

PRESENTATION AND WRITING SKILLS

lecture No. 2

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MGM223





مجموعة جامعة
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MIDOCEAN
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lecture No. 2

Ethical communication in a diverse world

Test your knowledge for the previous lecture

- **The definition of communication**
- **The essence of communication**
- **How to make an Effective communication**
- **How Effective communication benefits you and your organization benefits you and your organization**



Test your knowledge for the previous lecture

What employer expect in today's business environment.



Test your knowledge for the previous lecture

An audience-centered approach means

- ☐ focusing on and caring about the members of your audience—
- ☐ making every effort to get your message across in a way this is meaningful and respectful to the audience.
- ☐ Adopting an audience-centered approach makes your messages more effective.

Learning objectives

☐ Commit to ethical communication

Lecture 2 Ethics

1. Steps of ethical communication
2. Unethical messages
3. An ethical dilemma
4. High and low cultural context
5. Culture differences



Committing to Ethical Communication

Like all powerful tools,

communication can be misused,
and business communicators have a
responsibility to communicate ethically
with audiences.

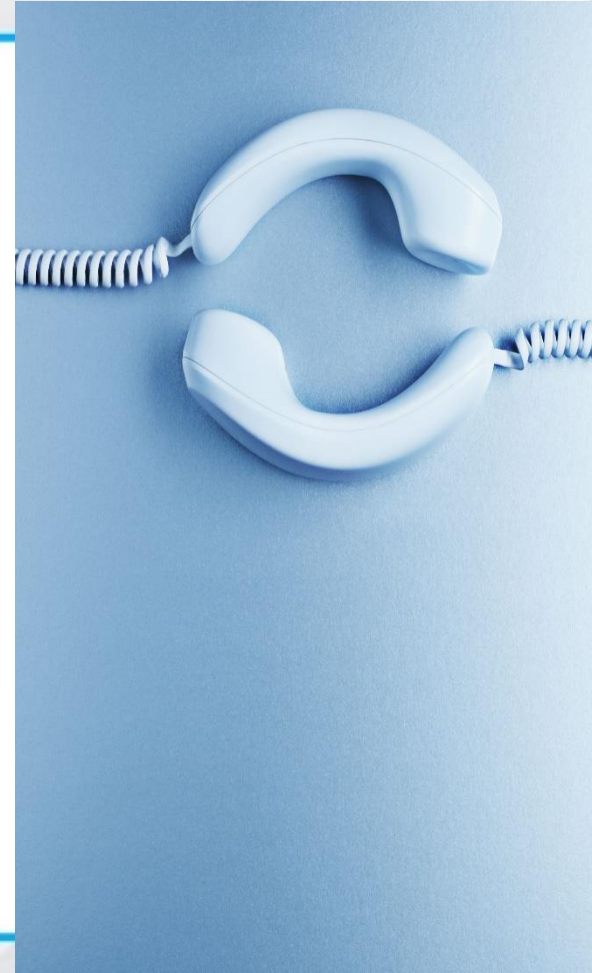


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Ethics

are the accepted **principles** of conduct that **govern behavior** within a society.
In another way,
ethical principles define the boundary between right and wrong.



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Ethical communication

- ☐ includes all relevant information, is true in every sense, does not violate the rights of others, and is not **deceptive** **خادعة** in any way.
- ☐ To make the right choices as a business communicator, you must think through not only what you say but also the consequences of saying it.



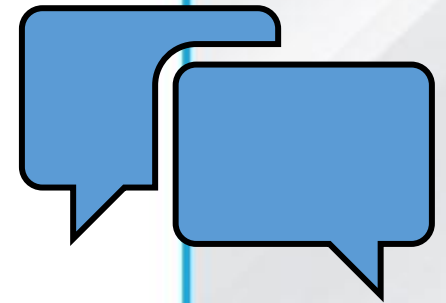
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Unethical Message

Some examples of unethical business communication include the following:

- 1 includes misleading information (or withholding important information).



