Communication Styles
Objectives

• Illustrate how to organize information
• Describe the communication and listening processes
• Interpret the effects of non-verbal communication
• Applying communication to professional situations
• Examine the impact of communication on society
Communication
Communication

• Is the interchange of thoughts, opinions or information by speech, writing or signs
• Is vital to the success of any relationship, both personally and professionally
• Assists in breaking down barriers between opposing sides to reach a common goal

Fun Fact: By first grade, a child can understand about 10,000 words; by fifth grade they can understand about 40,000 words.
Organizing Information

• Provides a reasonable thought process of how and when information should be communicated
  o allows for the information to be easily understood
  o can be done in several different methods including
    • outlines
    • diagrams
    • flow charts
Organizing Information

• Is important because it allows for:
  o recognizing and retaining information more effectively
  o communicating information efficiently
  o disregarding useless and unimportant information
  o recognizing patterns and relating unlike information into knowledge
Organizing Information

• Helps in establishing the goal for the communication
  o whether it requires persuading or informing another

• Assists in ordering thoughts logically in sentences
Communication Styles

• Include the following:
  o assertive
  o aggressive
  o passive
  o passive-aggressive
Assertive Communication

• Is characterized by trying to reach a mutually agreed upon solution
• Usually involves a familiar way of expression and communication
  o this is typically described as how people normally communicate
• Provides the healthiest and most effective style of communication
  o by creating an atmosphere where others can express themselves and reach a common solution
Example of Assertive Communication

• Salesman: "I would like to show you some of our products."
  Person:  "No thank you, I'm not interested."
Salesman: “We really have a great range to offer you."  
  Person:  "That may be true, but I'm not interested at the moment."  
Salesman: "Is there someone else here who would be interested?"
  Person:  "I don't want any of these products"
Salesman: "Okay, would you take this brochure and think about it?"
  Person:  "Yes, I will take a brochure."
Salesman: "Thank you."
  Person:  "You're welcome."
Example of Assertive Communication

• This example can also be referred to as a “broken record” since the salesman is continuing to ask the same question repeatedly.

• The two parties communicated what they wanted and in the end achieved the goal for the salesman by taking a brochure.
Aggressive Communication

• Can involve manipulation in order to achieve the end goal
• Uses guilt or intimidation
• Does not include any compromise
• Allows for people to know how the other person is truly feeling
Example of Aggressive Communication

- “I feel frustrated when you are late to meetings. I don’t like having to repeat the information.”
  - this example provides feedback and allows for the other person to know that it is noticed when they arrive late and that they are interrupting the meeting
  - allows for the other person to know how the person is feeling
  - the person being told the information knows exactly what needs to be done in order to fix the problem without being able to compromise on the solution
Passive Communication

• Is based on avoiding confrontation
• Is characterized by *not* reacting, standing up or being noticed
• Usually has a person remaining quiet, not saying how they really feel or not making a point to voice their opinion
Example of Passive Communication

• “I wish our house was tidier for our guests this evening.”
  o this example does not provide an assertive opinion
  o can be taken as more of a statement or suggestion
Passive-Aggressive Communication

• Is a combination of passive communication and aggressive communication
• Includes the desire to avoid conflicts but still tries to get things done in their favor with manipulation
• Is the most commonly seen style
Example of Passive-Aggressive Communication

• A girl and her friend were going to go watch a movie but instead the friend cancels to hang out with her boyfriend. When the friend asks the girl what is wrong, the girl simply replies, “Nothing,” when in all reality there is clearly something upsetting her.
Find It Activity

1. Find a visual example (picture) of each of the four types of communication styles
2. Copy & paste those onto a piece of paper or into a word document
3. Identify the communication style and Write an explanation to tell me why this picture represents the communication style
4. Put your name on this and put it in the box!
Assessment

1. Which of the following is NOT a method of organizing information mentioned in the presentation?
   A. Outlines
   B. Diagrams
   C. Flash cards
   D. Flow charts

2. Which of the following is NOT a communication style?
   A. Passive assertive
   B. Passive aggressive
   C. Passive
   D. Assertive
3. Which of the following communication styles can be referred to as a “broken record”?  
   A. Passive assertive  
   B. Passive aggressive  
   C. Passive  
   D. Assertive  

