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# Principles and Ethics of Corporate Communications

Even Semester 2020-2021

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# Agenda

## 05 Management

Understand management processes in PR in corporate and government contexts; conceptualizing public relations plans

## 06 Ethics

Importance of ethics in business and government; corporate and government codes of conduct; CSR and Government social responsibility ; ethics in journalism and public relations.

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# Session 6. Ethics

# What is Ethic

## ethic

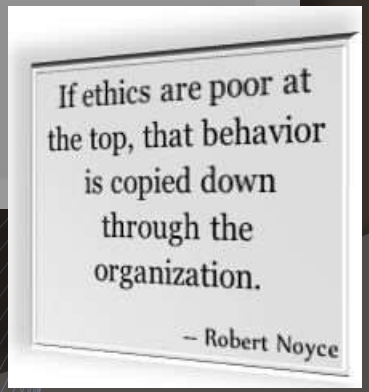
*noun* | eth·ic | \'e-thik\

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: rules of behavior based on ideas about what is morally good and bad

ethics : an area of study that deals with ideas about what is good and bad behavior : a branch of philosophy dealing with what is morally right or wrong

: a belief that something is very important



# Why Ethics for PR

| | | |
|---|---|---|
| **Trust**<br><br>Public relations is about building and maintaining relationships. If a public relations practitioner acts ethically and professionally they are likely to be trusted. They will be described as having integrity | **Ethical Guardian**<br><br>Public relations people have to justify the decisions and actions of their organisation to a range of publics and should have an awareness of what their publics' likely reactions will be and whether there will be a sense of moral outrage or approval | **Social Responsibility**<br><br>Organisations are regarded as having wider responsibilities to society and the CSR movement has come about largely because organisations have recognised they have responsibilities towards all stakeholding groups, to the environment and to society as a whole |
| **Community Building and Conflict Resolution**<br><br>Public relations builds community by helping to resolve conflict. By engaging in dialogue, understandings can be reached and accommodations | **Power and Obligation**<br><br>With power and influence comes responsibility. There is an obligation on practitioners to be as professional as possible | |

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# Principles of Ethical Communication

1

Advocate **truthfulness, accuracy, honesty,** and reason as essential to the integrity of communication

2

Endorse freedom of expression, diversity of perspective & tolerance of dissent to achieve the informed and responsible decision making fundamental to a civil society

3

Strive to understand and respect other communicators before evaluating and responding to their messages

4

Promote access to communication resources and opportunities as necessary to fulfill human potential and contribute to the well-being of families, communities, and society

5

Promote communication climates of caring and mutual understanding that respect the unique needs and characteristics of individual communicators

6

Condemn communication that degrades individuals and humanity through distortion, intimidation, coercion, and violence & through the expression of intolerance and hatred

7

Being committed to the courageous expression of personal convictions in pursuit of fairness and justice

8

Advocate sharing information, opinions, and feelings when facing significant choices while also respecting privacy and confidentiality

9

Accept responsibility for the short- and longterm consequences for our own communication and expect the same of others

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# Journalistic Code of Ethics

Press Council Decree Nomor: 03/SK-DP/III/2006

## 1 Independent
be independent, produce news that is accurate, balanced, and has no bad intentions

## 2 Professional
take professional ways in carrying out journalistic duties

## 3 Balanced
always testing information, reporting in a balanced manner, not mixing judgmental facts and opinions, and applying the presumption of innocence

## 4 Do not Lie
do not make fake news, slander, sadistic, and obscene

## 5 Victim's Secrecy
do not mention and broadcast the identity of victims of immoral crimes and do not mention the identity of the child who is the perpetrator of the crime

## 6 Anti bribery
do not abuse the profession and do not accept bribes

## 7 Off the Record
has the right to refuse to protect sources who are not willing to know their identity or whereabouts respect the embargo provisions, background information, and "off the record" in accordance with the agreement

## 8 Anti Racialism
not writing or broadcasting news based on prejudice or discrimination against someone on the basis of differences in ethnicity, race, color, religion, gender, and language and not degrading the weak, poor, sick, mentally or physically disabled

## 9 Respect Privacy
respect the rights of informants about their private life, except for the public interest.

## 10 Error Correction
immediately revoke, correct, and correct false and inaccurate news accompanied by apologies to readers, listeners and / or viewers

