

Chapter Four



Ethical Public Speaking


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Ethical Speaking and Responsibility



⌘ Ethics

- ☑ The study of moral conduct, or how people should act toward one another;
- ☑ In public speaking, the responsibilities speakers have toward their audience and themselves*

Ethical Speaking and Responsibility:

Free Speech and Responsibility



- ⌘ The First Amendment guarantees freedom of speech
- ⌘ The Fourteenth Amendment guarantees equal protection under the law, including freedom from discrimination.
- ⌘ Finding a balance between the right of free expression and the right to freedom from discrimination can be a challenge when giving a speech*

Ethical Speaking and Responsibility: The Roots of Ethical Speaking



- ⌘ Confucius proposed a system of ethical principles based on the practice of *jen*--sympathy
- ⌘ Socrates developed the “Socratic method” of questioning
- ⌘ Aristotle wrote texts such as “The Rhetoric” which focused on the art of persuasion*

Ethical Speaking and Responsibility: Ethics and Ethos



⌘ Ethos

- ☑ A Greek word meaning “character,” from which the modern word ethics is derived

⌘ Positive Ethos

- ☑ Competence
- ☑ Good moral character
- ☑ Goodwill*


Ethical Speaking and Responsibility: Speaker Credibility

⌘ Speaker Credibility

- ☑ The believability of speakers, based on their grasp of the subject, display of sound reasoning skills, degree of honesty, and interest in the welfare of their listeners*



Values: The Foundation of Ethical Speaking



⌘ Values:

People's most enduring judgements or standards of what's good/bad, of what's important; they form the basis on which people judge the actions of others

⌘ Values are culturally determined and transmitted through key social institutions such as the family, schools, and religious organizations*

Values: The Foundation of Ethical Speaking: Value Conflicts and Ethical Dilemmas

- ⌘ Conflicting values lie at the heart of ethical dilemmas

- ☑ The more diverse the society, the greater these clashes tend to be

- ⌘ Recognizing audience values in a multicultural society becomes very important for a speaker*

Values: The Foundation of Ethical Speaking: Values and the Public Speaker



- ⌘ Successful speeches appeal to listeners' values
 - ☑ Speeches that ignore this crucial component of audience analysis often fail miserably
 - ☑ Try to identify your listeners' values, attitudes, and beliefs as they relate to the topic, the speaker, and the occasion *

Values: The Foundation of Ethical Speaking: Values and the Public Speaker



- ⌘ Ethical speaking requires not only recognition of, but respect for audience values- even when they diverge from our own*

Values: The Foundation of Ethical Speaking: Values and the Public Speaker



- ⌘ Being alert to differences in values can help speakers deliver their message ethically by:
 - ☑ Being sensitive to the existence of alternative viewpoints
 - ☑ Reviewing potential topics from a culturally sensitive perspective
 - ☑ Being mindful that differences in dialects or accents, nonverbal cues, word choice, and even physical appearance can be barriers to understanding*

Ground Rules For Ethical Speaking

- ⌘ The qualities of dignity and integrity are universally seen as central to ethical behavior
- ⌘ Dignity:
A feeling of worth, honor, or respect as a person
- ⌘ Integrity:
incorruptibility; speakers who demonstrate integrity do not compromise for the sake of personal expediency*


Ground Rules For Ethical Speaking: Trustworthiness

⌘ Trustworthiness:

- ☑ Qualities of candor, truth, and sincerity*



Ground Rules For Ethical Speaking: Trustworthiness



⌘ Trustworthiness includes:

- ☑ Revealing your true purpose to your audience
- ☑ Not using misleading, deceptive or false information
- ☑ Acknowledging sources*

Ground Rules For Ethical Speaking: Respect



⌘ Respect:

- ☑ Concern for treating people properly; respectful speakers focus on issues rather than personalities

⌘ A respectful public speaker:

- ☑ Focuses on issues rather than personalities
- ☑ Allows the audience the power of rational choice
- ☑ Avoids in-group and out-group distinctions*

