



Western Norway  
University of  
Applied Sciences

# The Ethics of Text Work in (Artistic) Research

KMD forskningsutvalg FFU and forskerutdanningsutvalg FUU:

**Research Ethics Seminar 2**

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# Theoretical premises: Rhetorics

Standards in text work in Artistic Research do not differ from text work in research / other scientific fields

However, the genres do differ

Scientific prose / scientific essay / essay / narratives / notes / poetic language / metaphors

Project description / abstract / documentary reflection

The interfaces of texts in AR – Scientific prose

# Rhetoric vs Romantic traditions

landscape  
situation  
copia / references

vs

the individual genius  
subjectivism  
ownership / copyright

To talk and write are to meet others  
Text (prose) has three means of proof:

ethos

logos

pathos

**Logos-credibility:** to persuade through the case itself

**Pathos-credibility:** to persuade through a feeling appeal

**Ethos-credibility:** to persuade through the character of the speaker  
/ artist / author

How do you include the reader in your text?

How do you build trust in the reader?

Is the ethos of the author important in research?

**I claim: Our time is a time of pathos**

Pathos is a question of immediate **effect**

Pathos is economy

That is why pathos is the proof agent of today

How does the quest for pathos influence your research?

## Challenge:

The pathos era puts the rhetorical evidence of ethos and logos on the sideline. As something secondary.

However, the ethics of rhetoric are - above all – just right there:

- In the way the **ethos** is understood in the rhetoric tradition
- In the way **logos** is understood in the rhetoric tradition
- Both have to do with the formation of texts

**Ethos** means 'character', that the speaker's credibility (pistis) is directly linked to the speaker's character

The concept is also connected to '**ethpoia**' - representation of character

## **I claim: Well written prose is ethical**

The well-written prose is ethical by being professional strong, generous, courageous and energetic

**Professional strong means having logos-credibility**

**The well-written prose is generous,** it shares references.

**The well-written prose is ethical by being courageous and energetic**

The well-written text is created through what is appropriate - **aptum**

Ethics is conscious choice between options. Options as one sees.

Ethics is training to look up for alternatives

**Sometimes, being ethical is being silent**



## **Your responsibility as a writer:**

From where do you claim this?

What do you want to express using this word, this paragraph, this title, this particular form?

**I claim:**

**Ethics is to challenge your own language**

## **A minor ethics**

Language – a way of being in the world

Entanglement

Connections

Foldings

Antropocentric perspective?

## Dårlig henvisningskikk

- Plagierende: Du kopierer en kildehenvisning uten å gå til primærkilden selv.
- Overfladisk: Du siterer en kilde som du ikke kjenner godt nok.
- Tåkeleggende: Du utelater opplysninger som leseren trenger for å finne kilde-teksten – som sidetall.
- Oppblåst: Du får det til å se ut som kilden sier langt mer enn den faktisk gjør.
- Pyntende: Du drysser på henvisninger for syns skyld.
- Villedende: Du skriver noe og henviser til en kilde som sier noe helt annet.
- Ryggkløende: Du viser til forfattere fordi de viser til deg.
- Påtvunget: Du blir presset til å legge inn referanser, for eksempel til artikler i samme tidsskrift.
- Illusorisk: Du bruker flere sekundærkilder som alle baserer seg på samme primærkilde.
- Selvskrytende: Du henviser til unødvendig mange av dine egne publikasjoner.

## Literature:

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