



Narrative vs Contextual Communication Ethics

Narrative	Contextual
<div></div> <p>Narrative paradigm that assumes human communication ethics offers a story centered approach about the world (Arnett et al., 2018).</p>	<div></div> <p>Recognized the differences in culture, persons and communication settings in relation to applying communication studies (Arnett et al., 2018).</p>
<div></div> <p>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).</p>	<div></div> <p>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).</p>
<div></div> <p>Key Philosophers/Scholars: Walter Fisher Alasdair MacIntyre Robert Bellah & Colleagues Immanuel Kant</p>	<div></div> <p>Key Philosophers/Scholars: Matthew Seeger Karl Weick Charles Conrad</p>



Reference

Arnett, R. C., Fritz, J. M. H., & McManus, L. M. (2018). Communication ethics literacy: Dialogue and difference. Kendall Hunt Publishing Company