

ETHICS OF ENGLISH ON BUSINESS PRESENTATION

Luqman Al Hakim, S.Pd, M.Pd

Slamet Riyadi University

Luqman.hakim76@gmail.com

ABSTRACT

Business presentation is needed by persons to inform or persuade audience about certain topics. Through the presentation, information are clearly received by audience. So it needs many aspects to do, such as chronological order of presentation; clear language; good attitude and behavior; and polite ethics. Ethics is the standards one uses to determine right from wrong in terms of thought and behavior. It is one of major components of successful presentation. To do that, ones could adopt ethics from their own culture or culture where they are right now, i.e. in abroad. This paper here intends to show ethic of English business presentation and ethic of presentation to public in order to persuade audience to use the product/ program. It means that it is not to use on presentation of national or international seminar because the rule is not so detailed and complicated The business presentation based on the result of research and good communication is necessary to present objective information, therefore public will get clear and objective understanding. In fact, showing strengths on the own products and showing the weaknesses of others are prohibited to save the existence of brands.

Keywords: ethics, business presentation

A. INTRODUCTION

In this globalization era, communication plays important role to deliver a message, either spoken or written messages. Saylor Foundation (2015: 6)states that all of us encounter thousands of messages in our everyday environments, so getting your idea heard above all the other ones is a constant battle. Researcher Norman W. Edmund estimates that by 2020 the amount of knowledge in the world will double every seventy-three days because we live in a world where we are overwhelmed with content, communicating information in a way that is accessible to others is more important today than ever before.

When ones will deliver a message, they have to prepare lots of thing i.e. the content of materials. But Saylor Foundation (2015: 6) says that there are three requirements a message can be received by persons: messages, effective communication skills, and passion. Clear and objective messages are useful to give complete understanding about the topic. The message has to be effective so audience will not be bored and get the message fast and complete. Finally presenting materials passionately is intended that we care about the messages.

One of ways to deliver a message is by a presentation. The presentation is delivering information through language completed with graphics, words, phrases, tables,

pictures, or videos in order to convey clear and complete messages. By the presentation ones can show both spoken and written language. All the completed aspects in the presentation are also needed to persuade and ensure audience about the intended information.

There are lots of things to make the presentation success, such as readiness of mastering topic of the presentation, sufficient experiences on presentation, good attitude and behavior, polite ethics, and soon. Understanding and adopting ethics is one of successful criteria of a presentation. Ethics is the standards one uses to determine right from wrong in terms of thought and behavior. Therefore, in this article, the writer tries to show the ethics used in the English presentation and ethic of presentation in general in order to succeed a better result of the presentation.

B. ISSUES AND RESULT OF RESEARCH OF ETHIC ON PRESENTATION

As presented before that ethics plays an important role to a successful presentation so it is necessary to read the result of research and theories about it. A presenter should arrange the presentation accurately in order to adapt the messages to fit the audience's goals, interests and needs. It is crucial to conceive who their audience are and how they can reach them (Locker and Kaczmarek, Module 2, 2001). "It is usually true that the most effective presentations are those prepared with a particular audience in mind. By tailoring presentation to the specific likes, dislikes, knowledge and attitudes of an audience, the odds for success increase considerable" (Buschini and Reynolds, 1986 p. 283).

Besides, checking the content before presenting is also an ethic of a presentation. Gareis (2006: 19) states that there are three ethics of presentation: reading accurately a topic well so that a presenter will not present falsehoods and half-truths; avoiding plagiarism and identifying all of content sources of a presentation topic; and never thinking about fabricating information. From the three ethics, mastering the content of presentation and avoiding plagiarism are the core ethic of the presentation because these show the presenters face.

Moreover, presentation needs to provide persuasion moral value of ethic when delivering a message. As stated by Barney and Black (1999) in Marsh (2001: 81) that "persuasion needs a body of moral discussion that will provide the moral foundation on which realistic persuasion ethics structures can be built". Therefore, if a presenter adopts ethic persuasion in a presentation, it will be easier him or her to ensure the audience about the topic presented.

Here, the term Two-way symmetrical on public relations is almost same as the concept of the writer about the ethic of a presentation. Grunig (1992: 18) in Marsh (2001: 80) states that two-way symmetrical describes a model of public relations that is based on research and that uses communication to manage conflict and improve understanding with strategic publics. It is expected that the symmetrical model, both the organization and the publics can be persuaded. On the other words, in a presentation, the topic of the presentation should be based on the research, therefore it will create objectivity. In general, business presentation shows more on the strengths of own program or product and show the weaknesses of the program of other company. Objectivity of information presented will also avoid conflicts among societies about which programs or products they will choose because there are many advantages of every product presented by company.

