6. How does popular culture connect to your study of persuasion?

7. Identify a persuasion topic outlined in Chapter One that you are interested in. What is it about this topic that intrigues you?

8. Do you think all communication is persuasion? Explain.

9. Give an example of effective visual communication. How was it persuasive?

10. Give an example of a time in your life when either you persuaded someone you know or someone you know persuaded you. What type of relationship did you have with this person? How did that relationship factor into the persuasiveness of the message?

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Chapter 2
Ethical Dimensions of Persuasion

Instructor’s Manual
Lecture Outline

1. Defining Ethics
a. Ethics is a system of accepted principles that make up an individual’s or group’s values and judgments as to what is right and wrong.
b. Values are beliefs and attitudes that we have that can actually conflict with our ethical decisions.

II. The Importance of Ethics
a. We are all diverse in our religious perspectives or values, so we need to have a common code of how to conduct ourselves that doesn’t tie directly to a religion or doctrine, but instead to human decency. As a result of this need, a code or system of ethics is crucial to our survival.

III. Ethical Considerations
a. Lying: Are you telling the truth?
b. Secrets: Are you respecting the boundary placed around information by avoiding disclosure to others?
c. Integrity: Are you discerning right from wrong and explaining your reasoning for your decision?
d. Aggressive communication: Are you communicating with others void of power abuse and aggression?
e. Plagiarism (Cheating): Are you communicating information that is authentic and not plagiarized?
   i. The Ethics of Electronic Communication
      1. The strong reliance today on technology makes it important to apply the same ethical principles as related electronic communication.

IV. Ethical Responsibility
a. Ethical responsibility includes the elements of fulfilling duties and obligations, or being accountable to other individuals and groups, of adhering to agreed-upon standards, and of being accountable to one’s own conscience.
b. It is our ethical responsibility as receivers to check the credibility of the sender.
   i. Ethical Responsibility in Politics
      1. Instead of focusing on the individual, we must focus on the ethical process of politics.
      2. One of the many political processes is campaigning.
   ii. Adapting to the Audience
      1. Ethical responsibility is associated with how far persuaders should go to adapt their messages to particular audiences.

V. Ethical Perspectives
a. Religious Perspective: Examines the relationship between people as humans and a higher power.
b. Human Nature Perspective: We have the ability to judge, to reason, and to comprehend that far exceeds any other species.

21
c. Dialogical Perspective: Emerges from current scholarship on the nature of communication as dialogue rather than as monologue.
d. Situational Perspective: Examines every situation that we encounter where persuasion is involved.

Chapter Summary

This chapter connected ethics to your study of persuasion and emphasized the large role that ethics play when you’re attempting to persuade others, or when others are attempting to persuade you. There are different perspectives or lenses that you may use to help you see the good and bad in each persuasive situation. Ethics are the driving force of each of these lenses used to help you evaluate persuasive messages in your life. After reading this chapter, you should become mindful of how to evaluate your methods of persuasion and consider others as you encounter each social situation. No matter if you’re communicating via your phone, computer, or in face-to-face conversations, you’re always persuading or being persuaded. Consider everything that you’ll learn in this course as you evaluate information and make communication choices in your life.

Teaching Objectives

After studying this chapter, you should be able to:

1. Explain the terms *Ethics, Morals* and *Values*.
2. Identify the importance of ethics in your study of persuasion.
3. Discuss ethical responsibility across communication contexts.
4. Apply ethics to political persuasion and adapting the audience.
5. Explain the different perspectives of ethics in persuasion and how each of them can be applied to real life situations.

Class Discussion Questions

1. Your textbook told you to go to YouTube and search for videos using the phrase “e-mail etiquette.” What did you discover? Did you learn about any breaches in etiquette that you have been committing?
2. Can you think of an example of a time when your values conflicted with your ethical decisions? What did you ultimately decide to do?
3. Is there ever a situation in which lying — including intentionally leaving out information or failing to disclose motives — can be considered ethical? If so, what values are you honoring?

Keywords
Code of ethics: different sets of principles that people hold themselves to, or are held to in multiple organizations or groups.

Dedication: the ability to commit to do what is right no matter the situation.

Distinguish: to decide what is right and what is wrong.

Ethics: a system of accepted principles that make up an individual’s or group’s values and judgments as to what is right, and what is wrong.

Values: beliefs and attitudes we have that can conflict with our ethical decisions.

E-mail dialogues: exchanges of messages about a particular topic using email, professional blog space, and other electronic tools to encourage participation that will hopefully lead to new ideas, strategic planning, and sound decision making.

Electronic aggression: a form of aggressive communication in which people that interact on professional topics filled with emotionality and aggression.

Ethical persuader: ethical persuaders value truthful information. They wish to help others make the best choice based upon the truth.

Lying: simply undermining the truth, refusing to tell the truth as a whole.

