

**ETHIC IN STUDENT'S LIFE  
"COMMUNICATION ETHICS"**

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## **SUMMARY**

Communication is an inseparable feature of human life. According to a book (Communication Skills and Soft Skills: An Integrated Approach,2011). It includes all the activities of a person from his birth to death. We cannot think of passing even a single day without any short of communication. The scope or uses of communication cannot be demarcated, its importance is indispensable for all. There are rules in communication that we need to adapt in our daily life to have a better and good communication. For instant, as a humble of human being, we need to have the ethics when we are having a conversation with everyone. It is really important because the good ethics will lead to a harmony and create good surrounding around them.

The purpose of our investigation is to identify communication ethics problem that faced by UiTM Pasir Gudang students. It is exist because majority of the student in UiTM Pasir Gudang are not aware of using ethics in their conversation and don't know how to communicate well and with manners. We also want to measure the number of students that practice communication ethics during their studies or in their social life.

If the student frequently practices the communication ethics during their studies or social life, they will get respect from people around them. Other than that, self-confidence can be obtained by practising the ethics. As a student, we can develop more soft skills such as negotiations, empathy, coaching and monitoring. By doing this, we will have more confident to do presentation or giving speech in front of other people.

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## **1.0 INTRODUCTION**

### **1.1 Background of problem**

Communication refers to natural activity of all humans which is to convey opinion, feelings, information and ideas to others through words (written or spoken), body language or signs. According to a book (Communication Skills and Soft Skills: An Integrated Approach,2011) communication skills and soft skills are essential to everyone to interact efficiently and effectively with various people in various situation. These are important and even more important than the traditional qualifications and technical skills for personal academic and professional success. The skills of communication do not come automatically to most people. Although we live in world where technologies are develop, many individuals lacks of skills in communicate with people around them. As the results, some human being are often poor communicators.

Ethics in communication is the notion that an individual's or group's behaviour are governed by their morals which in turn affects communication. Generally speak communication ethics deal with the moral good present in any form of human communication. Moreover, ethical communication enhances human worth and dignity by fostering truthfulness, fairness, responsibility, personal integrity, and respect for self and others. They believe that unethical communication threatens the quality of all communication and consequently the well-being if individuals and the society in which we live.

In university context, communication happens between general person, lecturers, students and colleagues. Majority, communication between students and both colleagues and lecturers need to be studied more. There are several ways to approach when communicate but students now days does not pay attention on how they approach people. Some individuals communicate with no ethics and this is something that cannot hands-off. Ethics in communication is something we need to take note so it will not appear to be a negative in the sight of the eyes of other people. Things that need to consider in fostering ethical values in communicating are setting guidelines, norms of decency and manners and norms of courtesy in action.