

**chapter 2**  
**Ethics & Public Speaking**

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**Ethics**

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

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**Ethical Decisions**

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

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**Ethical Speaking Guidelines**

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



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**Ethical Speaking Guidelines**

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

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**Name-Calling**

Using language to defame, demean, degrade individuals or groups

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## Plagiarism

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

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## Types of Plagiarism



- Global
- Patchwork
- Incremental

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## Global Plagiarism

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

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## Patchwork Plagiarism

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

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## Incremental Plagiarism

Failing to give credit for parts of speech borrowed from others

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## Plagiarism & Internet

- Cite sources when using Internet materials
- Take careful notes

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## Ethical Listening

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



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## Ethical Listening Guidelines

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

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