

CHAPTER 2

ETHICS AND PUBLIC SPEAKING

Part I: Short-Answer Questions

1. Ethics is the branch of philosophy that deals with issues of right and wrong in human affairs.
2. According to the ancient Roman rhetorician Quintilian, the ideal of ethical speechmaking is the good person speaking well.
3. The five guidelines in your textbook for ethical public speaking are:
 - a. Make sure your goals are ethically sound
 - b. Be fully prepared for each speech
 - c. Be honest in what you say
 - d. Avoid name-calling and other forms of abusive language
 - e. Put ethical principals into practice
4. Name two of the three reasons discussed in your textbook for avoiding name-calling and abusive language in public speeches:
 - a. Psychological scars
 - b. Encourage prejudice, hate crimes and civil rights violations
5. Representing someone else's information in a speech or paper as though it were your own is called plagiarism.
6. The three types of plagiarism discussed in your text are global plagiarism, patchwork plagiarism, and incremental plagiarism.
7. Global plagiarism occurs when a speaker steals a speech entirely from another source and passes it off as his or her own.
8. Incremental plagiarism occurs when a speaker fails to give credit for particular parts of the speech that are borrowed from other people.
9. Patchwork plagiarism occurs when a speaker copies passages from a few sources and strings them together in a speech.
10. To paraphrase is to restate or summarize an author's ideas in one's own words.
11. The three guidelines presented in your textbook for ethical listening are
 - a. Be courteous and attentive
 - b. Avoid prejudging the speaker
 - c. Maintain the free and open expression of ideas

Part II: Multiple choice questions.

1. Speechmaking is a form of power and therefore carries with it heavy _____ responsibilities.
 - a. logical
 - b. ethical
 - c. psychological
 - d. emotional

e. sociological

2. As your textbook makes clear, speechmaking carries heavy ethical responsibilities because it is a form of

a. power.

b. authenticity.

c. self-expression.

d. communication.

e. privilege.

3. Because speechmaking is a form of power, we must always be sure to speak

a. concisely.

b. persuasively.

c. ethically.

d. forcefully.

e. consistently.

4. Which of the following is presented in your textbook as a guideline for ethical speechmaking?

a. Be fully prepared for each speech.

b. Explain your credibility in the introduction.

c. Present your main points in nontechnical language.

d. Use visual aids to clarify statistical trends.

e. Be alert to feedback from the audience.

5. As a public speaker, you face ethical issues when

a. selecting the topic for your speech.

b. researching your speech.

c. organizing your speech.

d. all of the above.

e. a and b only.

6. In public speaking, sound ethical decisions involve weighing a potential course of action against

a. the frame of reference of the audience.

b. a set of ethical guidelines or standards.

c. the speaker's strategic objectives.

d. a socially accepted code of legal rules.

e. the personal opinions of the speaker.

7. In public speaking, sound ethical decisions involve weighing a potential course of action

a. the persuasive goals of the speaker.

b. an interpretation of the U.S. Constitution.

c. the frame of reference of the audience.

d. a set of ethical guidelines or standards.

e. the majority views of public opinion.

8. According to your textbook, the branch of philosophy that deals with human issues of right and wrong is termed

a. morality.

b. rationalism.

c. ethics.

d. legality.

e. existentialism.

9. Which of the following is presented in your textbook as a guideline for ethical speechmaking?

a. Explain your motives for speaking.

b. Cite your sources in the introduction.

c. Make sure your goals are ethically sound.

d. all of the above

e. a and c only

10. Which of the following is presented in your textbook as a guideline for ethical speechmaking?

a. Put ethical principles into practice.

b. Adapt to the audience's frame of reference.

c. Make sure your goals are ethically sound.

d. all of the above

e. a and c only

11. All of the following are presented in your textbook as guidelines for ethical speechmaking *except*

a. be honest in what you say.

b. avoid name-calling and other forms of abusive language.

c. be fully prepared for each speech.

d. make sure your goals are ethically sound.

e. explain your credibility on the speech topic.

12. Which of the following are included in your textbook as guidelines for ethical speechmaking?

a. Make sure your goals are ethically sound, stay within your time limits, and practice your speech delivery.

b. Be honest in what you say, be fully prepared for each speech, and make sure your goals are ethically sound.

c. Avoid global plagiarism, use quotations rather than paraphrases, and put your ethical principals into practice.

d. Be fully prepared for each speech, avoid name-calling, and stay within your time limits.

e. Establish your credibility, be honest in what you say, and put your ethical principles into practice.