Motives: the true reason for our action, what we hope to lose or gain as a result of our action(s).

Reliability: the degree to which others can rely on us.

Responsibility: the ability to be held accountable for one’s actions; The ability to be trusted.

Truth: the accurate and honest word of another person.

Unethical persuader: unethical persuaders will cover up the truth in order to receive a benefit off of others who will accept false or modified information.

Dialogical perspective: examines communication as dialogue between two people by studying the attitudes and motives of each party.

Monologue: a performance or speech of a single person.

Dialogue: a conversation that occurs between two people.
**Human nature perspective:** states that we have an ability to judge, to reason, and to comprehend that far exceeds any other species.

**Religious perspective:** examines the relationship between us as humans and any higher power that is believed in.

**Situational perspective:** examines every situation that we encounter where persuasion is involved.

**Test Bank**

**Multiple Choice Questions**

1. Which of the following is NOT an ethical consideration?
   f. integrity
   g. truth
   h. secrets
   i. plagiarism
   j. lying
   *Answer: b; Difficulty: 2; Skill: Factual*

2. Tommy chose to volunteer time at a local soup kitchen because his beliefs in a higher power indicated that helping the less fortunate is important. This is an example of which ethical perspective?
   a. Religious
   b. Human Nature
   c. Dialogical
   d. Situational
   e. Aggressive
   *Answer: a; Difficulty: 2; Applied*

3. Which ethical concept explains why we should speak up if we hear a lie being spread?
   a. Dedication
   b. Values
   c. Responsibility
   d. Motives
   e. Dialogue
   *Answer: c; Difficulty: 3; Conceptual*

4. To properly understand ethics, you need to be able to do these two things:
a. dialogue and monologue  
b. persuade and motivate  
c. distinguish and dedicate  
d. reason and lie  
e. send and receive  
*Answer: c; Difficulty: 1; Skill: Factual*

5. A jury is presented with facts and told to make a judgment on the guilt or innocence of a defendant. This is an example of which ethical perspective?  
a. Religious  
b. Human Nature  
c. Dialogical  
d. Situational  
e. Aggressive  
*Answer: b; Difficulty: 2; Applied*

6. A salesperson who does NOT work on commission is more likely to be a/an  
a. ethical persuader  
b. electronic aggressor  
c. unethical persuader  
d. liar  
e. cheater  
*Answer: a; Difficulty: 2; Conceptual*

7. Lying  
a. is sometimes unavoidable.  
b. helps people connect and engage.  
c. is common with ethical persuaders.  
d. undermines persuasion and communication  
e. shows a lack of values.  
*Answer: d; Difficulty: 1; Skill: Factual*

8. Sally always gets annoyed when she speaks with her co-worker, Lynn. She realizes one day that she gets annoyed because she is jealous of how quickly Lynn completes tasks. Sally then decides to make an effort to approach conversations with Lynn with kindness. This is an example of which ethical perspective?  
a. Religious  
b. Human Nature  
c. Dialogical  
d. Situational  
e. Aggressive  
*Answer: c; Difficulty: 2; Applied*
9. Persuasion is heavily influenced by
   a. e-mail dialogues
   b. motives
   c. aggression
   d. truth
   e. responsibility
   Answer: b; Difficulty: 3; Conceptual

10. Jill is working with a colleague on a project with a fast-approaching deadline. Because her co-worker hasn’t done her share of the work, they are both going to miss the deadline. Jill is angry so she e-mails her co-worker and copies her supervisor on the e-mail to discuss her co-worker’s incompetence. This is an example of
   a. e-mail dialogues
   b. unethical persuading
   c. dialogical perspective
   d. electronic aggression
   e. dedication
   Answer: d; Difficulty: 1; Skill: Applied

11. A successful society needs a common code of ethics because it
   a. allows people to engage.
   b. helps prevent lies.
   c. is accepting of different religions.
   d. establishes the same set of values.
   e. encourages ethical persuaders.
   Answer: c; Difficulty: 3; Skill: Conceptual

12. You are being _________ if you fulfill duties and obligations, are accountable to other individuals and groups, and adhere to agreed-upon standards.
   a. responsible
   b. persuasive
   c. situational
   d. truthful
   e. aggressive
   Answer: a; Difficulty: 2; Skill: Factual

13. If someone is trying to persuade, you should question his or her _________.
   a. dedication.
   b. values.
14. Robert is not sure what to get his mother for her birthday. A pushy saleswoman at the mall tells him that an expensive pair of earrings is his best option. He is not sure the earrings are the right choice, so he makes an excuse and rushes out of the store. This is an example of which ethical perspective?
   a. Religious
   b. Human Nature
   c. Dialogical
   d. Situational
   e. Aggressive
   Answer: d; Difficulty: 3; Applied

