

TM

social
education

individual
wellbeing

an ethical approach to communicating

cultural
relations

group care

network
integrity

institute of communication ethics

ICE

www.communication-ethics.net

The information age

The global information age is changing the rules of how we live, work and play.

How are we to respond to the speed of change in the dynamic information environment? What is new? What is true? Whose opinion counts? How damaging will this issue become? How can we trust one another?

Communication ethics is a discipline for all decision makers. It supports communication practice and enhances trust by offering tools and analysis for understanding ethical issues.

Communication practitioners from many related disciplines can access the latest social science thinking to confront and manage the social, moral and ethical dimensions of their work.

- advertising • arts & theatre • broadcasting • sales • research
- change management • corporate communications
- customer services • design • government communications
- information management • information technology
- internal communication • journalism • marketing
- market research • media planning • public relations
- public affairs • publishing • printing • library management
- sector communications • training • telecommunications...

Trained practitioners use communication ethics to understand and enhance human experience and relationships. Communication ethics offers a way to identify principles and key concepts to address the dynamic impact of change. The communication practitioner of today combines new roles with old; as commentator, mediator, researcher, advisor and/or manager. Such an enhanced role requires new skills and competencies.

For politicians, the media, organisations, groups and individuals (PMOGI), communication ethics can enhance critical performance through consistent application of ethical ideas. It is a founding philosophy for human interaction that defines issues according to their impact on human well being and relationships.

Communication ethics is a decision-making discipline that links information with analysis and theory with action. It offers a way of addressing requirements for today, while balancing multi-constituency demands for tomorrow.

Institute of Communication Ethics

The Institute of Communication Ethics (ICE) is a not for profit international membership network which offers research, training and support for communication practitioners.

The Institute aims to:

- formalise study and practice for the fast growing discipline of communication ethics and position the communications industry as vitally concerned with ethical reasoning and outcomes
- offer practitioners a centre for applying ethical practice and to provide ethics training
- offer guidance and specific tools, quality frameworks and training methods to its members
- promote qualifications that support the practice of communication as an ethical discipline underpinned by principles, rules of conduct and systematic self-examination

Services

Services offered by the Institute include the following:

- **policy presentation** - the Institute gives policy and guidance to the communication and media industries
- **research programmes and partnerships** - a key role for the Institute is the design of research programmes and dissemination of knowledge and good practice in partnership with other groups
- **publications, training and materials** - the information strategy concentrates on regular practitioner information, including the design of management frameworks, training tools and materials
- **support services** - the Institute offers support services such as practice groups, advisory hotlines, complaints and compliance systems

“We live in a communications era still devoid of a morality of communicating.”

Antonio Pasquali. (1997) *Communication Ethics and Universal Values*. Edit. C.Christians, M.Traber. Sage p.32

“Since speech is the distinctive and pervasive medium of life at the human level, the theory of communication is the foundational study for human sciences...”

Thomas McCarthy. (1996) *The Critical Theory of Jurgen Habermas*. MIT Press p.282

Membership

Individuals and organisations may join the Institute. Membership is open to all who are interested in the practice of communication and an improved ethical environment.

Membership benefits include:

- association with a network of world-leading researchers and professionals (practitioners), who share their expertise
- access to research and knowledge that is tested through the educational network to ensure its effectiveness and disseminated by the members
- training skills for busy practitioners, improving their ability to deal with environmental, social and ethical concerns

People

The Institute is run as a network of individuals who sponsor its work and govern its aims. The structure for Institute governance is open to all members who wish to participate.

• Executive Group

The group of members who run the day-to-day affairs of the Institute, elected annually

• Advisory Board

The group of members who oversee the decision making and offer advice to the executive group

• Members

Each member is given a vote in the annual elections for the advisory board and the executive group

• Editorial Board

The senior academics invited to oversee quality for the Institute's journal, Ethical Space: the international journal of communication ethics

• Secretariat

The Institute's administration is run by members of the network

Principles & practice

The Institute takes an approach that is:

- interdisciplinary
- international
- independent
- practice orientated
- caring

The five discourses - ICE has made a division of its research interests using the following 5-fold model of communication issues.



Political • inter-cultural discourse • religious society • global governance • electronic democracy • virtual communities • local and national politics • ethics in political organisations • ethics of government • political journalism • ethics in political advertising • campaign and political funding • the public sphere: morality and discourse • representation of and participation by women and minorities

Media • information ethics • information society • narrowcasting and broadcasting communities • distributed network ethics • audience and media research ethics • regulation of the media • mass communication ethics • computer and technology ethics • ethics of software development • advertising regulation and ethics • censorship and the internet • intellectual property in electronic environments • privacy on the internet and beyond

Organisation • governance • risk and reputation • sustainability & environmental ethics • transparency and accountability • corporate social responsibility • stakeholder inclusiveness • dialogue and mediation • supply chain ethics • human resource ethics • marketing ethics • customer relations management • partnership and community practice • ethics of innovation

Group • ethics of leadership • ethics and communication relationships • ethics in group decision making • group-community relations • learning and innovation in small groups • professional development ethics • codes and conduct committees • caring and personal relationships • communication technology ethics for small groups • inter-group ethics and dynamics • ethical rule making • discourse ethics

Interpersonal • philosophy of communication and study of ethics • communication skills • personal values • interpersonal skills and ethical reasoning • culture and gender • race and representation • health communication (disorders) • visual communication • inter-cultural communication • equality of access • social deprivation • psychology and language

Join Now – ICE offers its members an international network, learning community, research group, practice leader and skills centre through annual membership subscription – see www.communication-ethics.net

Institute of Communication Ethics

Who are we?

The Institute of Communication Ethics (ICE) is a not for profit international membership network. ICE offers research, training and support for communication practitioners

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