Unethical Message

Plagiarizing, Selective misquoting.

Distorting statistics or visuals. Failing to respect privacy.

2



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Unethical Message

3

Omitting essential information,
the audience needs to make an
intelligent, objective decision.



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Unethical Message

4

Selective misquoting.

Deliberately omitting damaging or unflattering comments | معلومات غير مبهجة to paint a better (but untruthful) picture of you or your company.

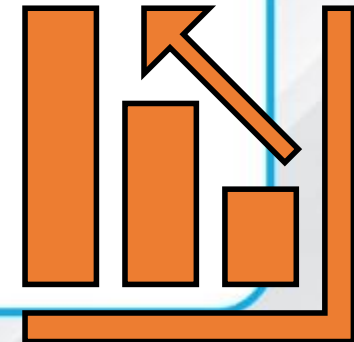
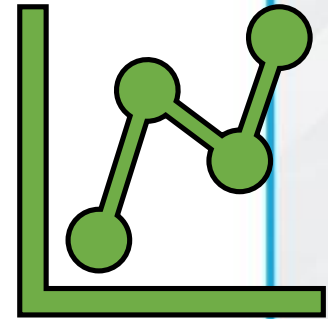


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Unethical Message

5

**Distorting statistics or visuals.
Making a product look bigger or changing
the scale of graphs and charts to exaggerate
or conceal differences.**

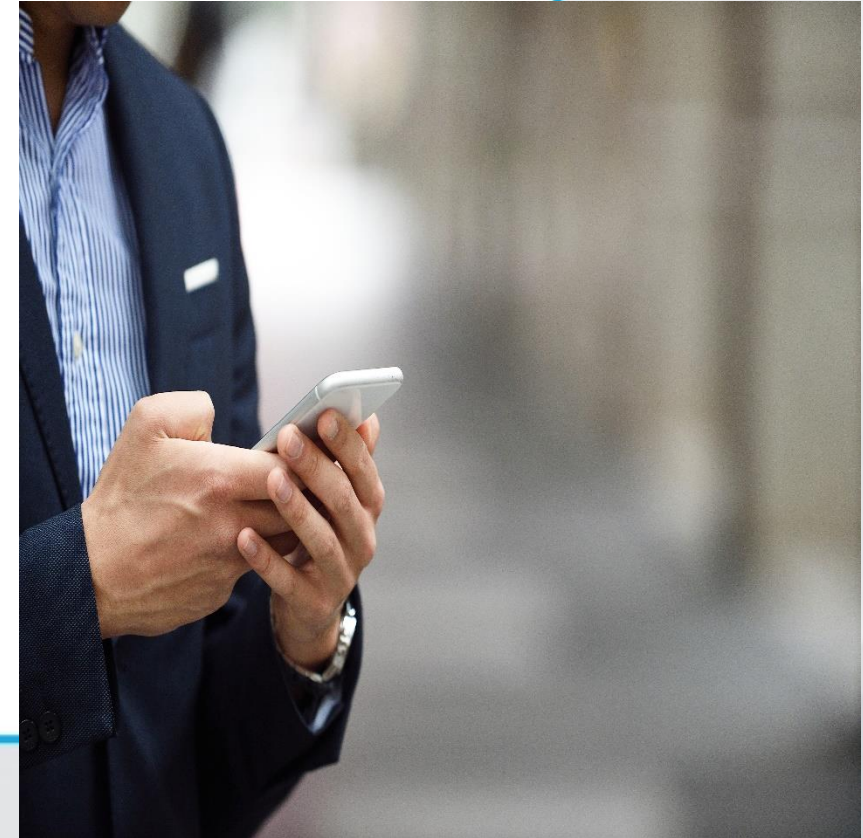


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Unethical Message

6

Failing to respect privacy or information security needs is unethical and it may be illegal.



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Deciding what is
ethical can be quite
complex.



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Every company has responsibilities to multiple groups of people inside and outside the firm, who have competing interests. When individuals must choose between conflicting loyalties, they face a dilemma.

