Communication Ethics

Narrative

Contextual



Narrative paradigm that assumes human communication ethics offers a story centered approach about the world (Arnett et al., 2018).



The good this approach protects and promotes lies within the narrative; emerges through the action of a story & the character who live in the practices of a given narrative (Arnett et al., 2018).



Key Philosophers/Scholars:

Walter Fisher
Alasdair MacIntyre
Robert Bellah & Colleagues
Immanuel Kant



Recognized the differences in culture, persons and communication settings in relation to applying communication studies (Arnett et al., 2018).



The good this approach protects and promotes lies in the context of a particular culture (i.e., hierarchy, freedom, authority, etc.)

(Arnett et al., 2018).



Key Philosophers/Scholars:

Matthew Seeger Karl Weick Charles Conrad

Narrative Communications Ethics

Relates more to understanding how personal narratives guide ethical practices.

Narrative ethics focuses on personal story-driven narratives that add meaning to worldly experiences.

Each approach argues that ethics are to be understood in the context of one's culture and identity.

Communication ethics emerge through the interpretation when engaging with others.

Contextual ethics focuses on contexts shaped by power and social structures.

Relates to adjusting communication to fit the ethical culture of the Other.

Achieves the understanding of communicative ethics, dialogue, and relations rely on engaging and understanding others.

Contextual
Communications
Ethics

Reference