

ETHICS IN BUSINESS COMMUNICATION

Ethics are the principles of conduct that govern a person or a group. On the other hand, unethical individuals may prioritize their own interests or goals over ethical considerations and may engage in dishonest or manipulative behavior to achieve their desired outcomes. **Ethical people are generally trustworthy, fair, and impartial.** They respect the rights of others and show concern about the impacts of their actions on society. Ethics means different moral principles and behavioral guidelines to do the right thing in given circumstances.



source: <https://www.scu.edu/media/mobi/blog-variants/Ethics-Blog-760x550-760x550.png>

Violation of Ethics

- Cutting corners or quality
- Covering up incidents
- Abusing or lying about sick days
- Deceiving customers
- Taking credit for a colleague's ideas

Ethical behavior involves four principles - honesty, integrity, fairness, and concern for others.

Five Common Ethical Traps

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The false necessity trap

The doctrine of relative filth trap

The rationalization trap

The self-deception trap

The ends-justify-the-means trap

In making ethical decisions, Business Communicators face five common ethical Traps.

- **The False Necessity Trap**

People act from the belief that they are doing what they must do and convince themselves that they have no other choice.

- **The Doctrine of Relative Filth Trap**

Unethical actions sometimes look good when compared with the worse behavior of others.

- **The Rationalization Trap**

People try to explain unethical actions by justifying them with excuses.

- **The Self-Deception Trap**

Applicants of jobs fall into this trap by inflating grade point averages and exaggerating past accomplishments to impress prospective employers.

- **The Ends-Justify-the-Means Trap**

Taking unethical actions for achieving a desirable goal.

Goals of Ethical Business Communication



The following goals help business communication in maintaining a high ethical standard and minimize the dangers of falling into ethical traps:

- **Telling the Truth:** Ethical business communicators should thrive, to tell the truth.
- **Labeling Opinions:** Facts are verifiable and quantifiable whereas opinions are beliefs held with confidence but cannot be verified. Presenting personal viewpoints as objective facts is a breach of ethical standards in business communication.
- **Being Objective:** Ethical business communicators should recognize their own preferences and should keep them away from distorting a message.
- **Communicating Clearly:** They should write or speak clearly so that receivers understand clearly and quickly.
- **Giving Credit:** Using the written ideas of others without giving credit is plagiarism. Ethical communicators should give credit for using ideas by referring to the original content.

Benefits and Importance of Business Ethics

- An improved society
- Help in the turbulent time
- Better teamwork and productivity
- More resilient workforce
- Helps to avoid criminal acts in the management
- Sound public image

Importance of Business Ethics

- Business ethics help the organization to protect their reputations.
- Business ethics is needed to make business activities fair and reasonable for consumers.
- Business ethics is especially important in dealing with customers, including customer service and customer issues.
- Business ethics help the organization in determining obligations and duties toward individual and groups outside the organization.