

### 303 Ethical Analysis of a Graphic Assignment

Write an ethical analysis of a misleading graphic, following all guidelines in the ethics problem on p. 348\*. The graphic, however, can be a picture, layout, or other substantial and misleading visual image that illustrates a technology and gives you sufficient material to discuss in 300-500 words. Any photograph used should be doctored or involve some other misleading technique. **The graphic cannot be taken from a site that collects and explains unethical or in other ways misleading graphics. Taking material from such a site is plagiarism and must be dealt with accordingly.**

The format should be:

- 1) Explain the graphic and its cause for concern.
- 2) Identify stakeholders in the problem (e.g., consumers, company, composer of the visual, etc.).
- 3) Explain the ethical approach used (teleological or deontological).
- 4) Give your analysis, based upon your ethical approach.
- 5) Explain how the graphic could be redesigned to be more ethical and effective.

#### Grading Criteria

- All sources should be cited.
- Word length: 300-500 words. Your critiqued graphic should be attached or inset.
- Problems of the graphic should be clear both in the description and in the graphic.
- Important stakeholders should be identified.
- The ethical approach should be clearly identified and explained as one of the two mentioned above.
- The ethical approach should be logically applied
- Redesign recommendations should be clear and support design principles found in Anderson readings.
- Your analysis should have a clear, engaging title.

\*Ethics Problem on p. 348, Anderson, P.V. *Technical Communication 6<sup>th</sup> Ed.*: Anderson offers an exercise that is similar to this assignment in several ways but is not a full-fledged unit and assignment. Also, the exercise does not address three central approaches to ethics: deontology (Kant's categorical imperative), teleology (Mill's utilitarianism), and situation ethics (B. Russell). The exercise also does not provide a rubric, visuals, objectives, or a daily syllabus.