13. All of the following are presented in your textbook as guidelines for ethical speechmaking *except*

a. explain your motives for speaking to the audience.

b. put your ethical principles into practice.

c. avoid name-calling and other forms of abusive language.

d. make sure your goals are ethically sound.

e. be fully prepared for each speech.

14. All of the following are presented in your textbook as guidelines for ethical speechmaking *except*

a. be fully prepared for each speech.

b. make sure your goals are ethically sound.

c. avoid name-calling and other forms of abusive language.

d. respect your listeners' frame of reference.

e. put your ethical principles into practice.

15. For his informative speech, Douglas told his classmates how to get free food at a drive-through restaurant. Rather than focusing on legitimate deals, such as student discounts or coupons, Douglas talked about ways to trick employees into believing you had already paid for food when you had not. His instructor gave the speech a poor grade because it violated the ethical criteria for public speaking presented in your textbook. The guideline Douglas violated was:

a. Be fully prepared for each speech.

b. Make sure your goals are ethically sound.

c. Avoid name-calling and other forms of abusive language.

d. Adapt to your audience's frame of reference.

e. Avoid plagiarism.

Part III: Analytical questions

1. Briefly explain the following statement: "Public speaking is a form of power and therefore carries with it heavy ethical responsibilities."

2. Identify and discuss four of the basic guidelines presented in your textbook for ethical speechmaking.

3. Briefly discuss the ethical importance of avoiding sexist, racist, and other forms of abusive language in a public speech.

4. Explain two reasons why it is important from an ethical standpoint for a public speaker to be fully prepared for each speech.

5. What are the three types of plagiarism discussed in your textbook? Give a hypothetical example of each type.

6. Explain the following statement: "Speechmaking is a two-way street. Just as public speakers have ethical responsibilities, so too do listeners."
7. Identify and explain the three guidelines for ethical listening discussed in your textbook.
8. Explain the following statement: "It is important to keep in mind that ensuring a person's freedom to express her or his ideas does not imply agreement with those ideas. You can disagree entirely with the message but still support the speaker's right to express it."

1) The statement infers that public speaking is a powerful tool, as it allows individuals to influence and persuade others. With this power comes a significant ethical responsibility, implying that speakers should be mindful of the impact their words can have on the audience. Ethical considerations may include honesty, transparency, avoiding manipulation, and promoting the well-being of the listeners.

3) Avoiding sexist, racist, and other forms of abusive language in a public speech is ethically imperative for promoting inclusivity, preventing harm, preserving credibility, contributing to social harmony, and aligning with broader ethical standards. Public speakers play a significant role in shaping public discourse, and exercising care in language choice is a responsible and ethical practice.

4) Being fully prepared as a public speaker is not only a matter of professional competence but also a reflection of ethical responsibility. It ensures the accuracy of information shared with the audience and demonstrates a genuine respect for their time and attention, contributing to a more ethical and positive speaking engagement.

5) 3 types of plagiarism: global, patchwork and incremental plagiarism

- Global plagiarism: A is tasked with writing a research paper on climate change for her environmental science class. Instead of conducting her own research and analysis, she finds an article online that perfectly addresses the topic. A decides to submit the entire article as her own work, without providing any attribution or citation to the original author. This is a clear case of global plagiarism, as she presents someone else's work as if it were her own.

- Patchwork plagiarism: B is struggling to complete his literature review for a sociology assignment. To make the process easier, he copies and pastes paragraphs from various academic papers he found online, creating a patchwork of text that seems coherent. However, B fails to properly cite the sources, and the final product gives the impression that the entire work is his original synthesis. This is an example of patchwork plagiarism, as B combines various sources without proper attribution.

- Incremental plagiarism: C is working on her thesis for a psychology course and includes a section summarizing a specific theory. In this section, she paraphrases some information from a textbook without providing a citation. While C changes the wording, the ideas and structure closely resemble the original source. This constitutes incremental plagiarism, as she fails to acknowledge the specific source of the information she has incorporated into her work.

6) The statement emphasizes that ethical communication is a cooperative effort, requiring both speakers and listeners to uphold certain standards. It underscores the importance of mutual respect, active engagement, and shared responsibility in creating a communicative environment that is conducive to ethical and meaningful discourse.

8) The statement emphasizes the importance of distinguishing between the right to express ideas and one's personal agreement or disagreement with those ideas. It underscores the value of protecting freedom of expression as a cornerstone of democratic societies, promoting an environment where diverse opinions can be shared and debated openly without fear of censorship or reprisal.