Open book/open notes
Use at least two of these sections to use for your Part 1 and Part 2 analysis
4. Orwell: “Politics and the English Language”
5. Williams: “Ethics of Style” chapter 10 from his book *Style: The Basics of Clarity and Grace*

Many case studies about ethics in the workplace focus on actions or shady shortcuts that employees might take. Among those actions is what they write based on the choices they make. In discussions of ethical writing, students usually hear about properly citing sources and borrowed information for respecting intellectual property, important aspects of ethical writing (and not always visible in corporate reports – more on this later). Researchers, too, consider ethics in terms of reporting their results fairly, not skewing the numbers to make their results look better or covering up problems.

Another problematic aspect in unethical writing is the hiring of professional ghost writers to write scholarly medical articles that might persuade doctors and patients, based on false evidence. The practice is more common than we like to think, according to Duff Wilson and Natasha Singer, September 10, 2009 in the *New York Times*:

> The concern, the researchers said, is that the work of industry-sponsored writers has the potential to introduce bias, affecting treatment decisions by doctors and, ultimately, patient care. According to the study, responding authors reported a 10.9 percent rate of ghostwriting in The *New England Journal of Medicine*, the highest rate among the journals. Editors of the Boston-based journal said Thursday that they were “puzzled” and “skeptical” of the findings. The study also reported a ghostwriting rate of 7.9 percent in JAMA, 7.6 percent in The Lancet, 7.6 percent in PLoS Medicine, 4.9 percent in The Annals of Internal Medicine, and 2 percent in Nature Medicine.


But there are more subtle aspects of unethical writing in the mere phrasing of a sentence. Among the types of sloppy and intentionally misleading writing that Orwell and Williams identify are euphemism, opacity, and misdirection. As Orwell says, “language can…corrupt thought.”

And here’s another problem from tech writer Jean Weber:

**Is it legal? Is it ethical?**

Legal and ethical are not synonymous. Slavery was legal in parts of the USA until the Civil War. Australian law seriously restricted women’s rights until fairly recently. Wife-beating is still legal in some parts of the world. Emerging technologies mean that the law often is well behind the times; but we must make choices now, not wait for the law to catch up. We read particularly about issues in genetics and medicine, but there are plenty in scientific and technical communication as well. Computer technology and the Internet have given us the ability to access, distribute, and copy information more quickly and easily than before. Censorship is difficult; so is policing intellectual property rights. ‘But it’s not illegal’ is no excuse for failure to accept personal responsibility for your ethical choices.

http://www.jeanweber.com/newsite/?page_id=22

After studying the resources above addressing issues of ethics in writing, please apply them to the sample writing below and write a brief essay analyzing what about this piece of writing may be unethical. Please make specific reference to at least one of the authors by quoting more than once with appropriate signal phrase and followed by page number(s) (for all but Orwell which has no page numbers).