

Persuasion In Your Life, First Edition

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Ethical Dimensions of Persuasion

Chapter 2

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I. Defining Ethics, Part 1

- Ethics: a system of accepted principles that make up an individual's or group's values and judgments as to what is right and wrong.
- To properly understand ethics, you need these two abilities:
 - Distinguish
 - Dedicate

I. Defining Ethics, Part 2

▶ Important terms:

- Values are beliefs and attitudes that we have that can actually conflict with our ethical decisions.
- Lying undermines persuasion and communication. If we don't provide the whole truth we are still lying, and if we intentionally or unintentionally leave out information or fail to disclose motives we are lying.

I. Defining Ethics, Part 3

- ▶ Telling the truth is not only telling what you know, but it is also being up front about the things you don't know.
- ▶ Anytime that you are trying to persuade someone, or someone is persuading you, you should consider your motives as well as the motives of others.

II. The Importance of Ethics

- ▶ If we're all so diverse in our religious perspectives or values, then we must have a common code of how to conduct ourselves that doesn't tie directly to a religion or doctrine, but instead to human decency.

III. Ethical Considerations, Part 1

- ▶ Lying
- ▶ Secrets
- ▶ Integrity
- ▶ Aggressive Communication
- ▶ Plagiarism (Cheating)

III. Ethical Considerations, Part 2

The Ethics of Electronic Communication

- ▶ E-mail dialogues are exchanges of messages about a particular topic using e-mail, blog space, and other electronic tools.
- ▶ Electronic aggression is a manner in which people interact about topics that is filled with emotionality and aggression.

IV. Ethical Responsibility, Part 1

- Responsibility includes the elements of fulfilling duties and obligations, being accountable to other individuals and groups, adhering to agreed-upon standards, and being accountable to one's conscience.
- It is our ethical responsibility as receivers to check the credibility of the sender.

IV. Ethical Responsibility, Part 2

Ethical Responsibility in Politics:

- Focus on the ethical process in politics.
- Each person on a political campaign is responsible for following a strict code of ethics.

Adapting to the Audience:

- As a speaker, be mindful of others' spiritual perspectives (if any), values, personal experience, families and the like.

V. Ethical Perspectives

- ▶ Religious Perspective
- ▶ Human Nature Perspective
- ▶ Dialogical Perspective
- ▶ Situational Perspective

VI. Applying Ethics In Your Life

1. Look for an example in your life when your values conflict with your ethical decisions.
2. Consider the ethical responsibilities you have as a listener and a message receiver.
2. Identify the ethical perspectives discussed in this chapter when they occur in your daily activities.