Chapter 4
Ethics in Public Speaking

An essential element of every speech, ethics is defined and explained through guidelines to promote speaker credibility. Points for avoiding unethical practices are also discussed.

“It is time to start rebuilding the character of the American people. Our greatest leaders came from families whose ethical foundations were built into their very souls.”
Billy Graham
Ethics

*Refers to the rules we use to determine good and evil, right and wrong.*

- **Freedom of Speech:** Since the first amendment to the U.S. constitution was passed in 1791, American Citizens have had a constitutional guarantee of freedom of speech.

- **The Ethics and Values Link:** Inherent to a discussion about ethics in public speaking is the concepts of values and how they ground us.
Ethos and Speaker Credibility

- Ethos
  - Intrinsic
  - Extrinsic
- Aristotle
- Plagiarism and Source Citations
- Engage in Dialogue with the Audience
  - Monologic communication
  - Dialogic communication

- Promoting Ethical Speaking
  - Search
  - Justice
  - Public Motivation
    - Hidden agendas
- Respect for Dissent
Developing Ethical Speaking Habits

- Ethical Guidelines
  - Recognize the Power of the Podium
  - Speaker Truthfully
  - Become Information Literate
    - Point of View
    - Authority
    - Reliability
    - Timeliness
    - Scope
Ethical Pitfalls

• Avoid Purposeful Ambiguity
• Avoid Rumors and Innuendos
• Uphold Unpopular Ideas
• Avoid Hidden Agendas

• Avoid Excessive and Inappropriate Emotional Appeals
  • Deception
  • Manipulation
  • Confusion
  • Fallacies
    • Name calling
    • Glittering generalities
    • Testimonials
    • Plain folks
    • Bandwagoning
Avoid Unethical Practices

After making the commitment to maintain ethical standards as a speaker you should ensure that your speech delivery reflects your commitment.

• Research
• Delivery