

Communications Glossary

Chapter 1

Source Credibility: Appeals based on the personal attractiveness of a communicator to the audience

Trustworthiness: One's character or integrity

Competency: One's expertise in a given area

Status: One's standing in relationship to others

Dynamism: One's boldness, energy, and assertiveness

Sociability: One's likability

Logical Appeals: Appeals based on logic and reasoning

Emotional Appeals: Appeals based on the expected emotional responses of an audience. Appeals to the compassion, anger, fear, pride, empathy, guilt, humility, and respect of their audiences.

Channel: The medium used to transmit a message. Reflected the role radio had played in communicating during World War II

Effects: The unintended impact(s) of a message. Reflected the role that propaganda had played in Adolf Hitler's rise to power in Germany

Information source: Where the message is conceived

Transmitter: Mechanism for encoding the message. Such as words, letter, or broadcast.

Receiver: Mechanism for decoding the message

Destination: Where the message ends up

Noise: Interference that occurs in the transmitting or receiving of signals

Feedback: Response to a message or activity.

External Noise: Interference from an environmental source

Internal Noise: Interference from an internal source

Physiological Noise: Interference from a biological condition or function. Example could be a bad headache, or feeling of hunger that keeps you from concentrating.

Psychological Noise: Interference from a mental state. Example could be concerns of getting a parking ticket, or feelings of sadness about a broken relationship.

Field of Experience: The totality of all we are at the moment of communication

Culture: The shared ideas, traditions, norms, symbols, and values that define a community

Transactional Theory: Theory that sees communication as a dynamic process involving continuous changes in communicators and environments. Communicators act simultaneously as senders and receivers. This perspective accepts that not all communications are intentional.

Paralanguage: Elements of speech that are not recognized as language. Example tone of voice, rate of speech, and vocal sounds.

Standpoint Theory: Theory that holds that our background and experiences determine our perspective. Example our gender, age, socioeconomic status, sexual orientation, race, regional and national affiliations, and other factors influence how we see the world.

Reward Power: Power that comes from offering benefits or gifts

Legitimate Power: Power that comes from holding an office, title, or other legitimate position

Expert or Information Power: Power that comes from knowledge or expertise. Example Computer hackers and spies recognize the importance of accessing and controlling information.

Coercive Power: Power that comes from making threats or intimidations

Referent Power: Power that comes from personal attractiveness

Trickle-Down Access: Controlled and restricted access to information, flowing mostly downward

Simultaneous Access: Unrestricted access to information flowing from mass media and reaching everyone at the same time

Open Access: Unrestricted and uncontrolled sharing of information on open platforms, accessible to everyone

Chapter 2

Reference Group: A group whose opinions we value and in which we hold or aspire to membership. Example popular friend, a partner, a teacher, or a mentor at work.

Self-Concept: Relatively constant thoughts feelings about who we are and how we differ from other people

Self-Image: Our views of ourselves

Looking-glass Self: How we think others see us

Ideal Self: The person we would like to be

Real Self: The person we actually are

Self-Esteem: Our perception of our overall value

Self-Efficacy: Our perceived ability to accomplish something to make a difference

Global Self-Esteem: Self-esteem that shows in many aspects of our lives

Life Scripts: Storylines that we create to guide us through life

Second-hand experience: reading or hearing about how someone else handles a situation such as the breakdown of a relationship.

Self-Fulfilling Prophecy: A prediction or belief that leads to its own fulfillment

Social Comparison Theory: Theory that holds we look to others for a standard of comparison. Most likely to compare ourselves to a person closely related to us (e.g. Family) or similar age, race, gender, and background.

Assimilation Effect: Heightened self-esteem following a favourable social comparison. Power to reach higher goals.

Contrast Effect: Feelings of inadequacy and lowered self-esteem following an unfavourable social comparison. Can leave us in a state where we feel inadequate and deflated, with lowered self-esteem

Significant Others: People whose opinions matter to us and influence how we perceive ourselves

Cyberbullying: Malicious communications in the form of text messages, emails, or postings on social and personal websites.

Body-image disturbance: Reduced levels of satisfaction with our bodies and a downward spiral in how we see our physical selves.

Myth of Perfection: The false notion that a state of perfection exists and is attainable

Self-Enhancement: The tendency to pay more attention to information that supports a positive view of the self. Example over half of undergraduate americans participating in one study said that they would rank top in the top 10 percent on “interpersonal sensitivity”. Other studies with American adults show the same tendency to overestimate positive attributes. Such immodest statements would not show up in Japanese studies, where self criticism tends to be the norm.