C. DISCUSSION

In this discussion, the writer here presents the ethics of English on business presentation and the ethics of presentation viewed by many experts of public communication and presentation. The four models of public relation management can also be used as ethics of English presentation. Hunt and Grunig (1994) identified four models of such management:

1. The press agency/publicity model, which focuses on gaining favorable media coverage by fair or foul means.
2. The public information model, which focuses on the dissemination of objective, accurate information to parties that request it.
3. The two-way asymmetrical model, which focuses on researching, targeted publics to gain compliance from them.
4. The two-way symmetrical model, defined as a model of public relations that is based on research and that uses communication to manage conflict and improve understanding with strategic publics. Unlike the other models of public relations, two-way symmetry seeks win-win relationships and incorporates the willingness of an organization to change to nurture an important relationship.

Besides, a five level schema of professional persuasive communication practices by Baker (1999: 69) in Marsh (2001: 80) is used to “capture, systematize, and analyze patterns of thinking about an ethical justification of professional persuasive communication practices (public relations, advertising, marketing)”. They are as follows:

1. *Self-interest* model: “Look out for number one.... Professional persuaders may use society for their own benefit, even if it is damaging to the social order” (p. 70). In the argot of public relations, this is an asymmetrical model.
2. *Entitlement* model: “If it’s legal, it’s ethical.... The focus is on rights rather than responsibilities” (p. 70). Again, in public relations, this would be an asymmetrical model. Baker places Barney and Black’s (1994) advocacy/ adversarial society foundation in this model.
3. *Enlightened self-interest* model: “One serves one’s self-interest by ethical behavior.... Businesses do well (financially) by doing good (ethically)”(p. 70). This is a symmetrical public relations model.
4. *Social responsibility* model: “Focus is on responsibilities rather than rights.... Corporate citizens have a responsibility to the societies in which they operate and from which they profit” (p. 70). In public relations, this is a symmetrical model.

Moreover, Plato (1914/1928) and foreshadowed Baker’s (1999) in Marsh (2001: 84-85) analyze ethical foundations by outlining three models of rhetoric.

1. The *non-lover* model: This model corresponds to the public information model of public relations, in which organizations deliver objective information to publics that request it. The organization makes no other attempt at relationship building; thus, the model is often ineffective for public relations.
2. The *evil-lover* model: He naturally therefore tries to make the beloved inferior to himself in every respect. He is pleased if the beloved has intellectual limitations because they have the effect of making him manageable.... In brief, the lover is not

motivated by benevolence toward the beloved, but by selfish appetite.... The speech is on the single theme of exploitation

3. The *noble-lover* model: This, of course, is the model that Plato offers as the framework for an ethical rhetoric. The noble lover strives to improve his beloved. In the words of Plato (trans. 1914/1928), noble lovers “exhibit no jealousy or meanness toward the loved one, but endeavour by every means in their power to lead him to the likeness of the god whom they honor” (253C).

Tilley (2005) in Saylor Foundation (2015) states that there are three basic concepts of ethic in communication: intent, means, and ends. To be an ethical speaker or listener, it is important to begin with ethical intentions. For example, if we agree that honesty is ethical, it follows that ethical speakers will prepare their remarks with the intention of telling the truth to their audiences. Similarly, if we agree that it is ethical to listen with an open mind, it follows that ethical listeners will be intentional about letting a speaker make his or her case before forming judgments. Means” are the tools or behaviors we employ to achieve a desired outcome. We must realize that there are a range of possible behavioral choices for any situation and that some choices are good, some are bad, and some fall in between.

Ends are those outcomes that you desire to achieve. Examples of ends might include persuading your audience to make a financial contribution for your participation in Relay for Life, persuading a group of homeowners that your real estate agency would best meet their needs, or informing your fellow students about newly required university fees. Whereas the means are the behavioral choices we make, the ends are the results of those choices.

Beside the ethics of presentation, the writer also presents both the ethics of presentation and ethic in English presentation. It is as stated by Saylor Foundation (2015) as follows:

1. Honesty. Ultimately, a speaker will be more persuasive by using reason and logical arguments supported by facts rather than relying on emotional appeals designed to manipulate the audience. Beside that plagiarism is also a part of honesty in which as ethical speakers, they should always cite sources of information within the body of a speech. Speakers tend to fall into one of three major traps with plagiarism. The first trap is failing to tell the audience the source of a direct quotation and tell them when directly quote information within a speech. The second plagiarism trap public speakers fall into is paraphrasing what someone else said or wrote without giving credit to the speaker or author. The third plagiarism trap that speakers fall into is reciting someone else’s sources within a speech.
2. Freedom of Expression, Diversity of Perspective, and Tolerance of Dissent
This ethical principle gives a presenter a freedom of expression, diversity of perspective, and tolerance of dissent and informs responsible decisions can only be made if all members of society are free to express their thoughts and opinions.
3. Understanding and Respecting Other Communicators before Evaluating and Responding to Their Messages.
Listeners should try to objectively analyze the content and arguments within a speech before deciding how to respond. Also, they do not need to appraise a speaker before their presentation.

4. Promoting Access to Communication Resources and Opportunities as Necessary to Fulfill Human Potential and Contribute to the Well-Being of Families, Communities, and Society.