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Ethical dilemma

An ethical dilemma

**involves choosing among
alternatives that aren't clear-cut.**

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Ethical dilemma

Employers have a responsibility to establish clear **guidelines** for ethical behavior.

Many companies establish an **explicit ethics** policy by using a **written code of ethics** to help employees determine what is acceptable.

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six questions can help you make an ethical decision

2

What is your
intention in
communicating this
message?

1

Have you defined
the situation fairly
and accurately?

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six questions can help you make an ethical decision

4

Will the message achieve the greatest possible good while doing the least possible harm?

What impact will this message have on the people who receive it, or who might be affected by it?

3

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six questions can help you make an ethical decision

6

Are you comfortable with your decision? Would you be embarrassed if it were printed in tomorrow's newspaper or spread across the Internet? Would you be proud to describe your choice to someone you admire and respect?

5

Will the assumptions you've made change over time?

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One helpful way to make sure your **messages are ethical** is to consider your audience. -



Communicating in a World of Diversity

The principal,

Improving intercultural sensitivity الحساسية تجاه التنوع

الثقافي

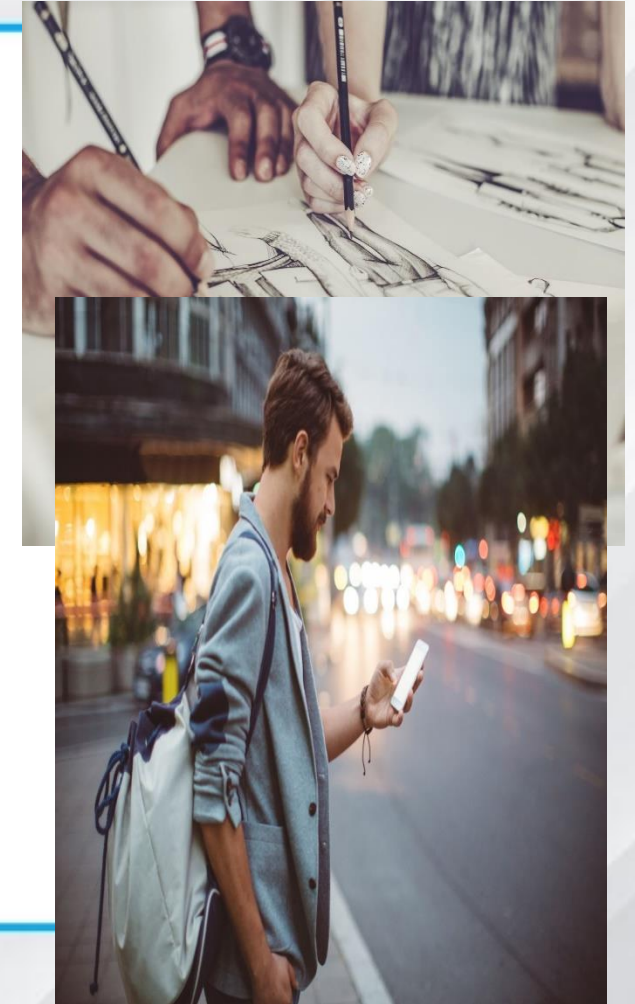
requires the realization of the interaction between culture and communication.



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Culture is

- ❑ a shared system of symbols, beliefs, attitudes, values, expectations, and norms for behavior.
- ❑ **Culture** affects the way you **think** which, in turn, affects the way you **communicate**.



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Low-context cultures

rely **more on** the explicit **content** and **less on circumstances** and cues to convey meaning. The primary task of communication in low context cultures is to **exchange information.**

High-context cultures

rely **less on** the explicit content of the message and **more on the context** of nonverbal actions

REMEMBER
THAT

- ❑ ethical behaviors are affected by cultural context.
- ❑ Persons from high-context cultures put less emphasis on the **written word** and consider personal commitments more important **than contracts**
- ❑ Rules governing social customs **differ from** culture to culture.
- ❑ Some rules are **formal** and specifically articulated (e.g., table manners) and some are **informal** and learned over time (e.g., the comfortable standing distance between two speakers in an office).

