

1 Credo for Ethical Communication

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3 *Approved by the NCA Legislative Council, 1999; Reaffirmed by the Legislative Assembly [upon](#)*
4 *passing [of the report and recommendations of the Taskforce on the Public Policy Platform,](#)*
5 *2011; Legislative Assembly reaffirmed with edits, 2017.*
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7 Questions of right and wrong arise whenever people communicate. Ethical communication is
8 fundamental to responsible thinking, [decision-making](#)~~decision-making~~, and [developing](#)
9 relationship [building](#)~~s~~ and community [development](#)~~ties~~ within, and across, contexts, cultures,
10 channels, and media. Moreover, ethical communication enhances human worth, [considerations](#)
11 [of the value of human life](#), and dignity by fostering truthfulness, fairness, responsibility, personal
12 integrity, and respect for self and others. We believe that unethical communication threatens the
13 quality of all communication and, consequently, the well-being of individuals and the society in
14 which we live. Therefore we, the members of the National Communication Association ([NCA](#)),
15 endorse and are committed to practicing the following principles of ethical communication:
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17 We advocate truthfulness, accuracy, honesty, and reason as essential to the integrity of
18 communication.
19

20 We endorse freedom of expression, diversity of perspective, and
21 [acknowledgement](#)~~acceptance~~[tolerance](#) of dissent to achieve the informed and responsible
22 decision-making fundamental to civil society.
23

24 We strive to understand and respect other communicators' [intent](#) before evaluating and
25 responding to their messages.
26

27 We promote access to communication resources and opportunities necessary to fulfill human
28 potential and contribute to the well-being of individuals, families, communities, and societies.
29

30 We promote [a supportive climate of](#) communication [that entails](#) ~~climates of~~ caring, mutual
31 understanding [and that](#) respect [for](#) individual communicators' ~~unique~~ needs and characteristics.
32

33 We condemn communication that degrades individuals and humanity through distortion,
34 intimidation, coercion, and violence, and through the expression of intolerance and hatred.
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36 We ~~are~~ committed to [supporting](#) the courageous expression of personal convictions in pursuit of
37 fairness and justice.
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39 We advocate sharing information, opinions, and feelings when facing significant
40 ~~decisions~~ ~~choices~~ ~~while~~ also respecting privacy and confidentiality.
41

42 We accept responsibility for the short- and long-term consequences of our own communications
43 and expect the same of others.
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