ABSTRACT

Representing works published between 1970 and 1984, this annotated bibliography identifies a variety of readings that explore fundamental issues of ethics in interpersonal, public, and mass communication, and that examine from an ethical viewpoint how to and whether to employ particular communication tactics or techniques. The bibliography contains 39 references to general works, case studies, and sources pertinent to ethics in mass communication. (JC)
ETHICAL RESPONSIBILITY IN COMMUNICATION
A Selected, Annotated Bibliography

Prepared by
Richard L. Johannesen
Northern Illinois University
March 1984 (Fourth Edition)

Distributed by the Speech Communication Association, 5105 Backlick Road, Suite E, Annandale, VA 22003. This bibliography may be reproduced for free distribution without permission of the Speech Communication Association.

This bibliography identifies a variety of readings which explore fundamental issues of ethics in interpersonal, public, and mass communication. The readings examine from an ethical viewpoint the decisions not only how to but also whether to employ particular communication tactics or techniques. With a few exceptions, selections represent works published between 1970 and 1984.

GENERAL WORKS


Diggs, B. J. "Persuasion and Ethics." Quarterly Journal of Speech, L (December 1964), 359-372. Diggs argues that a persuader's role or function with respect to the specific audience and immediate situation are prime determinants of the ethical criteria useful in judging the persuader's techniques and ends. (Adapted in Donald C. Bryant and Karl R. Wallace, Fundamentals of Public Speaking, 5th ed., 1976. pp. 79-81.)

Proposes an ethic rooted in the uniquely human capacity to create values and make value judgments. The ethical communicator honors the ethical imperatives of civility and veracity, and promotes the civilizing values of health, creativity, wisdom, love, courage, order, and freedom with justice.


Chapter 2 explores concrete ethical responsibilities both toward an immediate audience and toward others affected.


Explains and illustrates seven perspectives for ethical evaluation of communication (political, human nature, dialogical, situational, religious, utilitarian, legal). Discusses some fundamental ethical issues, presents examples for analysis, and reprints four complete ethical case studies. Includes material on interpersonal, public, and mass communication and on formal codes of ethics. The bibliography contains over 300 items.


Discusses potential perspectives for ethical assessment, explores issues basic to judging communicator ethics, and examines in detail possible ethical standards for political persuasion and commercial advertising.


Pedagogical advice and methods to increase student sensitivity of the ethical implications of discourse and to increase student competency in making ethical judgments about discourse.

Johannesen, Richard L. "Responsibility in Governmental-Political Communication."

A selected, annotated bibliography of 38 items concerning communication ethics for elected or appointed governmental officials. (Available free from the Speech Communication Association.)


Chapter 12 probes problems of truth and accuracy in detection of lies and deception.


Examines diverse approaches to assessing the ethicality of argument and persuasion, suggests specific ethical guidelines, stresses the elements of a mature ethical judgment, and presents varied examples for analysis.


Offers guideline principles for effective communication between people of different cultures and suggests a concrete code of ethics for intercultural communication.


Based on an examination of fundamental democratic values, Wallace advocates four ethical guidelines for assessing public communication. (For another version see Donald C. Bryant and Karl R. Wallace, Fundamentals of Public Speaking, 5th ed., 1976, pp.72-79.)


Proposes an ethical view stemming from the assumption that humans uniquely possess the capacities for symbol-using and for mutual understanding. (Another version appears in Otis Walter and Robert Scott, Thinking and Speaking, 5th ed., 1984, pp.236-240.)
CASE STUDIES


Freeman, Patricia Lynn. "An Ethical Evaluation of the Persuasive Strategies of Glenn W. Turner of Turner Enterprises." Southern Speech Communication Journal, XXXVIII (Summer 1973), 347-361. Turner, head of a huge industrial pyramid of companies and expounder of the "Dare to be Great" self-improvement program, is condemned for use of unethical persuasive techniques that violate essential societal values. (Reprinted in Johannesen, Ethics in Human Communication.)


Rasmussen, Karen. "Nixon and the Strategy of Avoidance." Central States Speech Journal, 24 (Fall 1973), 193-202. The ethics of Nixon's mass media "strategy of avoidance" during the 1972 presidential campaign is condemned by Rasmussen using criteria derived from concepts of essential political values and of communication as dialogue. (Reprinted in Johannesen, Ethics in Human Communication.)


Swomley, John M. Liberation Ethics. New York: Macmillan, 1972. Swomley proposes an ethical orientation that he feels is most appropriate for social protest. He differentiates his view from "situation ethics" and from prescriptive "rulebound" approaches.
Turk, Peter B. "Children's Television Advertising: An Ethical Morass for Business and Government." Paper presented at meeting of Association for Education in Journalism, August 1978. (ERIC ED 163 475; available in microfiche only.) Examines the antithetical ethical positions (situational accommodation versus sense of moral right) held by marketing/broadcasting executives and by the Federal Trade Commission concerning TV advertising for children.

ETHICS IN MASS COMMUNICATION


Spero, Robert. The Duping of the American Voter: Dishonesty and Deception in Presidential Television Advertising. New York: Lippincott and Crowell, 1980. Spero analyzes the ethics of Presidential televised campaign advertising from Eisenhower to the present. He proposes a comprehensive plan to "break the back" of political campaign televised advertising, including a formal code of ethics administered by a private citizens group.
