

# UNIVERSAL/ HUMANITARIAN

VERSUS

# NARRATIVE

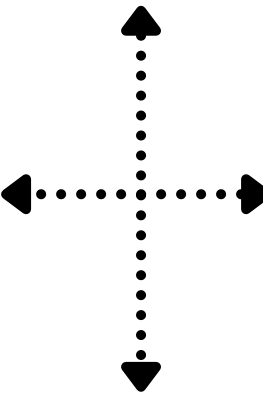
COMPARING THE 2 TYPES OF COMMUNICATION ETHICS



## Philosophical Tradition



A commitment to pre-existing ethical principles



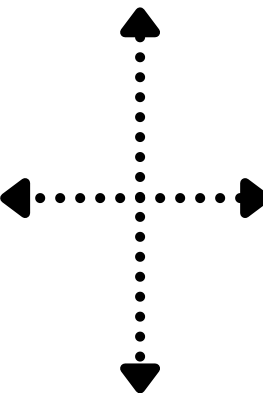
A persons' life is guided by the stories shared from those around them



## Main Philosophers/Scholars



Immanuel Kant  
Within all humans cognitive makeup, they have rational governing principles



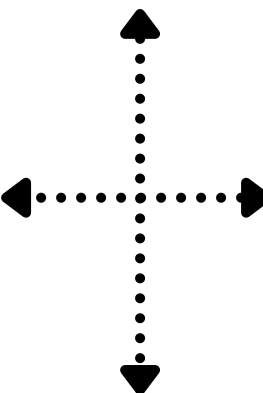
Walter Fisher  
The narrative paradigm, a story-centered approach where the actions within a story reveals the goods



## Goods Promoted and Protected



Universal Duty  
(Ex: telling the truth and protecting a person)



Narrative Perspectives  
(Ex: Family traditions and religious backgrounds)

## Similarities

- Both approaches are connected to a set of values or ethical principles
- Conflict between universal duties and narratives could cause challenges



## Differences



- Universal/Humanitarian Communication Ethics depends on having an internal sense of what the good is
- Narrative Communication Ethics depends on stories from other people