



**CHANDIGARH  
UNIVERSITY**

Discover. Learn. Empower.

# **University Institute of Liberal Arts and Humanities**

Course Name – Professional Business Communication

Course Code – 22PCH-105



**Ethics in communication**

DISCOVER . **LEARN** . EMPOWER

# COURSE OBJECTIVES

The Course aims to:

1	Augment student's overall communication and interpersonal skills by practicing oral and written English for professional life.
2	Enrich reading capability to enhance business sense through special emphasis on business vocabulary and its usage.
3	Write business documents clearly, concisely and analytically in correct syntax.
4	Speak coherently, concisely in social and professional environment.

# Course Outcomes

On completion, the students are expected to:

CO Number	Title	Level
CO1	Apply non-verbal and soft skills effectively to attain expertise in Listening, Speaking, Reading and Writing Skills (LSRW Skills).	Apply
CO2	Apply correct contextual and comprehensible written text and speech in a wide range of communication situations.	Apply
CO3	Demonstrate linguistic competence while speaking and writing through accuracy in grammar, intonation, pronunciation and vocabulary.	Apply
CO4	Evaluate information as critical readers, speakers and writers applying ethics in communication and being sensitive in cross cultural communication.	Evaluate
CO5	Create original short compositions, in the form of paragraph writing, business correspondence, blogs etc. using logical support and argument.	Create



# Introduction



**“Ethics is the difference between what you have  
a right to do and what is right to do.”**

**- Potter Stewart**

# Difference Between Ethics, Morals and Values?

**Values:** are the foundation of a person's ability to judge between right and wrong. Values include a deep-rooted system of beliefs.

**Morals:** which are formed out of values. They're the actual system of beliefs that emerge out of a person's core values.

**Ethics:** is a system of moral principles. They affect how people make decisions and lead their lives. Ethics is concerned with what is good for individuals and society.

# Ethical Values

LAW ABIDING  
RESPONSIBILITY  
INTEGRITY  
RESPECT  
HONESTY  
FAIRNESS  
CARING  
RELIABILITY  
ACCOUNTABILITY



# **Ethical Communication**

- In communication, ethics work to enhance credibility, improve the decision-making process and allow for trust between the two parties.
- This allows both parties to define what is acceptable to allow for better relations between individuals and different departments, in the case of organizations.
- Unethical communication threatens quality of communication and consequently the well-being of individuals and society.

# **Ethical Communication- Definition**

- Moral principles and standards that guide the conduct of individuals and their behaviour.
- Standards that offer guidance about the choices we make.
- Fundamental to responsible thinking, decision making and development of relationships.
- Enhances human worth and dignity



# What does it mean to be an ethical communicator?

- It means-
  - Treating people fairly, communicates honestly.
  - Avoiding language that manipulates, discriminates or exaggerates.
  - Not hiding negative information behind an optimistic attitude.



# **Influencing factors of Ethical Communication**

- Promote a climate of caring and mutual understanding.
- Strive to understand and respect other communicators before evaluating and responding to their messages.
- Condemn communication that degrades individuals and humanity through distortion, intolerance, intimidation, coercion, hatred, and violence.

# Why Do Organizations Have a Code of Ethics?

- To set the right culture
- To enhance the productivity
- To develop team Work
- To increase public Image and brand Value
- To touch new level of successes
- To remain in compliance with laws and regulations



# What is an Ethical Dilemma?

- An ethical dilemma is a conflict between alternatives, where choosing any of them will lead to a compromise of some ethical principle and lead to an ethical violation.
- Every person may encounter an ethical dilemma in almost every aspect of their life, including personal, social, and professional.



# Characteristics of Ethical Communication

- Accurate, sincere and not deceptive
- Does not hide negative information behind an optimistic attitude
- Does not state opinions as facts
- Portrays graphic data fairly



# **4 Standards to Ethical Communication Decision**

- 1. Political perspective-** Helps us understand ethical practices based on a value system – freedom of speech, religion and press.
- 2. Dialogical perspective -** Based on the ability to improve mutual understanding and dialog between participants for which intellectual tolerance is necessary.

# **4 Standards to Ethical Communication Decision**

**3. Human perspective-** Consider implications of our message and weigh costs and benefits of exercising our right to free speech.

**4. Situational perspective** - Audience analysis and context of the communication event, needs to be considered.

# **Factors Influencing Ethical Communication**

- Truthfulness, accuracy, honesty and reason are essential to the integrity of ethical communication.
- Endorse freedom of expression, diversity of perspective and tolerance of dissent to achieve informed and responsible decision making.
- Strive to understand and respect other communicators
- Condemn communication that degrades individuals and humanity through distortion, intolerance, intimidation, coercion, hatred and violence.



# Ethical Dilemmas in communication

- Secrecy
- Whistle-blowing
- Leaks
- Rumour and gossip
- Lying
- Ambiguity



# How to Respond to an Ethical Dilemma?

- Legal Considerations
- Moral Considerations
- Keep Messages Accurate
- Avoid Deception
- Keep others Confidences
- Ensure Timeliness of Communication
- Confront Unethical Behaviour



# DO's & Don'ts

## Do's-

- Do identify your audience.
- Do stay true to your purpose.
- Do choose the right time, right place and right medium.

## Don'ts-

- Don't lie.
- Don't take a negative tone.
- Don't use only one communication method.

# How would you respond to this?

Your friend insisted that she was not drunk and was perfectly capable of driving her car, but you could tell that she was completely intoxicated and a threat to herself and others on the road.

1. How would you persuade her to stay off the road?
2. Would it be ethical to lie to her to separate her from her car keys?
3. If she proved unresponsive to your persuasion and drove off, would you call the police to alert them to a dangerous driver?

• **Continued...**

# **How would you respond to this?**

- 4.If she were arrested for "driving while under the influence," how much of your role in the affair would you reveal?
- 5.In what ways, if any, would your reactions differ if your friend were a "he" instead of a "she"?
- 6.How would you respond if the person involved were a family member, a parent or grandparent?

# Practice Questions

- Read each question and answer truthfully.

1. It is important to have a good \_\_\_\_\_ to show you can be positive even when you don't like something you have to do.
2. Strong \_\_\_\_\_ means you are known for doing the right thing because you have a high sense of moral and ethical behavior that earns respect of others.
3. You are a person with a high level of \_\_\_\_\_ if you stand by your values even if others put pressure on you to do something that is wrong or if they make fun of you.

# Practice Questions

4. This work ethic is important because when you are at work, you are expected to perform your duties without wasting time or getting paid for doing very little. \_\_\_\_\_

(Choose the right word)

A. Appearance

B. Respect

C. Attendance

D. Character

E. Attitude

F. Integrity

# **Be Ethical ! Be Proud!**

All the while, it is important to remember two things:

- Ethics doesn't judge whether you are a good person or bad person. It provides a framework in which we can agree on the ground rules for how to live together.
- Ethics isn't designed to solve all of your dilemmas or tell you the meaning of life. It only addresses how we can get along with each other.



*“A good decision can benefit millions, while an unethical one can cripple our future.”*

# **Applications**

- Understanding importance of right/wrong communication.
- Using ethical standards while communicating in personal and professional life.

# **Assessment Pattern**

**Students are assessed on the basis of the following parameters:**

- Hourly Test – 2
- Assignments
- Surprise Test
- Quiz
- End Semester Exam

# References

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