ 3,428,670 plus 20.5% of the social security contributions and pension, by the company (8.5% for social security and 12% pensions). This brings the gross salary for the year 1999:

$$\$3,428,670(1 + 0.205) = \$4,131,548.55$$

The value becomes the annuity must be received by 144 months adjusted average inflation rate in Colombia for the past 12 years of 5.58% per year, the monthly 0.00465.

$$FV = A \left[\frac{(1+i)^n - 1}{i} \right] = \$4,131,548.55 \left[\frac{(1 + 0.00465)^{144} - 1}{0.00465} \right]$$

Economic value the damage to dignity of self determination =

$$\$844,458,624.4$$

The political leader stopped receiving 144 months labor and coverings inability pension payments and social security, the sum in actuarial value of \$ 844,458,624.4. Monetary value to the left of perceiving resulted in damage being large scale, since the political leader and his family are present as completely helpless future.

The absence, for example, of contributions to retirement, 600 weeks, preventing him retire, denied the right to a dignified old age, a situation that is compounded when you take into account that the victim is 54 years old and therefore he has few labor chances to find a stable new job.

Is necessary to clarify that while the mayor was not going to rule for 12 years, the leader had been doing a political career from fifteen years ago. Thus, we assume that he would continue his political career, in other words, he will continue to work with the state. He worked first as House Representative, after Secretary of Government and finally Mayor. The political leader had planned be a congressman and later Governor of Neutron; that was his plan of life or his entitled to live a dignity life of self-realization. Dreams that collapsed when the persecution began for partisan purposes and political patronage.

The bad public image of the leader does not allow you working as an engineer, this is he could not work as a politician nor as engineer; in other words labor death. Punitive damages at your labor curriculum that he does not allow to work in the public neither private sector. Violation at fundamental rights to work, to the good name and dignified life.

Intentional damages to the dignity that seeking tarnish the good name of another person, to finish with his political career. So says it the Colombian lawyer, Jenner PhD Alonso Torres Tobar: "*The impact of inequality and insecurity that carry some antisocial and irritating facts, whose authors obtained profit at expense of another's misfortune: lead to the society at abandonment of the sense of justice*" (2011, p. 159).

Given the size of punitive damage caused at political leader and the nature of the conduct, submitted by the different judged in all the legal process for a period of over 12 years. It asks the judge compensate pecuniary damage, with the maximum value enshrined in Article 97 to 1000 minimum wages: 589,500,000 (Colombian Criminal Code Procedure, 2004).

Total value the damage to dignity of self determination = \$844,458,624.4 + \$589,500,000 = \$1,433,958,624.4

For damage willfully self-dignity, fundamental rights of reputation and decent work, social leader should receive a compensatory sum, for the twelve years of the process, equivalent to \$1,433,958,624.4.

B. Human dignity understood as concrete material conditions of existence.

It is part of the projects in the life of a human being having a family and watch over them, only achieved through the enjoyment of material goods can ensure quality of life, such as housing, transportation, security economic present and future for himself and his family (Smith 1997), (Tasset, 1995), (Nussbaum, 2010), (Muñoz Cardona, 2010, p.p. 28).

To deal with the legal process, pay lawyers, cover minimum needs of the family, and preserve their lives from the snares to which he was subjects in prison by other inmates, the political leader had to mortgage two properties for \$ 61 million, both in 2003 with commercial values of \$150 million and another for \$120 million. It sold six artworks a famous painter Buesaquillo by \$50 million in 2008, according to appraisals, commercial firm's artwork, below 50%. Three vehicles in 2002 for \$71.000.0000.

According to National Statistics Department, Neutron has a Value Property Index of 7% per year on average. In the case of vehicles, the depreciation is 10 years, so that, being fully depreciated, will add a salvage value of \$15 million added to the return value of the vehicles. In addition, in the case of the works of art will take the average of the last six years of the DTF (EA) of 7%.

$$FV = PV(1 + i)^n + PV(1 + i)^n + PV(1 + i)^n + (Vehicles + Salvage Value)$$

With the future value formula given a present value is to update the values of lost assets political leader's family over twelve years of legal process. Goods that once forced the victim and his family to sell, for fundamental basic needs, fee payments, legal and procedural costs.

$$\begin{aligned} \text{Total value of the dignity of the material conditions of existence} = \\ \$120.000.000(1 + 0.07)^{10} + \$150.000.000(1 + 0.07)^9 \\ + \$50.000.000(1 + 0.07)^4 + \$86.000.000 \\ \equiv \$663.366.845,2 \end{aligned}$$

The actuarial economic value of goods sold during the 12 years of the judicial process, used for covering family expenses and the process adjusted, as appropriate, to the rates of inflation or Property valuation amount, \$ 663,366,845, 2. Value to compensate for loss of material goods necessary to the conditions of quality of life and good life, both the affected and their family.