Self-Criticism: The tendency to pay more attention to information that supports a negative view of the self

Self-Serving Bias: The tendency to credit our successes to internal or personal factors and our failures to external or situational factors. Example when we succeed in the workplace we are likely to credit our success to internal qualities such as intelligence, talents in a particular area, or expertise. When we fail, we are likely to place the blame on external forces such as interference from others, incompetency on the part of our coworkers, or lack of support from the supervisor.

Individualism: Focus on individual needs and goals. Most western cultures value individualism and independence.

Collectivism: Focus on group needs and goals. Culture of japan, by contrast is collectivist in nature. They value others’ needs over their own.

Face work: Politeness strategies aimed at making other people feel better about themselves. Aimed at making interactions more pleasant and our words less harsh or threatening.

Chapter 3

Perception: The process of sending, interpreting, and reacting to the physical world

Stereotypes: Popularly held beliefs about a type of person or group of persons that do not take individual differences into account

Breadth of Perceptual Field: The amount of information we take into our visual or other perceptual systems

Optical Communities: A social group that shares a similar view of the world. Group of people who see the world differently from those in other historical periods. Example if you look at paintings from different historical periods such as the Classical period of Greece artists focused on the anatomy of the body. Other periods artists depicted the human body in less detail or rejected realism completely in favour of the psychological.

Own-race Bias: The idea that accuracy increases when we identify specific members of our own race

Out-Group: A group of which one is not a member.

Selective Perception: The processes by which we see and retain certain kinds of information overload in the visual field;

Self-Serving: A focus on what serves our own purposes and makes us look best.

Warranting Theory: Theory that says we are more likely to believe information that someone cannot manipulate

Impression Formation Theory: Theory related to how we put together different pieces of information to form an impression of a person

Tar Effect: A tendency to dislike the person who criticizes someone else rather than disliking the person who is criticized

Mood Contagion: The idea that we can “catch” the mood of someone else much like we catch a cold

Self- Categorization theory: The idea that we see ourselves as both individuals and group members, whereas we see others as either individuals or group members based on other factors.

Perspective taking: Looking at a situation from the other person’s point of view

Counter-Stereotyping: Effort to eliminate stereotypes by focussing on similarities

In-Group: A group of which one is a member

Active Perceivers: Individuals who choose the amount and type of information they receive

Passive Receivers: Individuals who rely on others to select information for them

Perception Checking: A process confirming what we think we have seen, heard, or experienced.

Low-Context Cultures: Cultures that rely heavily on words rather than context

High-Context Cultures: Cultures that place great importance on context and rely to a lesser degree on words

Communication Predicament of Aging (CPA) Model: A model that predicts the relationship among aging cues, stereotyping, and communication behaviour

Chapter 4

Identity: The characteristics that allows others to recognize us

Collective Identity: The characteristics of or personal identity that we share with members of a larger group

Gender Identity: Characteristics we share with others of a particular gender

Androgynous: A mix of both feminine and masculine traits

Undifferentiated: Low scores on both feminine and masculine traits

Ethnic Identity: Characteristics we share with others with a common ancestry

Racial Identity: Characteristics we are with others with respect to racial heritage

Religious Identity: Characteristics that relate to a belief system and/or sense of belonging to a particular region

Linguistic Identity: Characteristics we share with others who speak a common language

Cultural Identity: Characteristics we share with others from the same or similar cultural backgrounds

Assimilation: The process of being absorbed into a larger group

Regional Identity: Characteristics we share with others from a particular region of a country

National Identity: Characteristics we share with others from a particular country

Historic Self: An outdated self, someone we used to be.

Concealable Stigmatized Identity: An Identity that carries a stigma and that can be hidden from others.

Self-Verification Theory: Theory that says that we want others to see us as we see ourselves

Self-Monitoring : The extent to which we regulate our behaviours in order to look good to others.

High Self-Monitors: People who are very aware of the opinions of others

Low Self-Monitors: People who do not worry about the opinions of others

Impression Management: The way we create impressions of ourselves in the eyes of others

Beneficial Impression Management: Efforts to create positive impressions of close others

Hedging: Using words that show uncertainty or reduce negative impact of what we are saying.

Bullying: A form of aggressive behaviour that includes punching, name calling, or spreading rumours

Social Presence Theory: Theory that explores the effects of sensing another's presence in a social interaction

Social Information Processing Theory: Theory that investigates how we process various types of information in collaborative settings such as social media.

Hyperpersonal Theory: Theory that suggests that we use limited online cues to construct idealized images of another person.

Computer-Mediated Communication (cmc): The process of using a computer to communicate messages

Synchronous Communication: Communicators exchange messages in real time

Asynchronous Communication: Communicators exchange messages with a time delay between messages

Emoticons: Graphic representations of facial expressions that convey mood.