4. Which of the following communication styles can involve manipulation or intimidation to achieve an end goal?  
   A. Passive assertive  
   B. Aggressive  
   C. Passive  
   D. Assertive
5. Which of the following communication styles includes the desire to avoid conflict, but still tries to get things done in their favor with manipulation?
   A. Passive assertive
   B. Passive aggressive
   C. Passive
   D. Aggressive
Communication & Listening Processes
Transactional Communication Model

Message in Medium

Receive and Interpret

Encode with Language

Receive and Interpret

Encode with Language

Message in Medium

Transactional Model of Communication

Communicator A

Communicator B
The Communication Process

• Includes the following parts:
  o information source
  o message
  o channel or medium
  o receiver
  o feedback
  o noise
Information Source

- Is also known as the *communicator* or *transmitter* of the information
- Is the source of the information or material that is being communicated
- Can be a primary or secondary source

**Primary source** is an original fundamental and authoritative document pertaining to an event or subject of inquiry; a firsthand or eyewitness account of an event

**Secondary source** is any document that describes an event, person, place or thing
Message

• Is the meaning or subject of the information being communicated
  ○ dependent upon the context in which it is used

• Is a thought or idea expressed verbally or nonverbally

• Refers to the information and the method in which it is being sent
Channel or Medium

• Is how the message is being sent
• Can be either face to face interaction or through telephone, e-mail, etc.
• Needs to be predetermined in order for the sender to send his/her message most effectively
Receiver

- Is the person or group for which the information is meant
- Is also known as the *audience*
- Does not necessarily have to be present and listening to the information
  - can be a reader of an article or advertisement
Examples

• Audience at a banquet or convention
• Person reading a newspaper or magazine
• Someone reading a billboard while driving

Fun Fact: Heinz Ketchup was invented the same year Alexander Graham Bell made his first phone call.
Feedback

• Is an important element for communication
• Is a reply or reaction to the message made by the receiver
• Can either be verbally or non-verbally transmitted
Examples

• Facial expressions or body movement during a conversation
• A person or a group of people conversing back to the sender of the message
Noise

• Can occur at any part of the process
• Is a distraction that interrupts the message from being understood
• Is typically characterized by background noise in a conversation
Example

- Two people are talking about where they are going to eat for lunch, but they can’t hear each other due to the cars driving past them.

Fun Fact: Noise is not just limited to sounds. It can also be time and the distance between the two (or more) communicating.
The Listening Process

• Includes the following parts:
  o hearing
  o focusing
  o understanding
  o remembering
Hearing

- Is the ability to perceive sound
- Is done by transmitting sound vibrations to the brain
- Requires attention in order to retain the information

Fun Fact: Hearing is one of the five senses, along with seeing, smelling, tasting and feeling.
Focusing

• Is keeping attention on what is being said or read
• Refers to words relating and making sense to one another
• Directly affects the meaning of the sentence
  o by not focusing, the receiver can gather a completely different meaning than what the source originally meant

Fun Fact: Most focusing theories are based on the English language but are now also including languages such as Russian and Italian.
The Types of Listening

• Include the following:
  o active
  o passive
Active Listening

• Usually occurs in more formal settings such as in the office or at school
• Requires the retaining and application of information
• Is important in interpersonal communication by allowing opportunities for feedback
Passive Listening

• Is also known as *casual listening*
• Usually occurs in informal settings, such as in a conversation between friends
• Allows for a relaxing and entertaining conversation and environment
Communication & Listening Processes Assessment
Assessment

1. Which of the following is the meaning or subject of information being communicated?
   A. Message
   B. Medium
   C. Receiver
   D. Feedback

2. Which of the following is the person or group from which the information is meant?
   A. Message
   B. Medium
   C. Receiver
   D. Feedback
3. Which of the following is a distraction which interrupts the message from being understood”?
   A. Roadblock
   B. Noise
   C. Feedback
   D. Channel

4. Which of the following is NOT a part of the listening process?
   A. Hearing
   B. Understanding
   C. Focusing
   D. Talking
Assessment