15. A political candidate needs to have ________ consistent with his or her campaign team.
   a. distinction
   b. ethics
   c. dedication
   d. perspective
   e. monologues
   Answer: b; Difficulty: 2; Skill: Conceptual

16. Phil works for the Centers for Disease Control and is investigating a possible act of bioterrorism. He is not allowed to discuss what he is working on because it would create mass hysteria, but at the same time, he wants to warn his family. This is an example of
   a. his ability to distinguish right from wrong
   b. his dedication to finding truth
   c. his values conflicting with ethical decisions
   d. the situational perspective
   e. using ulterior motives
   Answer: c; Difficulty: 2; Skill: Applied

17. To maintain a view of being reliable, you must be
   a. motivated.
   b. fair.
   c. reliable.
   d. distinguished.
   e. ethical.

    Answer: e; Difficulty: 2; Skill: Factual
18. Samantha is shopping for a used car and has a budget of $5,000. However, the salesman helping her continues to show her cars priced above $5,000. Samantha pauses and considers the salesman’s _______ because he is sure to make more money in the sale if he persuades her to buy a more expensive car.
   a. integrity  
   b. attitudes  
   c. honesty  
   d. motives  
   e. values
   
   Answer: d; Difficulty: 2; Skill: Applied

19. Following the dialogical perspective, if someone is rude to you, this may affect your ability to _______.
   a. get past it.  
   b. interact with others.  
   c. treat him or her ethically.  
   d. stand up for yourself.  
   e. use pure motives.
   
   Answer: c; Difficulty: 3; Skill: Conceptual

20. Ethical perspectives allow us to critically evaluate
   a. persuasive messages.  
   b. codes of ethics.  
   c. responsibilities.  
   d. distinguishing characteristics.  
   e. values.
   
   Answer: a; Difficulty: 1; Skill: Factual

21. Renee is a political candidate running for office. Scott, a member of her campaign team, recently paid some local residents to protest at her opponent’s public speaking engagements. Renee is ultimately responsible for Scott’s actions because he
   a. is not smart enough to have thought of that idea on his own.  
   b. is representing Renee.  
   c. is using “dirty politics.”  
   d. wants to continue working for Renee after the election  
   e. is not using integrity.
   
   Answer: b; Difficulty: 2; Skill: Applied

22. It is better to not please everyone when speaking to a crowd if it means that you are being
a. funny
b. engaging and entertaining
c. ethically responsible
d. inspiring
e. serious in your claims

Answer: c; Difficulty: 1; Skill: Conceptual

23. Dialogue is
   a. the accurate and honest word of another person.
   b. a performance or speech of a single person.
   c. the true reason for our actions.
   d. a system of accepted principles.
   e. a conversation that occurs between two people

Answer: e; Difficulty: 1; Skill: Factual

24. We use ___________ to help us choose a course of action that we feel is appropriate.
   a. electronic aggression
   b. motives
   c. responsibility
   d. ethical perspectives
   e. truth

Answer: d; Difficulty: 3; Skill: Conceptual

25. Ethics is a system of ___________ that make up an individual’s or group’s values and judgments as to what is right and wrong.
   a. decisions
   b. accepted principles
   c. logic and rationality
   d. emotional responses
   e. authority

Answer: b; Difficulty: 2; Skill: Factual

True/False Questions

1. TRUE or FALSE: Our values can conflict with our ethical decisions.

Answer: True; Difficulty: 2

2. TRUE or FALSE: Ethical situations typically come up one or two times a day.

Answer: False; Difficulty: 2
3. TRUE or FALSE: Ethical persuaders want others to make the best choice based on fair and accurate information.

Answer: True; Difficulty: 1

4. TRUE or FALSE: You are not lying if you unintentionally leave out information.

Answer: False; Difficulty: 3

5. TRUE or FALSE: Often we are persuading others, even if we don’t recognize that we are doing it.

Answer: True; Difficulty: 2

6. TRUE or FALSE: When speaking in public, you should try to please your audience with your message.

Answer: False; Difficulty: 2

7. TRUE or FALSE: All the members of a campaign team contribute to the ethics of a political candidate.

Answer: True; Difficulty: 3

8. TRUE or FALSE: The human nature perspective is both a gift and a curse.

Answer: True; Difficulty: 1

9. TRUE or FALSE: Even when you want to persuade someone to make a specific choice, the ethical way to approach the situation is to appear neutral toward all options.

Answer: False; Difficulty: 3

10. TRUE or FALSE: You should never share a secret with others.

Answer: False; Difficulty: 3

**Short Answer/Essay Questions**

1. Nearly every career field has its own code of ethics. Consider your chosen career field. What do you think should be some of the guiding principles of its code of ethics should be? Give an example of an ethical situation that may present itself.
A code of ethics is extremely important to the field of journalism. The guiding principles consist of reporting the news fairly and accurately and maintaining an objective position. Sources who talk to journalists are trusting that they will quote them correctly and will refrain from taking information out of context. An ethical decision would need to be made if a source tried to give a journalist a gift. Under most circumstances, the journalist should turn down the gift so that the gesture will not influence the news story.

