Argumentative essay. The utilitarianism, John Stuart Mill promoted a theory of morality that postulated: "The creed which accepts as the foundation of morals, utility, or the Greatest Happiness Principle, holds that actions are right in proportion as they tend to promote happiness wrong as they tend to produce the reverse of happiness. By happiness is intended pleasure and the absence of pain; by unhappiness, pain, and the privation of pleasure." Mill argues that happiness is the foundation of morality and that pursuing one's own happiness will necessarily lead to an ethical society for all. In-Text Citations: After providing evidence you need to give that piece of evidence it's proper in-text citations. If it is a book or journal with an author, just put the author's name and the page number. If it is a website with an author, just put the author's name. If it is a website with no author, just put the article title. Works Cited Page: Once you have finished the essay. Begin on a completely new page and the title should be centered and Works Cited Page. Same font size, same font type. This page should be double spaced as well, you should include your citations that you may have found in the essay process.