

Chapter 3 Notes

Textbook Notes

Chapter 3: The Ethics of Public Speaking

- Ethics - generally associated with the field of philosophy that can be defined as a set of moral principles governing human action or conduct as it pertains to motives, end, and the quality of one's actions
 - Ethical Codes - a set of rules guidelines by which a group lives by in order to regulate behavior
 - Such codes are upheld by schools, universities, colleges, etc.
 - Many people have different codes
 - There is no one universal code to the difference in experience, worldviews, and opinions of every single person
 - Rhetorical Ethics - the ethics of public speaking
 - Refers to behavioral expectations of communication exchange between speaker and audience that bonds the two in considering the topic at hand to communicate, yet remain focused on shared concerns or the public good
 - James Hendrick's set of rhetorical ethics:

1. Discovering truths and arguments relevant to decision-making on contingent issues
 2. Advocating, interpreting, and propagating ideas before a public
 3. Testing prepositions in debate
 - Obeying this code results in more productive discourse
- The Ethics of Speech Preparation
 - The Deceptively Hard Work of Speech Preparation
 - When done well, the art of productive discourse can look easy—and it isn't
 - Besides the author themselves, most don't know how much work (research, outlining, writing, revising) goes into a speech
 - Speech Preparation as an Ethical Demand
 - Preparation demands hard work and ethics
 - Public speaking requires constant adaptation and revision due to the amount of human factors
 - Ethical Preparation:

1. *Advance planning*: don't procrastinate; you'll want at least a week
 2. *Information selection*: research your ideas; select material carefully
 3. *Note-taking*: take careful notes to keep track of sources
 4. *Revise and refine*: improve draft by draft
 5. *Practice*: it is essential that you practice your presentation multiple times before you give it
 6. *Earn the right to speak*: give your best effort in preparation
 7. *Responsible and respectful*: make sure you have a meaningful message to deliver with respect to their time
 - 7.1. Take the occasion seriously
 - 7.2. Treat your audience respectfully
 - 7.3. Come prepared to offer something important and meaningful
- The Ethics of Speech Performance
 - The Ethics of Public Influence
 - Speakers give information that *will* influence the opinions of the public

- Public rhetoric—*your* rhetoric—has consequences for which *you* are responsible, giving you an ethical responsibility to your audience
 - Ethos and the Five Ethical Practices of Public Communication
 - Ethos - one of three models of proof, used in service of invention; refers to a person's public character or persona; *credibility*
 - Five Practices

- Avoiding plagiarism
 - Plagiarism - the unacknowledged use of someone else's work
 - Includes lack of citation
 - Using developed ideas without a source
 - Ethical work is expected because it is fundamental to learning
 - Core component of honesty
 - Ruins credibility
 - Use of plagiarism can ruin careers and lives
 - Ethical Research
 - Common issue is how to properly give credit
 - Use merit citations with oral speeches
 - Always include lengthy citation in outlines
 - Be prepared to submit sources if called for
 - Do not overstate or manipulate evidence
 - Do not fabricate evidence
 - Do not suppress the opposition
 - If you already know something, find a source to confirm it
 - Works to your advantage to acknowledge and refute an opposition rather than to ignore it
 - Practicing Ethical and Sound Reasoning
 - Supply a basis for your reasonings
 - Do not rely on assertions
 - Assertion - claim that lacks an evidentiary basis; offered without reason, support, or data
 - *Balance* pathos
 - Pathos - refers to the psychological state of an audience and rests upon the speaker's effective appeal to emotion and motivation
 - Don't ignore facts and use fear to control someone
 - Ethical Language Use
 - Be aware of your diction and connotation
 - Avoid rude, vulgar, sexist, racist, language
 - Treat the audience humanely
 - Being Responsible for the Consequences of Your Rhetoric
 - Consider how what you say might impact someone's life
 - You are influencing decisions
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- Practicing Ethical Communication
 - Respect the audience by preparing thoroughly
 - Recognize your responsibility as a speaker
 - Be truthful and honest
 - Be accurate and careful with your use of evidence and claims
 - Do not manipulate, omit, or fabricate evidence to strengthen your argument
 - Practice sound reasoning
 - Do not use irrelevant character attacks
 - Do not use too much pathos, as it may overwhelm your logos

- Do not conceal your conflict of interest or self interest
- Employ sources; do not steal the works of others
- Do not submit the work of others as your own
- The Ethics of Listening
 - Ethical listener - demonstrates responsibility to the speaker and society by how they listen
 - Qualities of Ethical Listening
 - Actively Listen
 - Active listening - participates in the speech by listening closely, critically, and constructively; concentrates on what the speaker says and looks for meaning
 - Thinking critically and forming opinions on the presented matter
 - Listening to Improve as a Speaker
 - Concentrate on the speaker's mannerisms
 - Concentrate on the structure, development of the argument, and use of quality resources
 - Listen to how they engage the listeners
 - Ethical Listening Attitude
 - Ethical listening attitude - consists of a positive disposition in which you approach discourse with an open mind and without fixed opinions
 - Allows you to listen appreciatively
 - Appreciative listening - an attitude that allows us to enjoy a presentation and its aesthetics
 - Enjoy a presentation's craftsmanship
 - Empathetic listening - ideally suited to deliberative practices as it considers, "the humane aspects of public issues"
 - Listening to Comprehend and Retain Information
 - Attention in listening allows for learning and prepares for the deliberative process by providing us with relevant information for discussion
 - Focus on the message
 - Jot down sources for later review
 - Think of questions
 - Take notes
 - Devices have both improved and unimproved the experience
 - Provides easy note-taking techniques
 - Creates barrier between speaker and listener
 - Listening for Message Evaluation
 - Evaluative listening/critical listening - thinking critically about a speech's content to form judgements or opinions
 - Allows us to create our own opinions and perspectives
 - Practicing Ethical Listening

■ Listen to learn ■ Provide feedback ■ Listen actively ■ Listen to improve	■ Listen with appreciation ■ Listen with open mind ■ Take notes ■ Create a speech outline
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Name: _____

■ Compose question

In-Class Notes

- Listening Is...
 - Listening is the accurate perception of what is being communicated
 - Listening is a process in perpetual motion
 - Listening is not the simple ability to decode information; is a two-way exchange in which both parties are receptive to each other's thoughts, ideas, and emotions
 - Listening is a natural process that goes against human nature