C. Human dignity understood as intangibility of non-equity, physical and moral integrity.

For the calculation of damage to the physical and moral integrity of the political leader and his family, it assumes the value of recreation or leisure. What in the labor law, the term mandatory paid vacation. Out for a walk or spend time in family and marital ties preserve home. Rights contemplated within the Substantive Labor Code (2014) to achieve the good life and quality. Pleasures enjoyed, aired and strengthened when the employee makes use of holiday work.

Leisure time, leisure or recreation allows an individual to grow as a human being to read, updated, and interact with other people in visions, cultures and experiences. Lower stress levels and retake encouragement. It is for this that the Colombian Substantive Labor Code. (2014, Article 132) states that while an employee of integral wages, this is that win up 10 or more minimum wages⁴, they may give up subsidies and bonuses, legal and extralegal bonuses. Even they can give up to benefits of surcharges for night work, Sunday and holiday, but they cannot give up a weekly rest day and, especially, to vacations annuals paid.

In order to assess the physical and moral integrity of a public or private employee, in terms of the enjoyment of rest from work with family and friends, will be taken into account public holidays, the annual leave and Sundays or compensatory day obligatory by labor law for rest.

$$\text{Lazy days for a year} = 18 \text{ holydays} + 48 \text{ Sundays} + 15 \text{ Annual Leave} \equiv 81$$

If we assume that a mayor receives annually extralegal three equal annual premiums to wages earned, plus 15 days holiday, 66 days holidays and Sunday payments, then the total value received for recreation and leisure with family and friends is: As the political leader had a monthly salary for 12 years of \$3,428,670, in other words \$114,289 daily. Replacing have:

⁴Article 145 of the Colombian labor code defined as the minimum wage that all workers are entitled to receive to meet their needs and those of your normal family, in the material, moral and cultural.

$$\text{Value leisure days labor} = 18 \times \$114,289 + 48 \times \$114,289 + 15 \times \$114,289 \equiv \$9,257,409$$

Total value of premiums extralegals =

$$(\$295,575 \text{ month}) \times 12 + \text{Job Seniority } (\$147,787.5) \times 12 + \text{and Christmas } (\$332,521.92) \times 12 = \$9,310,613$$

The economic value of public holidays and vacation to enjoy with family and friends is \$18,568,022. If these values updated monthly at present value would be equal to:

$$\text{Economic value of heritage assets} = \equiv (\$9,267,409 + \$9,310,613) \left[\frac{(1 + 0.0058)^{27} - 1}{0.0058} \right]$$

$$\text{Economic value on the dignity of the physical and moral integrity} = \$230,229,720.7$$

The political leader must receive as compensatory economic value of damage to the dignity of the physical, the sum of \$230,229,720.7. Sum which he lost and was unable to enjoy family holidays and vacation, strengthen family bonds, reduce stress levels, maintain friendships, and all the other necessary ontological relations to integral human development (Nussbaum, 2010).

However, an assessment of human dignity for defamation is incomplete but moral damage is assessed the nuclear family unit, to the children, especially if they are minors.

The partnership with children is less conservative and oblivious to the pain and suffering orphan them, to see and hear how they attack, judge or condemn their parents for mass media. Moral damages on children that cause moral and psycho disorders, sometimes irreversible in his being as with the youngest son of eight years political leader, who during the trial of her father, for 12 years, came to suffer and suffer psychological disorders, reflected in continence organ damage from fear or threat. He even came to show behavioral pathologies isolation and social rejection.

