Ethical Dimensions of Communication

1. The Value of Communication
2. The Communication Process
3. Interpersonal Communication
4. Organizational Communication
5. Mass Communication
6. Media and Society
7. Communication and Ethics

Chapter Outline

1. Chapter Objectives
2. The Nature of Communication
3. Communication in Organizations
4. Communication in Relationships
5. Communication and Ethics
6. Mass Communication
7. Media and Society
8. Communication in the Workplace
9. Communication and Social Change
10. Communication and Globalization

Ethical Behavior: Honesty, Integrity, and Trustworthiness

Informed Communication Networks

Formal Communication Networks

Communication Chains

The Process of Communication

Communication and Career Success
Communication skills are essential to personal and career success. Technical people

**OC National Communications Association**

Source: American National Communications Association (1997)

**Risk and Crisis Communication**: Public relations practitioners

- prepare communication strategies
- prepare and disseminate communications
- prepare materials for public relations

**Public Relations**: Public relations practitioners

- prepare communication strategies
- prepare materials for public relations

**Political Communication**: Public relations practitioners

- prepare communication strategies
- prepare materials for public relations

**Health Communication**: Public relations practitioners

- prepare communication strategies
- prepare materials for public relations

**Electronic Media**: Public relations practitioners

- prepare communication strategies
- prepare materials for public relations

**Organizational Communication**: Public relations practitioners

- prepare communication strategies
- prepare materials for public relations

**New Media and Technology**: Public relations practitioners

- prepare communication strategies
- prepare materials for public relations

**Careers in Communication**
communication is invaluable. A more sophisticated understanding of how communication operates begins with some fundamental principles.

The Nature of Communication

Communication is an integral part of our daily lives. It is used in personal and professional contexts to convey ideas, emotions, and information. Effective communication skills are essential for success in both personal and professional relationships. This book is dedicated to helping you hone your skills in this area.

Many people do not appreciate the crucial role communication plays in their lives. Communication skills are necessary for successful interactions. Table 1.1 summarizes the results of an annual survey in which employers listed the skills they value most in employees.

| Table 1.1 | Top Qualities/Skills Employers Want
<table>
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<tbody>
<tr>
<td>1. Ability to work in a team</td>
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<td>2. Verbal communication skills</td>
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<td>3. Ability to make decisions and problems solve</td>
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<td>4. Ability to obtain and process information</td>
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<td>5. Ability to plan, organize, and prioritize work</td>
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Communication is a Process

It isn’t accurate to talk about a “process of communication.” Rather, every interaction is a process that involves sending and receiving messages. The process of communication involves encoding, transmitting, decoding, and feedback. Understanding each step of the communication process is crucial for effective communication.

Communication is a Process

It is possible to be strategic when it comes to improving your communication skills. The key is to focus on the fundamentals of good communication—listening, empathy, and feedback. By improving your ability to communicate effectively, you can enhance your ability to build relationships and get your message across.

Some tips for improving your communication skills include:

1. Listen actively: Pay attention to what the other person is saying and respond appropriately.
2. Be clear: Make sure your message is understood by being clear and concise.
3. Use body language: Your body language can convey your message even when you cannot speak.

In summary, communication is a complex process that involves many different elements. By focusing on the fundamentals of good communication, you can improve your ability to effectively communicate with others.
Case Study

Derogatory Email Leads to Firing

Three employees of the Iowa Civil Rights Commission learned the hard way that digital gossip can be costly. They were fired for sending emails that included offensive and threatening language. The emails were sent to colleagues using their own personal accounts.

Communication Is Not a Panacea

Although communication can smooth out the bumps and encourage a healthy work environment, it can also be a source of conflict. In the case of the Iowa Civil Rights Commission employees, the communication was used to spread derogatory and offensive comments about colleagues.

Basic Concepts of the Communication Model

No matter the setting or the number of people involved, all communication consists of the same elements. Understanding these elements can help explain what happens when one person tries to express an idea to others. It can also offer clues about why some attempts succeed and others fail.

The communication process begins with a sender, who transmits a message to a receiver. The message may be verbal, written, or nonverbal. The receiver then interprets the message and responds accordingly. The communication process is a continuous cycle, with feedback from the receiver to the sender.

The communication model includes several key concepts:

1. Encoding: The sender converts the message into a format that can be transmitted.
2. Channel: The medium used to transmit the message.
3. Decoding: The receiver interprets the message from the channel.
4. Noise: Any interference that can distort the message.
5. Feedback: The receiver's response to the message.

By understanding these concepts, one can better analyze and improve communication.
the words or behavior. Receivers don't just absorb messages like passive sponges. Instead, they actively interpret and respond to them. The process of a receiver attaching meaning to a message is called **decoding**.

