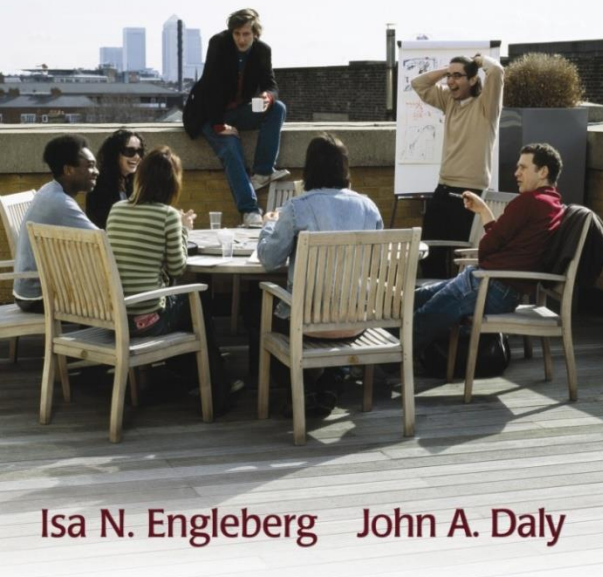


# Chapter 6: Speaker Credibility and Ethics

## Presentations in Everyday Life

Third Edition



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# Chapter 6: Speaker Credibility and Ethics



Components of Speaker Credibility

Developing Credibility

Ethos and Ethics

Good Speakers and Good Audiences

# *Ethos*

## Aristotle's *Rhetoric*

*“The character [ethos] of the speaker is a cause of persuasion when the speech is so uttered as to make him worthy of belief. His character [ethos] is the most potent of all the means of persuasion.”*

# Speaker Credibility



- The extent to which an audience believes you and the things you say
- A speaker's quality, capability, or power to elicit belief from others
- *Ethos*

# Components of Speaker Credibility

- **Character:** Sincere, trustworthy, fair, honest, good, friendly, ethical
- **Competence:** Expert, qualified, informed, intelligent, experienced
- **Caring:** Kind, sensitive, empathic compassionate, sympathetic

# Match the Component(s)

- |              |       |                |
|--------------|-------|----------------|
| A. Character | _____ | Oprah Winfrey  |
| B.           | _____ | Robin Williams |
| Competence   | _____ | Bill Clinton   |
| C. Caring    | _____ | George W. Bush |
|              | _____ | Morgan Freeman |
|              | _____ | Madonna        |
|              | _____ | The Pope       |

# What Is Charisma?

- A secondary dimension of credibility
- Often related to speaker delivery, rather than presentation content
- Charismatic speakers communicate enthusiasm, confidence, and dynamism.
- All speakers may have charismatic moments.

# Developing Speaker Credibility

- Take a personal inventory
- Be well prepared
- Toot your own horn
- Show that you care



# Find Out About Yourself

- What skills do you most enjoy using?
- What are your best skills?
- What are your unique experiences?
- What are your most impressive achievements?
- What excites and energizes you?

# Quintilian's *Good Man Theory*

*“The orator must above all things study morality, and must obtain a thorough knowledge of all that is just and honorable, without which no one can either be a good man or an able speaker.”*

# Aristotle's *Doctrine of the Mean*

- Ethical decisions require an appropriate reaction somewhere between two extremes. (Example: mild annoyance ↔ extreme rage)
- *“Anyone can get angry; that is easy. But to be angry at the right things, with the right people, to the right degree, at the right time, for the right purpose, and in the right way—is worthy of praise.”*

