

1.4.16: Introduction to Ethics in Business Communication

What you'll learn to do: Discuss the importance of ethical communication

As business practices become more transparent and the people behind those businesses become more public, customers and patrons begin to expect more from these businesses. It's no longer a faceless corporation trudging along making a profit and paying their investors. Because of this, in order to be successful in today's environment, a company has to be socially conscious and to behave ethically.

That's a trend whose thread is woven into every aspect of business, and that's not a bad thing. Communicators should absolutely be cultivating a level of trust and integrity in each of their messages. They should be socially conscious and inclusive in their communications. It's what audiences expect and, frankly, what they should have.

In this module we'll take a look at the guidelines for ethical communication and how they apply to verbal, written and online communications.

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