In this inhumanity for moral damages, the judge requested restitution utter dignity hurt family and domestic violence, for the maximum value that establishes the law in Article 97 of 1000 statutory minimum monthly wage, \$589,500,000 (Criminal Code Procedure, 2004).

$$\text{Total value of the dignity of the physical and moral integrity} = \$230,229,720.7 + \$589,500,000 = \$819,729,720.7$$

For economic and moral damage to the dignity of physical and moral integrity of the political leader and his family, this must compensated with the sum of \$819,729,720.7. Sum of money that seeks to compensate, in some way, damage the image of the father in front of their children, damage media and society in general on children political leader unfairly judging his father hardship, penalties and embarrassment to which the wife was subjected political leader. In addition, the political leader himself in his physical and moral integrity.

In summary, the total value of moral and economic damage of the political leader and his family watched from the legal and economic definition of dignity, which makes of Colombian Constitutional Court (Judgment T-881, 2002):

Total value of the moral and economic damage to the dignity =

(Total value of the damage to the dignity of self + total value on the dignity of the material conditions of existence + total value on the dignity of the physical and moral integrity)

Total value of the moral and economic damage to the dignity =

$$\$1,433,958,624.4 + \$663,366,845.2 + \$819,729,720.7 =$$

$$\mathbf{\$2,917,055,190.3}$$

Thus, the total value of economic and moral damage caused to the dignity of the political leader and his family for over 12 years is \$ 2,917,055,190.3.

Damages payable by the State, careless procedural justice and the law enforcement. For absences of ethical regulation on political activity. If the State is one social institution capable of imposing on the power of the individual or partisan interests for the sake of preserving peace and the common good, then: justice and respect among each and every one of the citizens should prevail (Pierson & Castels, 2007, p.p. 67-75). The state lacked social control mechanisms and corporate media, political party headquarters and the public (Marshall, 1973).

The moral question is how to create social awareness of political and civic responsibility: How to preserve the right of public information? How social wisdom boost citizen respect? How to raise awareness in the media about the corporate social responsibility? How to avoid the deterioration of public revenues affecting the availability of revenue for social investment? Finally, how moralizing political competition? On the other hand, as the German philosopher questioned Ernst Tugendhat (1993): Who must pay the value of pain and suffering?

IV. CONCLUSIONS.

While there are no effective controls or legal clarity on micro social responsibility electoral and media companies, society must pay their taxes, for allowing media and unscrupulous leaders manage their feelings and emotions (Zuluaga, 1996).

While society is not aware and does not require a legal and political institutions regulating corporate social responsibility and civil, political patronage and the profit motive will continue trampling on the dignity of human beings. Vain will be the code of ethics or regulatory commission, which by law is obliged to maintain Colombian written to political parties and associated bodies.

The right to inform and be informed cannot be above the rights of dignity and good name to every citizen to live in society. Never a word can be worth the working life of a man, security, dignity and integrity of a family. Political machines can never be above justice, honesty and transparency or democracy itself (Rodriguez Adrados, 2011). The hiring and the raises were in the labor market must depend on the merits of the worker and not the endorsements or recommendations

of political leaders or political machines (Muñoz Cardona, 2014).

How to avoid dishonest political competition? Moralizing politics. Ending political patronage structures and electoral microenterprises that feed corruption. For this, it is necessary to rescue the importance of government programs, making them prevail over the political image of the candidate or political endorsement of machinery (Muñoz Cardona, 2014).

Microenterprises are not electoral competition nor demagogic candidates for a fellowship, and the promises of employment contracts, which must define democratic political elections. By contrast, what should prevail in democratic political contests is serious study, by a group of technocrats or experts, on the feasibility of projects or government plans submitted by different candidates for public office.

Once the group of experts and technocrats evaluators say what the government plans viable, must give to the community, so that you can understand and discuss. To be the community to decide: What is the government project in which they are committed to work and support it? (Postner, 2002)

However, the community should questions: What is the best government program? How we imagine our town and our region in four or five years? What are government projects more efficient and equitable? Once government programs are select for their viability, the proponents are show. In this way will be started electoral political campaign.

The winner or winners of the race will be responsible for leading the implementation of the projects approved in the development plan. Society or community will then become its contractors; will be the seer and oversight of enforcement.

The above-proposed research warrants a new design in social logistics for electoral purposes. A new way of seeing and understanding the art of politics in promoting social development. A communicative social action where facts are more important than words. Democracy for social happiness, and not for the patronage and demagoguery.

REFERANCE

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