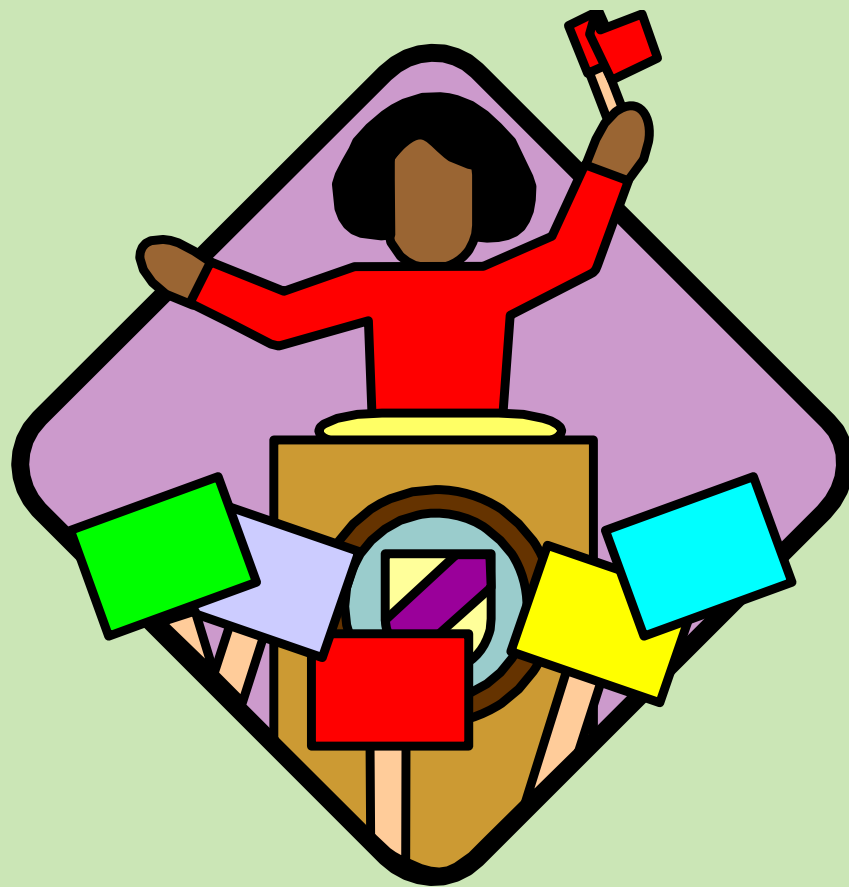
Ground Rules For Ethical Speaking: Respect

⌘ Jargon:

- ☑ Specialized terminology

⌘ Ethnocentrism:

- ☑ The belief that the ways of one's own culture are superior to those of other cultures*



Ground Rules For Ethical Speaking: Respect



⌘ Stereotypes:

- ☑ Generalizations about an *apparent* characteristic of a group that are applied to all its members

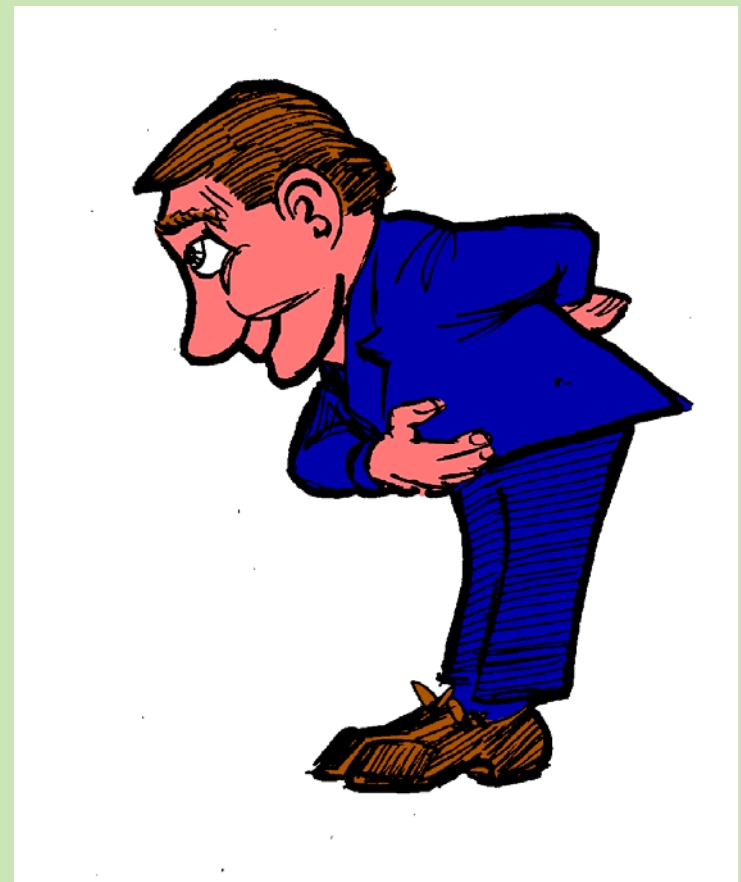
⌘ Hate Speech:

- ☑ Offensive communication directed against people's racial, ethnic, religious, gender, or other characteristics*

Ground Rules For Ethical Speaking: Responsibility

⌘ Responsibility:

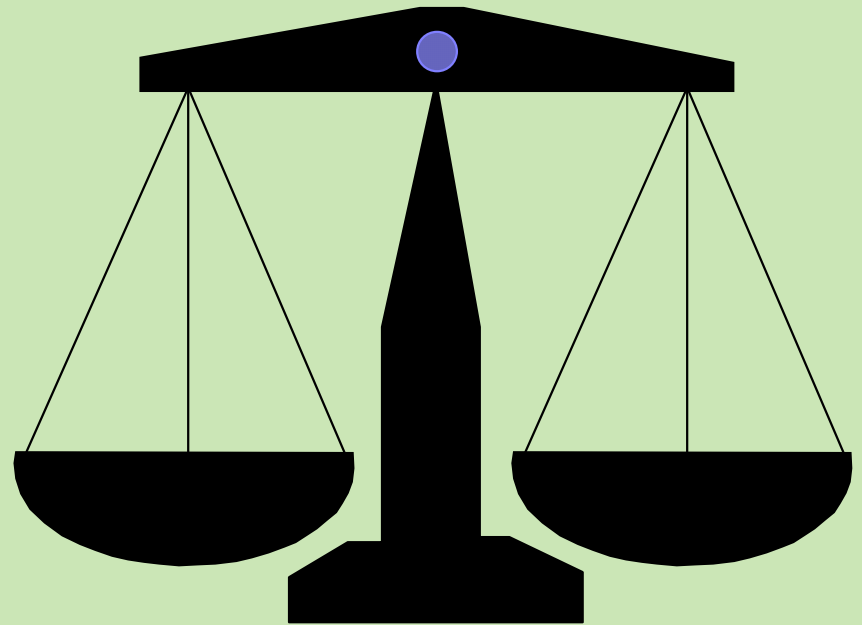
- ☑ A responsible speaker communicates in ways that are accurate, careful, and objective*



Ground Rules For Ethical Speaking: Fairness

⌘ Fairness:

- ☑ Genuine and open-minded impartiality*



Plagiarism




⌘ Plagiarism:

☑ The use of other people's ideas or words without acknowledging the source

⌘ If a source requires credit in written form, it should be acknowledged in oral form*

Plagiarism:

Direct Quotations



⌘ Direct quotations:

☑ Statements made verbatim, or word for word, by someone else*

Plagiarism:

Paraphrased Information

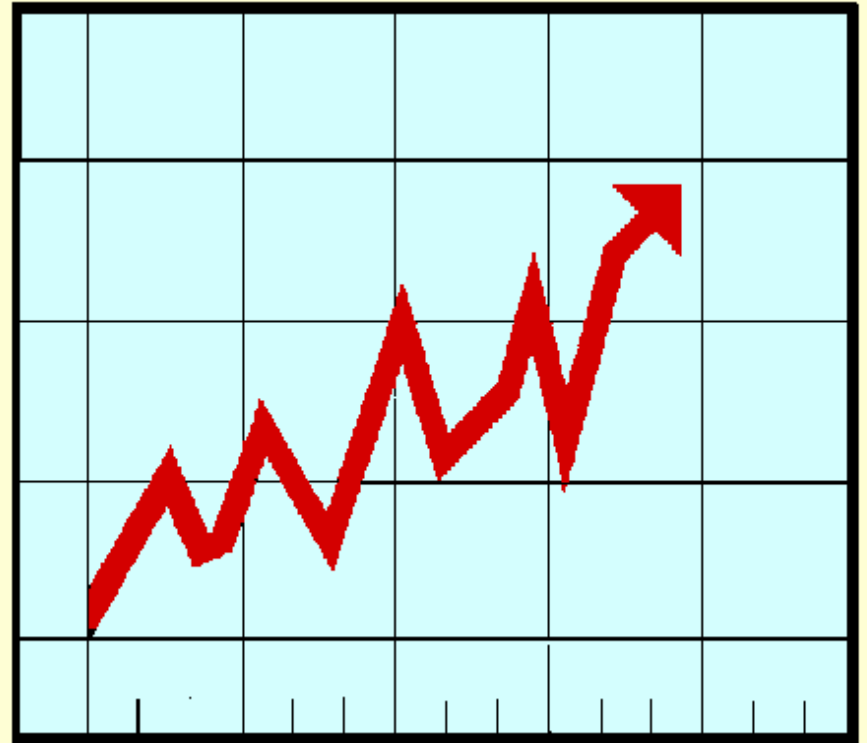


⌘ Paraphrase:

- ☑ A restatement of someone else's statements, ideas, or written work in the speaker's own words*

Plagiarism: Facts and Statistics

⌘ Any data other than that gathered by you should be cited*



Assessing Ethical Factors After Delivering The Speech



- ⌘ Did the speech reflect your own values, and respect the values of your audience?
- ⌘ Were you honest in your presentation?
- ⌘ Did you focus on issues rather than personalities?
- ⌘ Did the audience benefit from your remarks?
- ⌘ Did you use sound evidence and reasoning?
- ⌘ Was the content of your message accurate?
- ⌘ Did you avoid manipulating the emotional sensitivity of your audience?*

Assessing Ethical Factors After Delivering The Speech



- ⌘ Did you avoid using language that might create in-group and out-group distinctions?
- ⌘ Did you avoid all expressions of ethnocentrism, stereotypes, or other kinds of prejudice?
- ⌘ If appropriate, did you acknowledge alternative points of view?
- ⌘ Did you acknowledge your sources of information by citing them appropriately in the speech?
- ⌘ Were the citations accurate and complete?*