Ethical frameworks available

- Consequentialist
- Deontological
- Virtue
Religious Satire

Satirical cartoon in Charlie Hebdo: “100 whiplashes if you don’t die with laughter!”
Consequentialist Ethics

- Focus on results (consequences) of an action
- How do consequentialist ethicists define “the good”? 
- Human welfare (utilitarianism)
Religious Satire

Satirical cartoon in Charlie Hebdo: “100 whiplashes if you don’t die with laughter!”
Deontological Ethics

 “Study of duty” (deon = duty, logos = study)
 Follow universal rules
 What is right has priority over what is good
Religious Satire

Satirical cartoon in Charlie Hebdo: “100 whiplashes if you don’t die with laughter!”
Virtue Ethics (Ethos)

Good/moral character:
Act as a virtuous person would act in your situation.
Religious Satire

Satirical cartoon in Charlie Hebdo: “100 whiplashes if you don’t die with laughter!”
Monmouth Commencement Speaker

The commencement speaker that has been invited this year for the Monmouth graduating class of 2016 has never before been in Western Illinois, and many students do not know who she is. In order to build connections with her audience, the speaker says:

“Western Illinois is beautiful. Corn is my favorite food, and I eat it all the time every day. I love Monmouth! I follow the Fighting Scots in Sports. Also, my grandmother was from Scotland!”

The audience felt very flattered and smiled. The speaker had gained the audience’s sympathy.
1999 NCA Code of Ethics

Honesty

“We advocate truthfulness, accuracy, honesty, and reason as essential to the integrity of communication.”

Respect and Understanding:

We promote communication climates of caring and mutual understanding that respect the unique needs of individual communicators.”