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Nonverbal communication

is a vital part of the communication process which includes everything from facial expressions to style of dress.

Interpreting nonverbal communication according to your own culture can be dangerous.

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Cultural differences can also influence

Religious differences

perspectives on age

Perspectives on gender

Working effectively with others whose hearing, vision, cognitive ability and/or mobility differs from yours requires respect and care.

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To communicate more effectively in cross-cultural situations:



Avoid ethnocentrism (the tendency to judge all other groups according to the standards, behaviors, and customs of one's own group).

1

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To communicate more effectively in cross-cultural situations:



Avoid generalization (assigning a wide range of generalized—and often inaccurate—attributes to individuals based on their membership in social group).

2

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To communicate more effectively in cross-cultural
situations:

3

Don't automatically assume that others think, believe, or behave as you do.



To communicate more effectively in cross-cultural situations:



Accept differences in others without judging them.

4

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To communicate more effectively in cross-cultural situations:

Learn how to communicate respect in various cultures.



5

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To communicate more effectively in cross-cultural situations:



Tolerate ambiguity and control your frustration.

6

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To communicate more effectively in cross-cultural situations:



Don't be distracted by superficial factors such as personal appearance.

7

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To communicate more effectively in cross-cultural situations:



Recognize your own cultural biases.

8

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To communicate more effectively in cross-cultural situations:



Be flexible and be prepared to change your habits and attitudes.

9

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To communicate more effectively in cross-cultural situations:



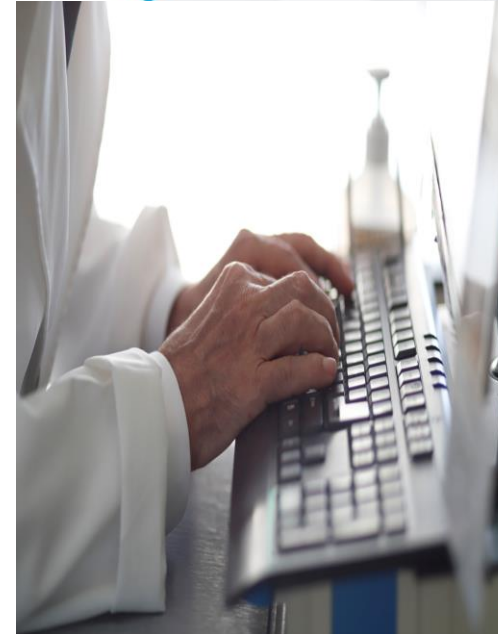
Observe and learn; the more you learn, the more effective you'll be.

10

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To help you prepare effective written communications for multicultural audiences, remember these tips:

- ☐ Use plain language
- ☐ **Be clear**
- ☐ **Address international correspondence properly**
- ☐ **Cite numbers carefully.**
- ☐ **Be careful and abbreviations**
- ☐ **Be brief**
- ☐ **Use short paragraphs**
- ☐ **Use transitions: linking words, connecting words, or transitional words)**
are used to link together different ideas in your text.



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To help you prepare effective oral messages for those who English is not their native language, remember these tips:

- ✓ Speak clearly, simply, and relatively slowly
- ✓ Look for feedback
- ✓ Rephrase if necessary
- ✓ Clarify your true intent with repetition and examples
- ✓ Don't talk down to the other person
- ✓ Learn important phrases in your audience's language
- ✓ Listen carefully and respectfully
- ✓ Adapt your conversation style to the other person's
- ✓ Check frequently for comprehension
- ✓ Clarify what will happen next.



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- ☐ Today's businesses rely heavily on technology to improve the communication process,
- ☐ To communicate effectively you'll need to keep technology in perspective,
- ☐ know how to use a variety of these technologies on the job.
- ☐ Use technological tools productively and disengage from the computer frequently to communicate in person.





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Thank You

