

Professional Ethics: Unit 3 - Part 1 of 3

Professional Relationship

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Characteristics of a Profession

Characteristics of a Profession

- Master of an esoteric body of knowledge: This is usually acquired by a higher degree. Often the discipline embraces a division between researchers and practitioners.
- Autonomy: Members are autonomous in their work. They make decisions and NOT take orders from others. They regulate themselves and set their own admission standards. They also have standards of practice.
- Formal Organisation: There is often ONE unifying organisation which is recognised by the State. This organisation: Controls admissions, Accredits educational institution, Sets up and administers disciplinary procedures, Has the power to expel members



Characteristics of a Profession

Characteristics of a Profession Cont'd

- **Code of Ethics:** This sets standards of the organisation and is used to maintain its autonomy. Members must adhere to this irrespective of their employment contexts.
- **Social Function:** A professional must be seen to fulfil some useful and important social functions.



System of Professions

System of Professions

Professional group must:

- Convince the public of their special knowledge.
- Show that important social functions are at stake.
- Convince the public to trust the group (usually by means of code of Ethics)

For success, the group needs:

- Formal organisation to gives the group monopoly
- Collective autonomy in order to justify individual autonomy for members
- Self regulation



Professional Relationships

These relationships are employer-employee, client-professional, society-professional and professional-professional

- Employer - Employee Relationships
- Client – Professional Relationships
- Society – Professional Relationship
- Professional – Professional Relationships



Employer - Employee Relationships

This often involved the conditions of employments. This can be explicit in the contracts (concerns responsibilities and salary) but many important issues are left out (overtime). Some are specified by laws such as sick and annual leaves, while some are negotiated by unions such as retrenchment rules. Moral foundation for this relationship:

- Individuals should be treated with respects and not merely as a means.
- Neither party should take advantage of the other. Employee should be honest with their qualification and employer should not exploit employee (decent wage, safe environment, etc.)



Employer - Employee Relationships

Another important issue is what does the employee owe?

- Loyalty – can invite some unfairness (boss's son) or loss of criticality (just agree with boss)
- Trade secrets/knowledge in a field. There are many means of dealing with this, by making sure that:
 - Employee can only sell specific knowledge – but this is considered wrong.
 - Employees sign contract not to reveal secrets gain during employment as part of the job.
 - Employees sign contract not to work in similar area for a certain period after leaving the company.



Client – Professional Relationships

The client depends on professional for the knowledge and expertise in the special area. There are different models for this kind of relationships:

- Agency: Professional is the agent and does exactly what client tells him to do.
- Paternalistic: Professional makes all the decisions and the client abrogates all decision making.
- Fiduciary: Both parties play a role by working together. The professional offers options while the client decides which one to take. This requires trust on both sides and that the decision process is shared.



Society – Professional Relationship

This relationship is usually shaped by law, but the law (or people who makes them) can not foresee everything. If Society licenses a professional society then the professional society:

- Must serve the interests of Society in general
- Certainly must not harm Society
- Must maintain itself
- Must take DUE CARE based on the special knowledge it processes.



Professional – Professional Relationships

Many believe that this relationship is self-serving. They see members as only having an obligation to other members. This might create a reluctance to criticise another professional. Often such scenarios are complex, especially when it is difficult to tell if it's a genuine errors or incompetence. For a professional society to flourish there must also be advantages to Society from it:

- Members must consider what they owe to each other to maintain standards of conduct.
- There is a need for disciplinary hearing procedure.
- Members have important obligation such as much not take bribes, not lie about qualifications or fudge the results.



Public Relations

Definitions

Institute of Public Relations, USA

Public Relations is the deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics.

Edward L. Bernays

Public relations is the attempt by information persuasion and adjustment to engineer public support for an activity, cause, movement or institution.

Herbert M. Baus

Public Relations is a combination of philosophy, sociology, economics, language, psychology, journalism, communication and other knowledges into a system of human understanding.

Definitions

Rex F. Harlow

Public Relations is distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its publics; involves the management of problems or issues; helps management to keep informed on and responsive to public opinion; defines and emphasizes the responsibility of management to serve the public interest; helps management keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends; and uses research and sound and ethical communication as its principal tools.



NEED FOR PUBLIC RELATIONS

- Investing on Public relations will help the organisation to achieve its objective effectively and smoothly.
- Public Relations is not creating good image for a bad team. Since false image cannot be sustained for a long time.
- Though the organisation product or services are good it need an effective Public Relations campaign for attracting, motivating the public to the product or service or towards the purpose of the programme.
- It is not only encourage the involvement from the public and also resulting in better image.



NEED FOR PUBLIC RELATIONS

- An effective Public Relations can create and build up the image of an individual or an organisation or a nation.
- At the time of adverse publicity or when the organisation is under crisis an effective Public Relations can remove the "misunderstanding" and can create mutual understanding between the organisation and the public.



FUNCTIONS OF PUBLIC RELATIONS

- Public Relations is establishing the relationship among the two groups (organisation and public).
- Art or Science of developing reciprocal understanding and goodwill.
- It analyses the public perception & attitude, identifies the organisation policy with public interest and then executes the programmes for communication with the public.



ELEMENTS OF PUBLIC RELATIONS

- A planned effort or management function.
- The relationship between an organisation and its publics
- Evaluation of public attitudes and opinions.
- An organisation's policies, procedures and actions as they relate to said organisation's publics.
- Steps taken to ensure that said policies, procedures and actions are in the public interest and socially responsible.



THE COMPONENTS AND TOOLS OF PUBLIC RELATIONS

Public:

- A group of similar individuals; an assortment of persons having the same interests, problems, circumstances, goals; it is from such persons that opinion emanates.
- Public is a varied creature; it comes in many forms and sizes. Public has a multitude of wants and desires; it has its likes and dislikes, some times, strong likes and strong dislikes.
- Employers make for a public and employees another public; the government is a public and citizens constitute another public, and so on, each of these groups is a public of the sort, tries to attract a different audience with its own tools and techniques.



THE COMPONENTS AND TOOLS OF PUBLIC RELATIONS

Relations:

- The representative wants of the individuals will profoundly affect their relationship.
- To understand any relationship, therefore, one must understand the wants of those involved.
- Relationships are of all possible types. We have relationship by superior to inferior, inferior to superior, and equal to equal. We have relationship by sentiment-benevolent, Friendly, suspicious, jealous, hostile.
- A relationship may be active, or it may be passive; it may be good or it may be bad, or it may be neutral. At any rate, the relationship is there to be accepted, ignored or altered, as desired.



THE COMPONENTS AND TOOLS OF PUBLIC RELATIONS

Propaganda:

- Propaganda is the manipulation of symbols to transmit accepted attitudes and skills. It describes political application of publicity and advertising, also on a large scale, to the end of selling an idea cause or candidate or all three.



THE COMPONENTS AND TOOLS OF PUBLIC RELATIONS

Campaigns:

- These consist of concerted, single-purpose publicity programme, usually on a more or less elaborate scale, employing coordinated publicity through a variety of media, aimed, at a number of targets, but focussed on specific objectives.
- A campaign objective may be the election of a candidate, the promotion of political cause or issue, the reaching of a sales goal, or the raising of a quota of funds.



THE COMPONENTS AND TOOLS OF PUBLIC RELATIONS

Lobbying:

- It entails the exertion of influence, smooth and measured pressure on other, exercise of persuasion cum-pressure.
- In essence, it means a group putting its points of view forward in an attempt to win the other groups support.

