|  |  |
| --- | --- |
| **Speaker who respects diversity** | **Speaker who doesn’t respect diversity** |
| Develops a complex view of issues | Develops a simplistic view of issues |
| Does not stereotype | Frequently Stereotypes |
| Sees things from other’s viewpoints | Sees things only from their perspective |
| Comfortable speaking before a culturally diverse audience | Becomes anxious speaking before a culturally diverse audience |
| Does not alienate their audience by trying to impose their views on them | Imposes their view on the audience |

|  |  |
| --- | --- |
| **Ethical Speaker** | **Non-Ethical Speaker** |
| Enhances well-being of listeners | Intent on achieving goal at whatever cost |
| Treats audience fairly | Treats audience members strictly in terms of their own need |
| Reveals everything for audience to assess the speaker and the speech | Conceals, lies, distorts, or exaggerates information |
| Relies on Valid evidence | Juices Evidence |
| Informs receivers of who they represent | Conceals who they represent |
| Documents all sources | Plagiarizes |

|  |  |
| --- | --- |
| **Speaker who thinks critically** | **Speaker who thinks uncritically** |
| Recognizes limitations of their knowledge | Thinks they know everything |
| Open-minded | Closed-minded |
| Pays attention | Pays attention only to people they agree with fully |
| Looks for good reasons to accept or reject opinions | Disregards opinions |
| Explores all assumptions | Focuses only on what is stated |
| Reflects on how well conclusions fit premises and vice versa | Disregards lack of connection between evidence and conclusions |

3 Approaches of cultural acceptation  
 Passive: avoid limelight or lectern, accept their position in culture. Accept parent culture/

Assertive: Receptive to some ideas of the Parent culture but hold strongly to others

Aggressive Confrontational: Intensely defend their beliefs and traditions

Factors for cultural identity:

* Gender
* Age
* Racial and Ethnic
* Religious
* Socioeconomic
* National

Do not misrepresent your purpose for speaking

Do not distort information to make it appear more useful

Never Deceive receivers regarding the credentials of a source

**Definitions**

Ethics: Moral principles that govern a person's behavior or the conducting of an activity  
Critical Thinking: The objective analysis and evaluation of an issue in order to form a judgment

Cultural Diversity: The recognition and valuing of cultural differences

Culture: The system of knowledge, beliefs, values, attitudes, behaviors, and artifacts that we learn, accept, and use in daily life

Co-Cultures: Composed of members of the same general culture who differ in some ethnic or sociological way from the parent culture

Marginalized group: Group whose members feel like outsiders

Low-Context Communication: Members favor more of a direct communication style

High-Context Communication: Members are very polite and indirect in relating to others

Cultural Identity: The internalization of culturally appropriate beliefs, values and roles acquired through interacting with members of our cultural group

Ethical Communication: Communicating in a manner that is clear, concise, truthful, and responsible

Ethical Speechmaking: Speaking with the awareness of and concern for speechmaking outcomes or consequences

Overt Lie: Deliberately saying something that you know to be false

Covert Lie: Knowingly allowing someone to believe something that isn’t true

Plagiarism: the practice of taking someone else's work or ideas and passing them off as one's own

Question:  
Not Related to the chapter but do performers, especially bands and actors, use public these speaking techniques to help reel in the audience or do they have a different philosophy when it comes to that?