2. Your textbook states that it is our ethical responsibility as receivers to check the credibility of the sender. Explain why this is important.

It is our ethical responsibility to check the credibility of the sender because we, in turn, do not want to pass along that information if it is not credible. As consumers of information, we choose to be informed, productive members of society and thus must make a judgment on the soundness of that information. We also have an ethical responsibility to interject if we feel that incorrect information is being shared with others. It is our duty to stop false information from spreading because intentionally or unintentionally omitting information is the same as lying.

3. Describe a situation when you or someone you know was involved in an electronic aggression exchange. Reflecting back on the incident now that time has passed, how would you or someone you know have reacted differently?

A co-worker of mine got in a dispute with another colleague over a deadline of a project. The two began rapidly e-mailing back and forth about what had caused the project to fall behind. One man told the other that he would just explain the situation to the supervisor and let him determine the proper action. This statement caused the other co-worker to storm into the other person’s office and yell at him. As a result of the dispute, both workers came off as unprofessional. If they had both just cooled down and let a few hours pass by, I am sure they would have just sat down and talked about the problem face-to-face without hiding behind snarky comments expressed via e-mail.

4. What are your values? What events or people in your life have influenced your values?

5. Which ethical perspective from Chapter Two do you think you would use most often and why?

6. Give an example of a news story from the world around you that was caused by good or bad ethical decisions.

7. When talking to others, what ethical responsibilities do you have as a speaker?

8. When receiving a message, what ethical responsibilities do you have as a listener?

9. Give some examples of an ethical code that is required of you in a workplace.
10. Name three items that you would include in a common code of conduct that ties directly to human decency.

Chapter 3
Theories of Persuasion

Instructor’s Manual

Lecture Outline

I. What is Theory?
   a. When scholars are developing a new theory, they find a phenomenon or occurrence that interests them, make a hypothesis or assumption, observe the phenomenon under specific conditions, and record their observations and analyze them.
   b. Communication theory is about understanding and explaining human interaction.

II. Early Theories
   a. Aristotelian
Ethical Dimensions of Persuasion

Chapter 2
Chapter Contents

I. Defining Ethics
II. The Importance of Ethics
III. Ethical Considerations
IV. Ethical Responsibility
V. Ethical Perspectives
I. Defining Ethics, Part 1

- Ethics: a system of accepted principles that make up an individual’s or group’s values and judgments as to what is right and wrong.

- To properly understand ethics, you need these two abilities:
  - Distinguish
  - Dedicate
I. Defining Ethics, Part 2

- Important terms:
  - Values are beliefs and attitudes that we have that can actually conflict with our ethical decisions.
  - Lying undermines persuasion and communication. If we don’t provide the whole truth we are still lying, and if we intentionally or unintentionally leave out information or fail to disclose motives we are lying.
I. Defining Ethics, Part 3

- Telling the truth is not only telling what you know, but it is also being up front about the things you don’t know.

- Anytime that you are trying to persuade someone, or someone is persuading you, you should consider your motives as well as the motives of others.
II. The Importance of Ethics

- If we’re all so diverse in our religious perspectives or values, then we must have a common code of how to conduct ourselves that doesn’t tie directly to a religion or doctrine, but instead to human decency.
III. Ethical Considerations, Part 1

- Lying
- Secrets
- Integrity
- Aggressive Communication
- Plagiarism (Cheating)
III. Ethical Considerations, Part 2

The Ethics of Electronic Communication

- E-mail dialogues are exchanges of messages about a particular topic using e-mail, blog space, and other electronic tools.

- Electronic aggression is a manner in which people interact about topics that is filled with emotionality and aggression.
IV. Ethical Responsibility, Part 1

• Responsibility includes the elements of fulfilling duties and obligations, being accountable to other individuals and groups, adhering to agreed-upon standards, and being accountable to one’s conscience.

• It is our ethical responsibility as receivers to check the credibility of the sender.
IV. Ethical Responsibility, Part 2

Ethical Responsibility in Politics:
- Focus on the ethical process in politics.
- Each person on a political campaign is responsible for following a strict code of ethics.

Adapting to the Audience:
- As a speaker, be mindful of others’ spiritual perspectives (if any), values, personal experience, families and the like.
V. Ethical Perspectives

- Religious Perspective
- Human Nature Perspective
- Dialogical Perspective
- Situational Perspective
VI. Applying Ethics In Your Life

1. Look for an example in your life when your values conflict with your ethical decisions.

2. Consider the ethical responsibilities you have as a listener and a message receiver.

2. Identify the ethical perspectives discussed in this chapter when they occur in your daily activities.