RONALD B. ADLER / GEORGE RODMAN / ATHENA DU PRÉ
understanding human communication
FOURTEENTH EDITION
OXFORD
UNIVERSITY PRESS

understanding
human
communication

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FOURTEENTH EDITION

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OXFORD NEW YORK
OXFORD UNIVERSITY PRESS

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Published in the United States of America by Oxford University Press
198 Madison Avenue, New York, NY 10016, United States of America.

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Library of Congress Cataloging-in-Publication Data

Names: Adler, Ronald B. (Ronald Brian), 1946- author. | Rodman, George R., 1948- author. | du Pré, Athena, author.
Title: Understanding human communication / Ronald B. Adler, George Rodman, Athena du Pré.
Description: Fourteenth edition. | Oxford ; New York : Oxford University Press, 2019. | Includes bibliographical references and index.
Identifiers: LCCN 2019034688 (print) | LCCN 2019034689 (ebook) | ISBN 9780190925697 (paperback) | ISBN 9780190925703 (epub)
Subjects: LCSH: Communication. | Interpersonal communication.
Classification: LCC P90 .A32 2019 (print) | LCC P90 (ebook) | DDC 302.2—dc23
LC record available at https://lccn.loc.gov/2019034688
LC ebook record available at https://lccn.loc.gov/2019034689

9 8 7 6 5 4 3 2 1
Printed by LSC Communications, United States of America

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Preface

The case for learning about human communication is compelling. Consider the practical benefits: Effective communicators are more likely than others to be popular among their peers,[1] land the jobs they want,[2] succeed in their careers,[3] and be considered appealing friends[4] and romantic partners.[5]

Communication is more than a collection of techniques. *Understanding Human Communication* introduces readers to the scholarship that underlies everyday skills. We invite you and your students to look at any page of this book and ask: *Is the content important, clearly explained, and useful?*

Approach

This new edition builds on the successful approach that has served more than one million students. Rather than focusing solely on either skills or scholarship, *Understanding Human Communication* embraces the idea that each enhances the other. Reader-friendly content is up to date and clear without being simplistic. Real-life examples and engaging images make concepts interesting, clear, and relevant to students' lives.

New to This Edition

Updates in this edition reflect the changing world that *Understanding Human Communication* seeks to explain.

- **Expanded Coverage of Social Media.** Chapter 2 (new in this edition) is dedicated to social media, including the associated advantages and dangers, the masspersonal and hyperpersonal nature of social media, and the challenges of managing communication across a multitude of platforms. In addition, readers will find information about online communication throughout the book. Discussions include identity management through social media (Chapter 3), the influence of bots and trolls (Chapter 4), when to put technology aside (Chapter 6), the lack of inhibition online (Chapter 9), establishing a professional identity online (Chapter 10), and avoiding plagiarism in online research (Chapter 12).
- **Additional Strategies for Career Success.** Chapters 10 and 11 have been revised to extend general coverage of teamwork and leadership to organizational and workplace communication. Discussions include strategies for landing a desirable job, adapting to organizational cultures, and succeeding as a team member and leader. In addition, *@Work* boxes throughout the text offer tips on networking (Chapter 2), developing communication skills that pay off at work (Chapter 6), using vocal cues and touch in professional environments (Chapter 7), and dealing with sexual harassment in the workplace (Chapter 9).

