

Communications 306 Exam 1

Publics:

Internal: WVU students

External: people who live in the surrounding community

Types of organizations: WVU is considered what type? Nonprofit

- Rules: usually formal, written out in a handbook (ex: what time you have to be at work, what time your lunch is and how long it is, what to wear to work)
- Norms: usually informal (ex: Friday might be casual Friday, meeting with your peers for lunch on Friday) Are they as important as rules? Yes.

Principles for future leaders:

-principles of tenure: people who have power are not always at the top, tenure-have majority of the knowledge (power). For example, you're an executive but you ask someone (an employee) for help because they have more experience

Functions of communications:

- Informative: providing work related instruction
- Regulative: enforcement of the rules
- Integrative: coordination of tasks and assignments
- Socialization: learning and participating in the culture of the organization

Formal communication: communication that follows the hierarchical structure (chain of command)

Informal communication: grapevine communication that takes place outside of the formal communication channels

Communication flow:

-downward: told what to do and you do it

Ex: job instruction (how to do one's job), rationale (why things are the way they are in the organization), ideology (promoting the organization's mission), feedback (employee assessment-manager telling the employee how they are doing)

-upward: employees have a voice, communication flows up the hierarchy

Ex: positive (when given info to a boss, enhances organization), appropriate time (use common sense), support the current policy (if policy is to value customer, you should follow it), actable (projects that are feasible), intuitive appeal

-horizontal: communication occurs with departments, coworkers

Ex: informal or formal (can be either job related or personal in nature), open (increased comfort level allows for a freer exchange during communication interactions), results in satisfaction and increased morale

Mehrabian's Formula: 7% verbal (what we say-content), 38% verbal (how we say it-paralanguage), 55% facial (facial affect)

-93% of the meaning of message is found in nonverbals

Dress: movie and attractiveness
-don't let your dress be distracting

Touch: avoidance is the general touching rule

Space:
6-18 in intimate distance
18in -4 ft personal distance
4ft-12ft social distance
12ft-25+ ft public distance

Territoriality: if you need to get a hold of someone, knock

Differences in nonverbal communication: managers have more flexibility with their nonverbal behaviors than subordinates.

Nonverbal immediacy: the degree of perceived physical or psychological closeness between people (ex: looking, leaning towards, touching (in a non threatening manner), sitting near, speaking in an intimate way, and smiling at someone), how friendly you are

Negative outcomes:
-Can be confused with intimacy
-Makes some people seem more anxious, not less anxious
-Promotes more communication, which some people might view as a drawback

Common Misconceptions:
Why aren't managers doing their jobs?
Never enough time
Some are just incompetent
Some are lazy
Some just pretend to be busy
Role conflicts
Too many people to supervise

Tall structures-many layers, less efficient, verbal communication is more effective here
Flat structures-current fad, more efficient, horizontal communication is effective here

Administrator duties include:
-budget and policy planning
-hiring, personnel reviews, firing
-maintenance of facilities

Supervisor duties include:

- observing employees work
- enforcement of organization policies
- employee training
- assist with employee's problems/conflicts

--Status: one position within the organization

--Status differential: the distance between one person's status within an organization and another person's status within an organization

Defensiveness: the tendency of an individual to interpret other people's communication as an intention attack on one's self or one's behavior

-ex: indicating superiority-"I am the BOSS"

Confident- "I'm right...you are wrong"

Communication apprehension: an individual's level of fear or anxiety associated with **either real or anticipated** communication with another person or persons

Socio-Communicative Orientation:

1. Amiable: high responsiveness, low assertiveness
-a person who is friendly, supportive, caring
2. Expressive-high responsiveness, high assertiveness
-most confident
3. Analytical-low responsiveness, low assertiveness
-a person who prefers working alone, might be seen as uncaring
4. Driver-low responsiveness, high assertiveness
-a control oriented person, concerned about themselves, driven-committed to task

Dogmatism-people who are rigid and do not like others who propose change

Self-esteem: the degree of positive orientation a person has about himself or herself

Perceptions: messages are interpreted through the receiver's impression of the source; messages do not speak for themselves; Aristotle (pathos, logos, EHTOS=the image of the communicator)

Source Credibility: the degree in which we associate value to what the other person is saying, do we believe them...there are 3 components: competence, trustworthiness/character, and goodwill

Trustworthiness/character: is the person honest?

Dimensions:

1. integrity-honest and truthfulness
2. competence-technical and interpersonal knowledge and skills
3. consistency-reliability, predictability, and good judgment
4. loyalty-willingness to protect and save face for a person

5. openness-willingness to share ideas and info freely

Goodwill/caring-MOST IMPORTANT ASPECTS OF CREDIBILITY; do we perceive the other person as caring about our well-being

Interpersonal attractiveness: 3 types

1. physical-people who we believe look good, who fit the roles and expectations we may have
2. social-how friendly or likable the person is
3. task-people we know or perceive to be easy and pleasant to work with; **WE WANT TO WORK WITH SOMEONE BECAUSE WE APPRECIATE HIS/HER HARDWORK AND SKILLS**

Sponsorship effect-based on one person's credibility; for example, if you hang around a person with good credibility, you are considered to also have good credibility

ARTICLE:

-what the article is proposing of how an organization can maintain relations with the outside public (ex: when there was a scare with the Tylenol product)

5 ways of relational maintenance:

1. openness-ability to let your public know there is a problem
2. Networking-involves a company's ability to quickly disseminate information
3. Shared tasks-the working together of the organization, public (and sometimes news crews), to spread the news about the status of a problem
4. Positivity-organization should stay positive
5. Assurances of legitimacy-the public recognizes the relationship with the organization

-to follow up should have—control mutuality: both the organization and the public who has the power of the relationship, its not a power struggle, its more of an understanding between the organization and the people (ex: in the classroom, students understand that the professor has the power because he controls your grade)