5. Which of the following is known as casual listening?
   A. Active listening
   B. Passive listening
   C. Non-verbal listening
   D. Aggressive listening
Non-Verbal Communication
Non-verbal Communication

• Are the messages that are sent through body language and facial expressions
• Helps establish credibility with the audience
• Has the potential to send a message opposite to what is trying to be communicated
Non-verbal Communication

• Includes the following:
  o eye contact
  o facial expressions
  o gestures
  o posture and body orientation
  o proximity
  o paralinguistic
  o humor
Eye Contact

• Establishes credibility with the audience by allowing the people to know the speaker is sincere
• Helps spark an interest with the topic
• Creates an inviting atmosphere for the audience
Facial Expressions

• Set the tone for the conversation
  o a simple smile can send a message that is inviting and happy to the audience

• Can provide feedback on the information that is being communicated

• A look of confusion during a conversation can help the speaker realize that they need to go back and explain the information further and clarify any questions
Gestures

• Are required in communication, otherwise the speaker is seen as unanimated and boring
• Should be used appropriately to emphasize certain words or phrases
• Create a more interesting appearance
Posture and Body Orientation

- Communicates countless messages just by walking, talking, standing or sitting
- Should be done so the speaker appears approachable and friendly rather than distant or rude
- Can be distracting if the speaker sways back and forth or is constantly pacing the stage

Fun Fact: Using open body language, such as uncrossed arms and legs, sends the message of being more positive and open to the message.
Proximity

• Is the distance from which the speaker is to the audience

• Differs from culture to culture

• The speaker’s distance should be close enough to the audience to maintain their attention, but far enough to not invade the audience’s space
Example

• Usually in a conversation with two American people, whom are familiar with each other, they stand about 1 to 2 feet away from one another.

Fun Fact: Using an “indoor voice” is done when standing 12 to 36 inches from the other person.
Paralinguistic

• Consists of tone, pitch, rhythm, loudness and inflection of voice
• Requires practice to reach the correct volume, tone or pitch for a presentation
  o each presentation style will vary
  o finding the appropriate tone, pitch, rhythm, volume and inflection is key
  o can be used to convey emotion

Fun Fact: The most common mistake for most people is being monotone.
Humor

• Is discouraged in certain settings
• Can be used as a simple way of breaking through the stress in a room
• Allows for a more friendly approach
Assessment

1. Which of the following is NOT an example of non-verbal communication?
   A. Eye contact
   B. Facial expressions
   C. Text of the speech
   D. Gestures

2. Using open body language helps end which kind of message?
   A. Positive
   B. Negative
   C. Aggressive
   D. Passive
Assessment

3. Facial expressions aid in all of the following EXCEPT?
   A. Setting the tone of the conversation
   B. Providing feedback
   C. Providing clues to the speaker of audience comprehension
   D. Breaking through the stress in the room

4. Which of the following is NOT a component of paralinguistic non-verbal communication?
   A. Tone
   B. Pitch
   C. Inflection
   D. Facial expressions
5. Which of the following is NOT TRUE about the use of humor?
A. Humor is always encouraged in all situations
B. Humor allows for a more friendly approach
C. Humor can break through the stress in a room
D. Humor is discouraged in certain situations
Professional Communication
Communicating Professionally

• Is important in all aspects of communication
• Is vital to the success of a company or other professional environment
• Requires correct spelling, grammar and punctuation
• Involves speaking correctly and acting accordingly in a professional setting
Impact of Communication on Society
Impact of Communication on Society

• Bridges a gap between cultures and communities
• Creates and shares a meaning through words, customs or dress
• Is the common denominator that can bring people together
The Communication of Society

• Information can be presented in a way to persuade people to think or feel a certain way about a subject

• Usually presents information in the following techniques:
  o propaganda
  o bandwagon
  o glittering generalities
  o “either/or” fallacy
Propaganda

• The ideas or facts that are a part of someone’s cause
• Can be used to damage the opposing cause
• Can be used to influence attitudes toward a product, idea or issue
Example
Bandwagon

• Is the approach encouraging someone to believe, because everyone else is doing something, they should too, if not they would be left out