Resources and opportunities to become better speakers should be provided. One of the ways is by reading a guideline of presentation and trying and giving opportunity to present although it is in a simulation of a presentation. Experiences are actually one of the valuable teacher so practicing a presentation is needed.

5. Promoting Communication Climates of Caring and Mutual Understanding That Respect the Unique Needs and Characteristics of Individual Communicators.

A presenter should care and understand the audience. When ones as a speaker truly care about your audience's needs and desires, they avoid setting up a manipulative climate.

6. Condemning Communication That Degrades Individuals and Humanity through Distortion, Intimidation, Coercion, and Violence and through the Expression of Intolerance and Hatred

Expressions of intolerance and hatred that are to be avoided include using ageist, heterosexist, racist, sexist, and any other form of speech that demeans or belittles a group of people. Hate speech from all sides of the political spectrum in our society is detrimental to ethical communication. As such, we as speakers should be acutely aware of how an audience may perceive words that could be considered bigoted. For example, suppose a school board official involved in budget negotiations used the word "shekels" to refer to money, which he believes the teachers' union should be willing to give up.

At the same time, it is important for listeners to pay attention to expressions of intolerance or hatred. Extremist speakers sometimes attempt to disguise their true agendas by avoiding bigoted "buzzwords" and using mild-sounding terms instead. For example, a speaker advocating the overthrow of a government might use the term "regime change" instead of "revolution"; similarly, proponents of genocide in various parts of the world have used the term "ethnic cleansing" instead of "extermination." By listening critically to the gist of a speaker's message as well as the specific language he or she uses, we can see how that speaker views the world.

7. Committing to the Courageous Expression of Personal Convictions in Pursuit of Fairness and Justice

We believe that finding and bringing to light situations of inequality and injustice within our society is important. Public speaking has been used throughout history to point out inequality and injustice,

8. Advocating Sharing Information, Opinions, and Feelings When Facing Significant Choices While Also Respecting Privacy and Confidentiality

This ethical principle involves balancing personal disclosure with discretion. It is perfectly normal for speakers to want to share their own personal opinions and feelings about a topic; however, it is also important to highlight information within a speech that represents your own thoughts and feelings. Your listeners have a right to know the difference between facts and personal opinions.

9. Accepting Responsibility for the Short- and Long-Term Consequences of Our Own Communication and Expect the Same of Others.

All speakers should accept responsibility for the short-term and long-term consequences of their speeches. Although it is certainly not always the speaker's fault if someone commits an act of violence, the speaker should take responsibility for her or his role in the situation. This process involves being truly reflective and willing to examine how one's speech could have tragic consequences

So from the theory underlying the ethics of English presentation above, here the writer shows a summary of them briefly to understand easier

Table 1.1
A Summary of Ethics on English Business Presentation

No	Ethics of English business presentation
1	Reading accurately a topic well so that a presenter will not present falsehoods and half-truths
2	Avoiding plagiarism and identifying all of content sources of a presentation topic
3	A body of moral discussion that will provide the moral foundation in a presentation.
4	A model of public relations that is based on research and that uses communication to manage conflict
5	Organizations deliver objective information to publics that request it
6	Ethical intention on a presentation
7	Possible behavioral choices for any situation and that some choices are good, some are bad, and some fall in between.
8	Persuading the audience to join with the program being presented
9	Avoiding plagiarism
10	Freedom of Expression, Diversity of Perspective, and Tolerance of Dissent
11	Understanding and Respecting Other Communicators before Evaluating and Responding to Their Messages.
12	Promoting Access to Communication Resources and Opportunities as Necessary to Fulfill Human Potential and Contribute to the Well-Being of Families, Communities, and Society.
13	Promoting Communication Climates of Caring and Mutual Understanding That Respect the Unique Needs and Characteristics of Individual Communicators.
14	Condemning Communication That Degrades Individuals and Humanity through Distortion, Intimidation, Coercion, and Violence and through the Expression of Intolerance and Hatred
15	Committing to the Courageous Expression of Personal Convictions in Pursuit of Fairness and Justice
16	Advocating Sharing Information, Opinions, and Feelings When Facing Significant Choices While Also Respecting Privacy and Confidentiality
17	Accepting Responsibility for the Short- and Long-Term Consequences of Our Own Communication and Expect the Same of Others.

D. CONCLUSION

English business presentation needs ethics to make presentation successful. Ethics is the right or wrong things unwritten in the rule or it is a cultural language, attitude, and behavior adopted in a place or institution. Thinking about ethics is complicated because every institution or place has various ethics that depends on the culture. But understanding institution and place culture is necessary as a preparation before a presentation.

There is a summary of the various ethics adopted from different sources so that readers can have lots of sources of learning so they can think objectively about various phenomena. The writer thinks that the three basic concepts of ethic in communication: intent, means, and ends stated by Tilley (2005) are the core of ethics in a presentation in which provide summary of ethics into three aspects. And the combination of them in a presentation will show complete ethics of communication.

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