



# **Credibility, Honesty, Ethics and Politeness in Academic and Journalistic Writing**

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# Principles of CHEP

- Code of conduct → academic and journalistic writing
- moral principles → gaining , keeping academic/journalistic integrity
- deliberately breaking some of the rules ≠ misinformation, doubts (young researchers)

# CREDIBILITY

- **Self-citation** – opposing views
  - Negative impression: self-promotion / increasing citation impact
  - Positive: interested readers gain additional information on topic

“the phenomenon can be seen as part of a more comprehensive rhetorical strategy for emphasizing a writer's personal contribution to a piece of research and strengthening his or her knowledge claims, **research credibility**” (Hyland 2003)

Failing to cite personal previous work could jeopardize the reputation of the journal that is to publish your new paper.

“Hiding information of previous work leads the editors, reviewers, and readers to misjudge the originality of a paper” (Yeats et al. 2015)

# Journalistic Credibility

- Journalism – wider audience
- Changes:
  - Explosion of **social networks, online news portals** and **online blogs**
  - Broad spectrum of available information → no control
    - **real & fake** – Equally available
- *News: The Politics of Illusion:*
  - “online competitors are challenging the very definition of news itself”
  - “audience-powered sites such as the *Huffington Post* and *Vox* blend conventional political reporting with opinion blogs, celebrity gossip, and other ephemera aimed at getting clicks and shares”  
(Bennett 2016)

# Scandal - Sports - Politics

**FIFA** are investigating **Croatia defender** Domagoj Vida after a second video emerged where he shouts 'glory to **Ukraine**' and 'Belgrade burns' in footage that could further enrage **World Cup** hosts **Russia**, who are in a state of war with the nation.

[dailymail.co.uk](http://dailymail.co.uk), 10th July 2018

U novoj snimci Vida se obraćao prijateljima u Kijevu. Posebno prijatelju Jovanu koji u ukrajinskoj prijestolnici drži pizzeriju "Beograd" u kojoj se skupljaju Hrvati i Srbi koji žive u Kijevu. Svi koji poznaju Vidu znaju da će tamo nakon SP-a biti prilično vatreno.

Paradoksalno, dok mu dio ruske javnosti zamjera raspirivanje nekih nacionalističkih napetosti između Ukrajine i Rusije, Vida pozdravlja "brata Jovana".

[gol.dnevnik.hr](http://gol.dnevnik.hr), 10th July 2018

# Academic (dis)honesty

- **PLAGIARISM**

- “widespread **deficiencies in student knowledge** of, and attitudes towards plagiarism”.

- The questioned undergraduate and postgraduate pharmacy students “did not perceive plagiarism as a serious issue and the use of inappropriate strategies for sourcing and acknowledging material was common” (Ryan et al. 2009)

- Emphasis on **responsibility of institution** to “promote the importance of academic integrity, clearly articulate their academic integrity policies, disseminate these policies widely, discuss the policies frequently, and have systematic procedures in place for addressing related issues”

(McCabe and Trevino 1993)

# Ethics in academic writing

- Challenges:

Obstacle for research / writing / reporting results

- second language acquisition research in school institutions  
→ student/teacher consent + research insight
- anonymous vs. anonymized data

# Academic politeness

- **HEDGING**

- “There is some unsupported evidence that Croatians, especially children, learn some common Spanish phrases frequently repeated in omnipresent subtitled soap operas of Latin American provenance. Furthermore, we have often noted with interest the difference in the fluency, comprehension and pronunciation of foreign languages (with an emphasis on English) in “subtitling countries” as the Netherlands, Sweden, Belgium and Croatia, as opposed to a generally lower fluency in “dubbing countries” such as Italy, Spain and France. “  
(Brodarić 2015)

- Political correctness (journalism)



# Conclusion

- Both scientists and journalists need to adhere to moral principles of writing and reporting
- Presenting data as evidence, in a clear, **objective** and an impartial manner - vital element of academic writing and responsible journalism
- **Involuntary academic misconduct** - prevented by timely, thorough and continuous **education**

Making sure scholarly activities are pursued with moral integrity in order to maintain an honest academic environment.

**Thank you for your attention!**