Misunderstandings often arise because messages can be decoded in more than one way. Consider a situation when a customer responds to a slip-up by saying, "Don't worry about it." Perhaps the literal statement is accurate: "There's absolutely no need to worry." Or perhaps the customer means, "It isn't perfect, but I can tolerate the mistake." On the other hand, the customer could be annoyed, but doesn't want to say it bluntly: "I'm really unhappy." In the coming chapters, you'll learn a variety of strategies for receiving a shared understanding in these situations.

The receiver's discernible response to a sender's message is called **feedback**. Some feedback is nonverbal—smiles, sighs, and so on. Sometimes it is oral, such as when you react to a colleague's ideas with questions or comments. Feedback can also be written, as when you respond by writing your coworker an e-mail. In many cases, no message can be a type of feedback. Failure to answer a letter or to return a phone call can suggest how the noncommunicative person feels about the sender.

Even though we've described sending and receiving as discrete roles, communicators are simultaneously sending and receiving information. But at the same time, she is sending verbal and nonverbal feedback for you to interpret. When she voices her concern about your idea and you respond defensively, both of you are sending and receiving. Because sending and receiving are simultaneous and connected, these two roles are combined into the "communication positions represented on both sides of the model pictured in Figure 1.1 below."

Once you understand that receiving and sending are simultaneous and connected, you start to recognize that successful communication isn't something active senders do to passive receivers. Rather, it's a collaborative process in which the participants create a
mission and reception of messages, so they perform important feedback. You can
v ey basic of communication channels is that there’s one type between the two-

Hef of high-speed, permanent transmission channels are called synchronous communication.
High-speed, permanent channels are used to transmit large amounts of information quickly.

The second type of digital transmission is asynchronous communication. This type of
communication is used for low-speed, short-distance transmission of data.

Inon are important. Your position in the digital environment significantly influences
- how much information you have
- how you can use that information

- How can you best present the information you have?
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Consider the Organization's Culture

Focus your message on the specific audience to ensure it resonates with them.

Be aware of cultural differences when communicating cross-culturally.

Consider the Desired Tone of Your Message

Decide your message tone:
- Are you presenting a positive or negative message?
- Are you trying to persuade or inform?

Craft your message to fit the audience's cultural expectations.

Be mindful of nonverbal cues that may influence the message's reception.

Consider the Appropriateness of Your Message

Assess the appropriateness of your message in relation to the audience's values.

Adjust your message to avoid cultural misunderstandings.

Redefine your message if necessary to ensure it is understood by the audience.

Review the message to ensure it is clear, concise, and tailored to the audience.

Finalize your message after reviewing it multiple times to catch any errors.

Quality Communication

In general, and throughout, the importance of effective communication cannot be overstated. It is crucial for the success and growth of any organization.
The Virtues of Going Offline

Tip

TECHNOLOGY
<table>
<thead>
<tr>
<th>Channel Type</th>
<th>Speed</th>
<th>Richness</th>
<th>Control over Attention</th>
<th>Tone</th>
<th>Level of Detail</th>
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</thead>
<tbody>
<tr>
<td>Face-to-Face</td>
<td>Synchronous</td>
<td>High</td>
<td>Moderate</td>
<td>Low</td>
<td>Moderate</td>
</tr>
<tr>
<td>Telephone</td>
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<td>Moderate</td>
<td>Moderate</td>
<td>High</td>
<td>Moderate</td>
</tr>
<tr>
<td>Teleconferencing</td>
<td>Moderate</td>
<td>Low</td>
<td>Low</td>
<td>Low</td>
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<tr>
<td>Voice Mail</td>
<td>Asynchronous</td>
<td>Low</td>
<td>Asynchronous but potentially quick</td>
<td>Low</td>
<td>Low</td>
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<tr>
<td>Instant Messaging</td>
<td>Asynchronous</td>
<td>Low</td>
<td>Asynchronous but potentially quick</td>
<td>Low</td>
<td>Low</td>
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<tr>
<td>Text Messaging</td>
<td>Asynchronous</td>
<td>Low</td>
<td>Asynchronous but potentially quick</td>
<td>Low</td>
<td>Low</td>
</tr>
<tr>
<td>Hand-Copy (e.g., handwritten or typed message)</td>
<td>Asynchronous</td>
<td>Low</td>
<td>Asynchronous but potentially quick</td>
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Table 1-2 presents some guidelines that will help you decide how to deliver your message most effectively.

Communicating in and beyond Organizations

For most of us, work is collaborative. It is the rare person who chooses, in a given organization, networks are so simple they may be hard to see. In larger organizations, they become more intricate. The most common way of describing formal communication networks is with organizational charts. These charts depict the flow of messages among communicators through time and space. Two kinds of networks exist: formal and informal.
interaction's direct, with their employers, including holding informal meetings to encourage study. It launched a program to encourage managers to communicate more, and more was so impressed with the findings of this procedure, explaining reasons, and so on their progress, employees recognize the importance of downward communication. A study of General Electric (GE) revealed that downward communication between boss and worker was the most important factor in job satisfaction. For most people, GE was so impressed with the findings of their employees that it launched a program to encourage communication. The procedure, explaining reasons, and so on their progress, employees recognize the importance of this process. It's hard to argue with the need for giving instructions.
Getting Recognized by Your Boss

Career Tip

Present proposals to your boss, learn the lingo.