# Ethos and Ethics

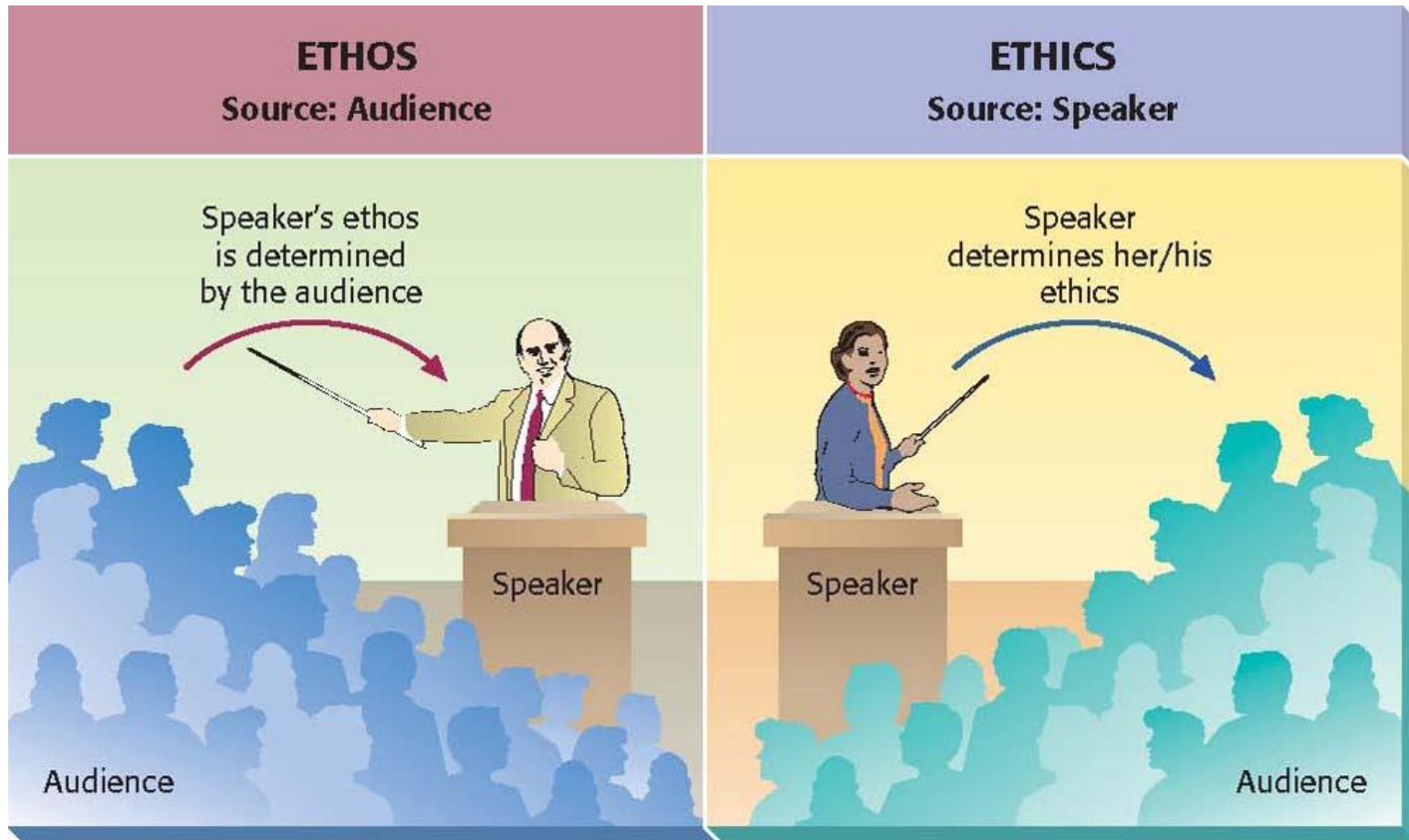
## Ethos

- Speaker  
Credibility
- The ***audience*** determines a speaker's credibility.

## Ethics

- Set of personal principles of right conduct and moral values
- ***You*** determine your ethics.

# Sources of Ethos and Ethics



# Ethics and the Key Elements

## **Purpose**

*Example:* Conflicting public and private purposes

## **Audience**

*Example:* \_\_\_\_\_

—

\_\_\_\_\_

## **Logistics**

—

*Example:* \_\_\_\_\_

—

# Ethics and the Key Elements

**Content**

*Example:* \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**Organization**

—

*Example:* \_\_\_\_\_

**Performance**

\_\_\_\_\_

\_\_\_\_\_

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# Audience Ethics

What are the ethical responsibilities of audience members?

1. Listen to ideas and opinions with an open mind.
2. Withhold evaluation until comprehension is complete.
3.  

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4.  

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# NCA Ethics Credo Principle

**Truthfulness, accuracy, honesty, and reason are essential for ethical communication**

- Ethical Examples:

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- Unethical Examples:

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# NCA Ethics Credo Principle

**Ethical speakers express their personal convictions in pursuit of fairness and justice**

- Ethical Examples: \_\_\_\_\_  
\_\_\_\_\_
- Unethical Examples: \_\_\_\_\_  
\_\_\_\_\_