COMMUNICATION ETHICS

CONTEXTUAL VS. NARRATIVE

"Recognizes communication ethics variations across differing cultures, persons, and settings when applying communication ethics principles, protecting and promoting the good of the particular" (Arnett et al., 2008, pg. 43).

Both seek similar promotions and protections of goods based on a context or narrative

"Assumes that a communication ethic begins with persons' lives guided by stories about the way the world is or should be, protecting and promoting the good residing within given narratives" (Arnett et al., 2008, pg. 43).

Philosophical Tradition

It starts with the knowledge of the context among cultures in order to effectively respond to any given situation. It also includes the different standards held to audiences, cultures and relationships

Both acknowledge pre-existing cultures or narratives to dictate a certain response

Philosophical Tradition

There is power of a narrative in the responses to stories, as humans respond well to the stories and the goods that are manifested from them

Philosophers/Scholars

Matthew Seeger
"...incorporates a number of issues relevant to organizations and their internal and external publics" (Arnett et al., 2008, pg. 50).

Charles Conrad
"...addresses a broad spectrum of issues related to organization communication ethics, highlighting a number of contexts calling for responsive ethical organizational decision making" (Arnett et al., 2008, pg. 50).

All scholars offer an understanding of the issues/approach to make based on variations in contexts or narratives

Philosophers/Scholars

Walter Fisher
"...offers a story-centered approach in which the good emerges through the action of a given story and the characters who live the practices of a given narrative structure" (Arnett et al., 2008, pg. 51).

Alasdair MacIntyre
"...offers an understanding of virtues derived from different narratives or traditions throughout culture and history" (Arnett et al., 2008, pg. 51).

Promotion/Protection of Goods

Promotes and protects the good of a particular context, and the goods that are involved with that context

Protects the goods within the subject of specific communication ethic

Promotion/Protection of Goods

Promotes and protects the good within a particular narrative and as a byproduct of protecting the goods, it also offers guidelines on how to live

Arnett, R. C., Harden, F. J. M., & Bell, L. M. (2018). Communication Ethics Literacy: Dialogue & Difference. Kendall Hunt Publishing Company.