

Lecture 8

Ethics and public speaking

The importance of ethics

- Ethics is the branch of philosophy that deals with issues of right and wrong in human affairs.
- Questions of ethics arise when a public speaker faces an audience.

- The power of spoken words needs to be guided by a strong sense of ethical integrity.
- Ethical decisions need to be guided by your values, your conscience, your sense of right and wrong.

Guidelines for ethical speaking

- Make sure your goals are ethically sound
- Be fully prepared for each speech
- Be honest in what you say
- Avoid name-calling and other forms of abusive language
- Put ethical principles into practice.

Plagiarism

- Comes from Latin word *plagiarius* – kidnapper.
- It means to present another person's language or ideas as your own.
- To give impression you thought of something yourself when you have actually taken it from someone else.

Three types of plagiarism

- Global plagiarism
- Patchwork plagiarism
- Incremental plagiarism

Global plagiarism

- Stealing a speech entirely from another source and passing it off as your own.
- It is sometimes the result of deliberate dishonesty.
- More often it happens because a student puts off the assignment until the last minute.
- Not to leave speech until last minute.

Patchwork plagiarism

- Stealing ideas or language from two or three sources and passing them off as one's own.
- It is vital to consult a large number of sources in your research.
- If you only have two or three sources to turn to for inspiration, you are far more likely to fall into the trap of patchwork plagiarism than if you consult a wide range of materials.

Incremental plagiarism

- Failing to give credit for particular parts of a speech that are borrowed from other people.
- Increments – the speech that are borrowed from other people.
- Two forms of increments: quotations and paraphrase

- Quotations – whenever you quote someone directly, you must attribute the words to that person.
- Paraphrase – when you paraphrase an author, you restate or summarise her or his ideas in your own words.

Guidelines for ethical listening

- Be courteous and attentive
- Avoid prejudging the speaker
- Maintain free and open expression of ideas

Summary

- Public speaking carries heavy ethical responsibilities.
- Of all the ethical lapses a public speaker can commit, few are more serious than plagiarism.
- In addition to your ethical responsibilities as a speaker, you have ethical obligations as a listener.