- **Updated Discussions of Communication, Gender, and Culture.** Chapter 4 focuses exclusively on culture and communication, with updated explorations of race and ethnicity, regional differences, sexual orientation, gender identity, religion, physical abilities, age/generation, and socioeconomic status, as well as a new section on political viewpoints. The discussion of culture extends throughout the book, with topics such as traditional patterns in the way men and women communicate (Chapter 2), generational differences in social media use (Chapter 2), sexist assumptions in everyday language (Chapter 3), nongendered pronouns (Chapter 5), cultural listening styles (Chapter 6), nonverbal communication differences around the world (Chapter 7), organizational culture in the workplace (Chapter 10), the challenges and advantages of multicultural teamwork (Chapter 11), and examples of phenomena such as "mansplaining" in public speaking (Chapter 14).
- **"On Your Feet" speech activities.** New prompts incorporate public-speaking activities and integrate with **GoReact**, an interactive platform for video assignments.
- **Expanded Focus on Ethics.** "Ethical Challenge" sidebars throughout the book have been updated and expanded to explore honesty on social media (Chapter 2), the hidden influence of stereotypes (Chapter 3), the line between innocent online communication and digital infidelity (Chapter 8), negotiating with people who don't fight fair (Chapter 9), responding to illegal job interview questions (Chapter 10), and audience adaptation in a time of political polarity (Chapter 15).
- **Coverage of Media Literacy.** Given the importance of media literacy skills today, we have included new sections on evaluating the credibility, quality, and accuracy of online stories and information (e.g., Chapter 2 includes a section titled "Don't Believe Everything You See"; Chapter 4 presents a checklist on discussing politics responsibly on social media; and Chapter 5 includes a checklist on distinguishing between facts and opinions).
- **New and Expanded Coverage in Each Chapter.** Changes include the following:
  - Chapter 1 (**Communication: What and Why**) includes expanded coverage of the way communication functions in today's technological world and the sensitive nature of language when describing groups of people.
  - Chapter 2 (**Communicating with Social Media**) considers the unique qualities of mediated communication as well as strategies for using social media to enhance understanding and build relationships while avoiding social isolation, deception, and loss of privacy.
  - Chapter 3 (**The Self, Perception, and Communication**) includes new coverage of emotional intelligence, gender diversity, and identity management. A new "Ethical Challenge" feature invites readers to look below the surface of their fears and stereotypes.
  - Chapter 4 (**Communication and Culture**) includes expanded coverage of identity and intersectionality theory. The chapter features new strategies for engaging in respectful online discourse and coping with culture shock. It also introduces coverage of political viewpoints as a form of diversity.
  - Chapter 5 (**Language**) opens with a new segment on the use of nonbinary pronouns to reflect diverse gender identities. The chapter now includes a segment on the increased use of profanity and name calling in society, with insights from coordinated management of meaning and speech acts. Another new segment helps readers learn to distinguish between facts and opinions.

- Chapter 6 (**Listening**) features expanded coverage of how and why to listen respectfully to people who have different viewpoints. It presents updated real-life examples that incorporate a diverse array of listening contexts and challenges. A new description of Feynman's Technique offers a process to boost comprehension of material that is complex but important.
- Chapter 7 (**Nonverbal Communication**) now features a discussion of tattoos as a form of nonverbal communication. The chapter also introduces coverage of expectancy violation theory and tips for sending and interpreting nonverbal cues mindfully.
- Chapter 8 (**Understanding Interpersonal Communication**) includes tips for avoiding relationship-damaging communication patterns. It also presents new coverage of parental and sibling communication patterns.
- Chapter 9 (**Managing Conflict**) has been reconfigured to focus on productive ways to address differences at work and in interpersonal relationships. The chapter now includes a "Rules for Fighting Fair" checklist and a "You Can't Take It Back" feature about the pros and cons of using mediated communication to manage conflict.
- Chapter 10 (previously Chapter 9, Communicating in Groups and Teams) is now titled **Communicating for Career Success** and has been refocused to cover both organizational and workplace communication. It presents strategies for landing a desirable job, adapting to a new work environment, and being a highly valued follower. In addition, a new section on organizational communication covers power, patterns of interaction, and culture in the workplace.
- Chapter 11 (previously Chapter 10, Solving Problems in Groups and Teams) is now titled **Leadership and Teamwork**. Featuring updated research, the chapter introduces leadership concepts and foundational information about group and team work before segueing into coverage of collaborative problem solving. The section titled "Making the Most of Group Interaction" presents new tips for conducting effective meetings, an expanded ethical challenge box about dealing with quiet and talkative team members, updated coverage of brainstorming, and a new feature on round robin discussions.
- Chapter 12 (**Preparing and Presenting Your Speech**) has increased its emphasis on public speaking skill builders and opportunities for student practice.
- Chapter 13 (**Speech Organization and Support**) now has additional coverage and examples of the roles and formats of different types of speech outlines.
- Chapter 14 (**Informative Speaking**) now features a new sample speech on how different languages may shape the way people think.
- Chapter 15 (**Persuasive Speaking**) now includes more coverage of Aristotle's Rhetorical Triad.

Learning Tools

- **Checklists** throughout the book provide handy information and tips to help students build their communication skills. Topics include how to use social media courteously (Chapter 2), perception checking (Chapter 3), coping with culture shock (Chapter 4), avoiding misunderstandings (Chapter 5), listening mindfully (Chapter 6), managing dialectical tensions (Chapter 8), creating positive communication climates (Chapter 9), and getting slackers to do their share (Chapter 11).

