**Ethical communication and its five factors.**

Before jumping to factors of communication, we will first look into the basics.

The term ethics is derived from the Greek word **“ethikos**” which is again derived from Greek word “**ethos**” meaning custom and character. It involves developing, defending, and recommending concepts of right and wrong behavior. It is also the branch of knowledge. It also governs the person’s behaviour or conducting an activity.

Whereas Communication is the process of sending information in order to get response and its main objective **is to get response**, if in reverse we do not get feedback then communication was not established in the first place.

**How Ethical Communication plays an important role in our life?**

Whenever we communicate verbally or non-verbally, we not only show our nature, attitude, background but also our moral & ethical values as well.

Ethical Communication is the practice of delivering the honest information in a manner that should not to be intended to hurt someone feeling and misleading, the information should be presented within the context to ensure that information was not misleading.

Some of the prime examples of communication is stories and jokes, which should be avoided that could offend someone, including religious, personal comments and political issue.   
  
 Our character is judged from our communication and peoples makes mind set about us by from our communication. So, we should communicate accordingly.

**Factors Depending on Ethical Communication**

There are five factors affecting ethical communication in which every factor plays its own role. These factors are:

* Society
* Culture
* Philosophy
* Law
* Religion

1. **Society**On the top the first factor effecting our ethical communication is “Society”. The child when born he is completely blank and his **parents** imprints their characteristics on him and when goes out from his home, he makes some **friends** and analyses his **neighbors** whose bad/good habits will attract him and unintentionally he will also adopt those habits and after some times if he don’t change those habits or desires then he will become slave his habits and desires resulting in effecting ethical communication.
2. **Culture**Culture refers to “the traditions, customs and social behavior of particular group of people”. As these tradition are exercised in daily life so these are become the park of the ethical communication, that’s why we observe peoples of different characteristics and behaviour due to their culture.
3. **Philosophy**Philosophy is originally derived from the two Greek words “**Philo**” meaning love and “**Sophos**” meaning “wisdom”. Hence philosophy means love to wisdom and it came from experiences of life and reading books or studying someone life.   
    Philosophy is the theory or attitude that act as a guiding principle for behaviour, and that behaviour affects thinking and influence the decisions resulting in building the ethical communication.
4. **Law**Law of a country also plays a fundamental roles in building Ethical communication. As we have observed the countries with strict rules have the decent civilization due to the fear of breaking rule and its consequences. If laws of the country ban all bad activities and these law applied on country **strictly** then it will also effect in building ethical communication.
5. **Religion**

Religion refers to the particular system of faith and worship. No religion in the world provokes the bad manners or to hurt someone, every religion gives the **teaching of peace.** Let’s take an example of our religion “**Islam**”, and its main objective is “**humans**”. If we follow the teachings of “Quran and Sunnah”, we could become examples for others and we will succeed in this world as well as the world beyond this world. Hence as we have seen religion also plays an effective role in ethical communicatin.