Chapter 2
The Ethics of Public Speaking

Definition of Ethics
Standards used to discriminate between right and wrong, good and bad, in thought and action.

Principles of Ethics
• All parties have ethical responsibilities.
• Ethics pervade character and action.
Ethical Speaking

Responsibilities
• Speak up about important issues.
• Promote positive ethical values.
• Speak to benefit your listeners.
• Use truthful support and valid reasoning.
• Consider the consequences.
• Strive to improve your speaking.

Ethical Listening

Responsibilities
• Seek exposure to well-informed speakers.
• Avoid prejudging speakers and ideas.
• Evaluate the logic and credibility.
• Beware of consequences of not listening carefully.

Plagiarism

Guidelines
• Take clear and consistent notes.
• Record complete source citations.
• Indicate quoted material.
• Paraphrase in your own words, style, and structure.
• When in doubt, cite the source.