Use promotional speaking to build bridges.

Keep your enthusiasm into the percentile, and
become your greatest hub into the company.

We don't always recognize people who worked on our project,
but it's all about getting on the board.

Instead of your career, recognize your career.
She and other career achievement recognize that you can
show the secret to getting a promotion.

According to Charles Kopp, "The big secret to get
promotions, recognition, opportunities, is your passion.
But your passion must be your work.

Getting things done, putting things into the work,
and getting your potential in several ways.
showcase your unique career interests in your work,
and your career or executive recognition can
be the secret to getting a promotion.

Don't let your career or executive recognition go by.
showcase your unique career interests in your work,
and get the career recognition you deserve.

Horizontal Communication

A third type of organizational interaction is horizontal communication, which involves communication between people at the same level. This type of communication occurs between peers in the same department, on the same project, or in different departments. In horizontal communication, employees need to ensure that their messages are clear and easy to understand, as they are communicating with someone who has a similar level of responsibility and authority.

Business leaders are responsible for ensuring that horizontal communication is effective and efficient. They can do this by creating opportunities for employees to share ideas, provide feedback, and collaborate on projects. This can be accomplished through regular meetings, informal gatherings, and the use of communication tools such as email, messaging platforms, and collaboration software.

In addition to regular communication, it is important for leaders to foster a culture of open and honest communication. This means being receptive to feedback, encouraging employees to speak up, and taking the time to listen. By creating a culture where employees feel comfortable sharing their ideas and concerns, leaders can promote a more collaborative and effective work environment.
FIGURE 1.3

In Formal Communication Networks, the information flow is controlled and structured, often following a hierarchy or predefined channels. This type of communication is typically linear and directed from top to bottom, reflecting the formal, structured nature of organizational hierarchies. Key elements in these networks include:

- **Top Management**
  - Sets policies and strategic directions.
- **Middle Management**
  - Implements policies and supervises operations.
- **First-line Supervisors**
  - Oversees daily operations and communication with employees.
- **Employees**
  - Perform tasks and communicate directly with supervisors.

In contrast, informal communication networks are spontaneous and informal, often occurring through social interactions outside of formal channels. They are characterized by:

- **Social Connections**
  - Friends, family, and personal relationships.
- **Informal Meetings**
  - Coffee breaks, casual chats, and team lunches.
- **Informal Groups**
  - Small teams or interest groups.

Informal networks are crucial for knowledge sharing and can sometimes be more effective than formal channels for disseminating information, especially when it involves creative or innovative ideas. They facilitate the exchange of tacit knowledge and can act as a buffer against formal organizational constraints, fostering a more dynamic and flexible work environment.

Both formal and informal networks play a vital role in organizations, complementing each other to ensure effective communication and collaboration.
Functions of Informal Networks within Organizations

Not all informal communication serves useful functions. Many companies create formal communication systems to promote solving these issues.

- Communicating formal changes: Your chain of command informs you of changes in the organization.
- Controlling official messages: Your manager tells you what to do in the office.
- Delegating official messages: Your manager sends you to the office.
- Controlling formal messages: Your manager ensures that you understand the official messages.
- Communicating formal changes: Your chain of command informs you of changes in the organization.

In summary, formal communication systems serve useful functions.
just how many people deny these potential opportunities. People are supposed to realize that community members have the potential to contribute to their community through improving themselves, members, and the community. Networking from community organizations, friends, and neighbors and watching the news will help you learn more. If you have a question or a concern, you can talk to your city, county, or state office, as well as community organizations.

2. Deserve some personal strengths or deficiencies.

Hi, I'm [Your Name], I'm a senior communications analyst.

I have four years and five months of experience in communications. My career started when I was in college and I have been working in the field for about five years. My experience includes both print and digital media. I have worked on various projects, from public relations campaigns to social media management. I am proficient in Adobe InDesign, Photoshop, and Illustrator.

When the opportunity arises, you can make a good impression by taking advantage of potential opportunities. You can also pursue opportunities that are available in your organization or the community. You can network with others and develop new relationships that can lead to new opportunities. You can make a good impression by being proactive and taking advantage of opportunities. You can also pursue opportunities that are available in your organization or the community. You can network with others and develop new relationships that can lead to new opportunities.
Personal Networking

Managing Your Professional Identity

- Develop your credibility: You must be an expert in your field.
- Position everything you do as valuable to your audience.
- Network with others in your field to expand your personal brand.
- Create and curate content for your resume.
- Focus on your strengths, skills, achievements, and interests.