• Is the most commonly used technique

• Usually referred to as “Keeping up with the Joneses”

Fun Fact: “Keeping up with the Joneses” was created by Arthur “Pop” Momand in 1913 as a comic strip for US Newspapers.
Glittering Generalities

• Are characterized by using important sounding words in a general statement, which have no true meaning and cannot be proved or disproved

• Common words used are: “good,” “fair” and “best”
Example

• “Pure, fresh mountain spring water. Bottled just for you in Colorado from only our purest springs.”
Either/Or Fallacy

• Is also known as “black-and-white thinking”
• Involves only two choices: for or against
• Leaves no room for compromise or gray area
Examples

• “Either you are part of the problem or you are a part of the solution.”
• “Either you are with us or you are against us.”
Key Economic Factors Influencing the Communication Industry

• Include:
  • stage of economic development
  • standard of living
  • per capita income
  • distribution of wealth
  • currency stability
  • exchange rates
Professional Communication Assessment
Assessment

1. Which of the following can be used to influence attitudes toward a product, idea or issue?
   A. Propaganda
   B. Bandwagon techniques
   C. Glittering generalities
   D. “Either/or” fallacy

2. Which of the following is referred to as “keeping up with the Joneses”?
   A. Propaganda
   B. Bandwagon techniques
   C. Glittering generalities
   D. “Either/or” fallacy
3. Which of the following uses important sounding words in a general statement which have no true meaning and cannot be proved or disproved?
   A. Propaganda
   B. Bandwagon techniques
   C. Glittering generalities
   D. “Either/or” fallacy

4. Which of the following leaves no room for compromise or gray area?
   A. Propaganda
   B. Bandwagon techniques
   C. Glittering generalities
   D. “Either/or” fallacy
5. Which of the following is NOT a key economic factor influencing the communication industry?
   A. Standard of living
   B. Per capita income
   C. Currency stability
   D. Opportunity cost
Assessment

1. ____________ is the interchange of thoughts, opinions or information by speech, writing or signs.
   A. Communication  
   B. Discussion  
   C. Transmission  
   D. Research  
   E. Analysis

2. ____________ assists in ordering ideas into a logical flow or process.
   B. Writing  
   C. Developing  
   D. Arranging  
   E. Organizing  
   F. Speaking
3. Maggie and Mai Lee are discussing their plans for the football game tomorrow night over the telephone. The telephone would be considered a ____________.
A. Information source  
B. Channel or media  
C. Message  
D. Receiver  
E. Sender  

4. Brandon and Amber are talking about which gift they should buy their parents for their anniversary. Brandon is not willing to compromise his gift idea for anything. This is an example of ____________ communication.
A. Passive  
B. Aggressive  
C. Assertive  
D. Passive-aggressive  
E. Passive-assertive
5. The _________ source is the communicator or transmitter of the information
   A. Communication  
   B. Information  
   C. Primary  
   D. Transmission  
   E. Written

6. Daniel and Melody are eating lunch together in the cafeteria. Melody asked Daniel about how he did on his algebra test. Daniel answering Melody’s question is an example of _________.
   A. Feedback  
   B. Noise  
   C. Message  
   D. Receiver  
   E. Information source
7. The two types of listening are _________ and _________.
   A. Casual; Business
   B. Assertive; Passive
   C. Functional; Dysfunctional
   D. Active; Selective
   E. Active; Passive

8. To establish credibility with the audience and give an inviting atmosphere, the speaker should maintain steady _________.
   A. Handshake
   B. Facial expressions
   C. Eye contact
   D. Body posture
   E. Gestures
9. Kelly is giving a presentation to the class about the importance of eating healthy. The rest of the classmates are sitting in their desks while she is presenting her topic. Kelly’s distance in relation to her classmates is her ________.
A. Paralinguistic
B. Proximity
C. Inflection
D. Orientation
E. Tone

10. The ideas or facts that help spread a person’s cause or damage another’s is called ________.
A. Propaganda
B. Bandwagon
C. Communication
D. Politics
E. Purpose
Resources


Resources


• Ritts, Stein “Six Ways to Improve Your Nonverbal Communication”. Retrieved from http://honolulu.hawaii.edu
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