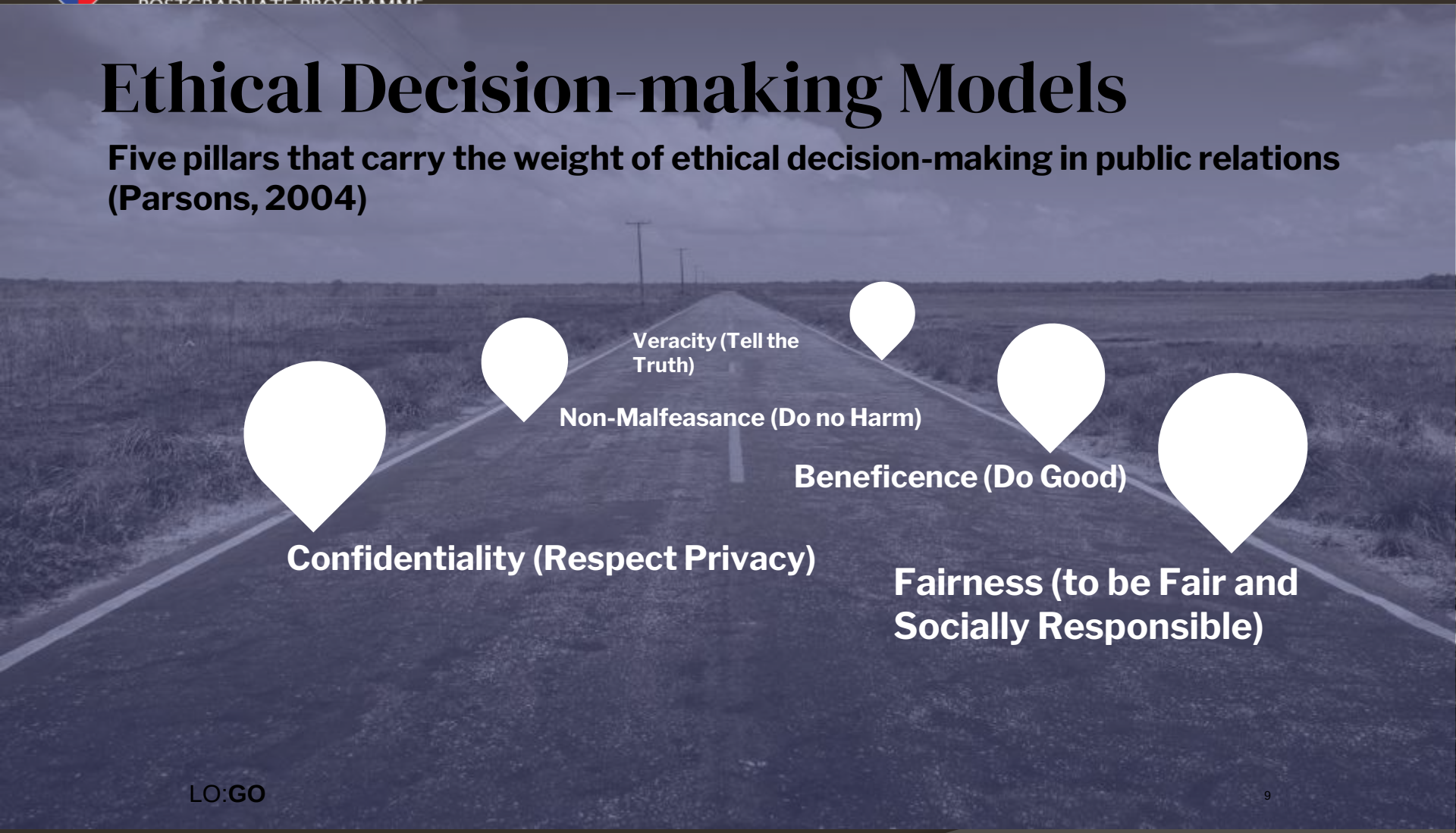
## 11 Serving the Right to Respond
serving the right of reply and the right of correction proportionally

# Unethical Communication at Work

| | |
|---|---|
| Coercive | Intimidation and threatening others |
| Destructive | Backstabbing and inappropriate jokes |
| Deceptive | Euphemism and lying |
| Intrusive | Eavesdropping, tapping telephones or monitoring Internet use |
| Secretive | Hoarding information and cover-ups |
| Manipulative-exploitative | Acts which attempt to gain compliance or control through exploitation |

# Ethical Decision-making Models

**Five pillars that carry the weight of ethical decision-making in public relations (Parsons, 2004)**



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# Good Corporate Governance Principles

(Good Corporate Governance (PerMenteri BUMN No. 01 /2011))




**Fairness**

Fairness and equality in fulfilling the rights of Stakeholders (stakeholders) that arise based on agreements and laws and regulations.

**Transparency**

Openness in carrying out the decision-making process and openness in disclosing material and relevant information about the company.

**Independency**

A condition in which the company is managed professionally without conflict of interest and influence / pressure from any party that is not in accordance with laws and regulations and sound corporate principles.

**Accountability**

Clarity of the functions, implementation and accountability of the Organs so that company management is carried out effectively.

**Responsibility**

Conformity in company management with laws and regulations and sound corporate principles.

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# Thank you

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