



chapter 2

Ethics & Public Speaking

Ethics

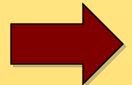
**Deals with issues of right
& wrong in human affairs**

Ethical Decisions

**Weighing potential course
of action against ethical
standards**

Ethical Speaking Guidelines

- **Make ethically sound goals**
- **Be fully prepared**
- **Be honest**



Ethical Speaking Guidelines

- **Avoid name-calling, abusive language**
- **Put principles into practice**

Name-Calling

**Using language to defame,
demean, degrade individuals
or groups**

Plagiarism

**Presenting language, ideas
of another as one's own**

Types of Plagiarism



- **Global**
- **Patchwork**
- **Incremental**

Global Plagiarism

Stealing speech from single source, passing it off as one's own

Patchwork Plagiarism

**Stealing ideas, language from
two or three sources &
passing them off as one's own**

Incremental Plagiarism

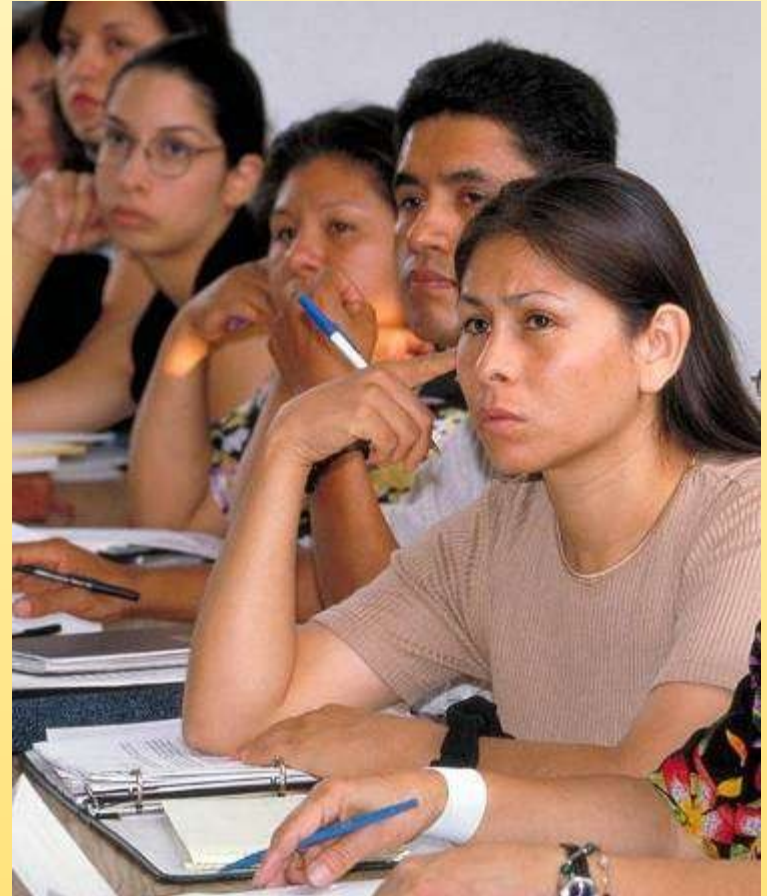
**Failing to give credit for
parts of speech borrowed
from others**

Plagiarism & Internet

- **Cite sources when using Internet materials**
- **Take careful notes**

Ethical Listening

- **Speechmaking
a two-way
street**
- **Listeners
have ethical
obligations**



Ethical Listening Guidelines

- **Be courteous, attentive**
- **Avoid prejudging speaker**
- **Maintain free expression of ideas**