This assignment is designed to explore the connection between positive ethical behavior and a positive organizational culture. This assignment supports your final project in that it will help you assess the degree of ethical behavior in your chosen organization and how it may have affected the communication piece you are analyzing. This assignment is to be submitted as a video essay of no more than 3 minutes that addresses your understanding of ethical behavior and the impact it can have on an organization’s culture. Students should look for opportunities for critical analysis of the communications process as well as how systems theory frames those arguments. See the Module Four resources for guidance on how to create a video submission. You also have the option of submitting a voice recording or 1-page response paper in lieu of a video essay. See this module’s optional resources for guidance on how to create an audio submission. This assignment, which is drawn from the student’s own perspective and supplemented with knowledge attained in the course, should include the following: • The value of ethical behavior within an organization

• The impact of ethical behavior on creating a positive organizational culture

• Effective incorporation of systems theory with regard to ethical behavior Guidelines for Submission: The video essay should be no more than 3 minutes in length and submitted in one of the following video formats: .wmv, .mov, .mp4. Critical Elements Proficient (100%) Needs Improvement (55%) Not Evident (0%) Value Value Discusses the value of ethical behavior within an organization and supports discussion with course material Discusses the value of ethical behavior within an organization but does not support discussion with course material Does not discuss the value of ethical behavior within an organization 30 Impact Explores the impact of ethical behavior on creating a positive culture Cites that ethical behavior has a positive impact on culture but does not explore the idea Does not explore the impact of ethical behavior on creating a positive culture 30 Systems Theory Incorporates systems theory effectively into the argument Mentions systems theory but does not make strong connections with the material Does not mention systems theory 30 Articulation of Response Argument is clearly structured and contains precise articulation and pronunciation Argument is somewhat structured with fairly clear articulation and pronunciation Argument is not structured, words are slurred or have dropped consonants, and pronunciation is non-standard