Technology Tip

Do not forget to check out your LinkedIn profile regularly to ensure it is up-to-date and reflects your current professional status.
Seek a Mentor

Only a few of us can get along well with the first person who asks us if we can work with him. However, the greatest benefit in today's world is to be able to talk to people who are more intelligent than you. Secondary sources are helpful since they provide a summary of the primary sources. Therefore, it is important to use only the best sources of information. Don't make the mistake of being too quick to blame others. Instead, learn to respect and grateful.

Treat Your Contacts With Gratitude and Respect

While everyone you meet is important, it is also important to recognize culture plays a role in networking. Some cultures place a greater importance on wind than others. In order to be successful, you need to adapt to these differences. When working across cultures, it is important to think of each person as an individual. When working with people from different cultures, it is important to be respectful of their differences. The more you know about the culture, the better you can adapt to it.

Be Sensitive to Personal and Cultural Factors

In multicultural settings, people build networks around the building and, in their own countries, and here many of their daily activities involve working with people from different cultures. Therefore, it is important to work with people who can give you direct access to their culture and perspective. When working across cultures, it is important to think of each person as an individual. When working with people from different cultures, it is important to be respectful of their differences. The more you know about the culture, the better you can adapt to it.

While Everyone as a Networking Prospect

When you already belong to minority groups, it is important to think of each person as an individual. When working with people from different cultures, it is important to be respectful of their differences. The more you know about the culture, the better you can adapt to it.

Chapter 1

Communicating at Work
You may be surprised by successful people's willingness to go back to helping and supporting you - their network. They can provide great value and satisfaction for your needs - much more valuable than traditional networking events or similar networking opportunities. The key is to focus on building deep, genuine, and authentic relationships. Look for opportunities to contribute to others' success, and they will appreciate and回报 you in kind.

Dr. Kevin Cooper's "How to Build a Network" provides practical advice for cultivating networks that can help you achieve your career goals. The book emphasizes the importance of building relationships based on mutual respect and trust. He argues that networking should be a two-way street, where both parties benefit from the relationship. This approach is different from traditional networking events, where people often feel pressured to make connections without genuine interest in helping others.

One key takeaway from the book is the importance of authenticity. People can sense when someone is being insincere, and they are less likely to trust and value that person. Dr. Cooper suggests focusing on building relationships with people who genuinely want to help others, rather than just looking for opportunities to benefit themselves.

In conclusion, building a network is about more than just gaining access to opportunities. It is about creating meaningful connections with others who can support your goals and help you grow personally and professionally. By following Dr. Cooper's advice, you can develop a network of genuine relationships that will benefit you in the long run.
employees' minds think of themselves as.

Etiological Dimensions of Communication

a short note

Networking throughout your career

You need to be well-liked, know the right people, and have a good reputation. The more people you know, the more opportunities you will have. It's important to maintain good relationships with others in your field. Always be friendly and approachable, and never underestimate the power of networking. It can mean the difference between success and failure in any career path.

Your career should be based on your skills and abilities, not on optional experiences. The more you can do, the better your chances of promotion. Keep your options open, and be prepared to move on if necessary. Always be willing to learn new things and take on new challenges. The more you can do, the more opportunities you will have.

Remember, networking is not just about finding a job. It's about building relationships that can help you in the long run. So, make sure to keep in touch with people you've met through networking, and always be willing to help others as well.

In your career, you need to be able to handle stress. This includes being able to manage your time effectively, delegate tasks, and prioritize your work.

In order to succeed, you need to be able to communicate effectively with others. This includes being able to listen actively, ask good questions, and give clear, concise answers. Remember, communication is key to any successful career.
Two additional guidelines can help you evaluate whether you are behaving ethically:

1. Are you in the position of a public figure? If so, your actions can have a significant impact on others. Always consider the potential consequences of your actions.

2. Are you in a position of authority? If so, your actions can influence others. Be mindful of your responsibilities and the impact of your decisions.

Ethical Communication Choices
Key Terms

- Communication networks
- Feedback (reciprocal communication)
- Communication
- Formal communication networks
- Downward communication
- Information exchange
- Message
- Formal communication networks

Review Points

- Communication is important for career success.
- Communication is unavoidable, inevitable.
- Communication is not a process that involves listening or speaking in isolation.
- Communication is a process that involves interaction, engagement, and understanding.
- Communication is a process that involves exchange of ideas, feelings, and information.
- Communication is a process that involves interaction, feedback, and dialogue.
- Communication is a process that involves active listening, empathy, and mutual understanding.
- Communication is a process that involves negotiation, compromise, and consensus.
- Communication is a process that involves, not only speaking and listening, but also reading, writing, and non-verbal communication.