- **Understanding Your Communication quizzes** invite students to evaluate and improve their communication skills. These include quizzes about communication style (Chapter 1), emotional intelligence (Chapter 3), intercultural sensitivity (Chapter 4), listening strengths (Chapter 6), friendship types (Chapter 8), interpersonal communication climates (Chapter 9), follower styles (Chapter 10), and leadership approaches (Chapter 11).
- **Learning Objectives** correspond to major headings in each chapter and coordinate with the end-of-chapter summary and review. They provide a clear map of what students need to learn and where to find that material.
- A **Making the Grade** section at the end of each chapter helps students test and deepen their mastery of the material. Organized by learning objective, this section summarizes key points from the text and presents questions and prompts to help students understand and apply the material.
- **Understanding Communication Technology** boxes highlight the increasingly important role of technology in human communication.
- **Understanding Diversity** boxes provide in-depth treatment of intercultural communication topics.
- **@Work** boxes show students how key concepts from the text operate in the workplace.
- **Ethical Challenge** boxes engage students in considering whether honesty is always the best policy, the acceptability of presenting multiple identities, how to deal effectively with difficult group members, and more.
- **Key Terms** are boldfaced on first use and listed at the end of each chapter.
- A **running glossary** in the margins helps students learn and review new terms.
- **Activities** at the end of each chapter help students apply the material to their everyday lives. Additional activities are available in the Instructor's Manual (*The Complete Guide to Teaching Communication*) at www.oup.com/he/adler-uhc14e.
- **Ask Yourself** prompts in the margins invite students to apply the material to their own lives.
- **On Your Feet** prompts provide confidence-building opportunities to get students speaking in class before undertaking formal presentations.
- An **enhanced support package** for every chapter (described in detail below) includes video links, pre- and post-reading quizzes, activities, discussion topics, examples, **GoReact**-powered tools for recording and uploading student speeches for assessment, an online gradebook, and more.

Teaching and Learning Support

The 14th edition of *Understanding Human Communication* contains a robust package of digital materials that make teaching more efficient and learning more effective. Instructors and students alike will be pleased to find a complete suite of resources.

The course package works with a **variety of learning management systems**, including Blackboard Learn, Canvas, Moodle, D2L, and Angel. Course cartridges allow instructors to create course websites that integrate resources available on the Ancillary Resource Center. Contact your Oxford University Press representative for access or for more information about these supplements or customized options.

Enhanced Ebook

An accessible, multi-device enabled enhanced ebook version integrates a rich assortment of digital resources, including interactive "Understanding Your Communication" diagnostics, self-quizzes, and videos. The enhanced ebook is available via your preferred textbook eBook vendor. After purchase, it can be accessed through your LMS.

For Instructors

The **Ancillary Resource Center (ARC)** at www.oup.com/he/adler-uhc14e is a convenient, instructor-focused website that provides access to all of the up-to-date teaching resources for this text, while guaranteeing the security of grade-significant resources. In addition, it allows OUP to keep instructors informed when new content becomes available. The following items are available on the ARC:

- The **Enhanced Ebook**, an accessible, multi-device enabled version, integrates a rich assortment of digital resources, including interactive "Understanding Your Communication" diagnostics, self-quizzes, and videos.
- ***The Complete Guide to Teaching Communication***, written by coauthor Athena du Pré, provides a complete syllabus, teaching tips, preparation checklists, grab-and-go lesson plans, high-impact learning activities, handouts, links to relevant video clips, and coordinating PowerPoint lecture slides.
- A comprehensive **Computerized Test Bank** includes 60 exam questions per chapter in multiple-choice, short-answer, and essay formats. The questions have been revised for this edition, are labeled according to difficulty, and include the page reference and chapter section where the answers may be found.
- **PowerPoint slides** include key concepts, video clips, discussion questions, and other elements to engage students. They correspond to content in the lesson plans, making them ready to use and fully editable so that preparing for class is faster and easier than ever.
- *Now Playing*, **Instructor's Edition**, includes an introduction on incorporating film and television segments in class, as well as video clips, viewing guides and assignments, sample responses to discussion questions in the student edition, and an index by subject. A companion website to *Now Playing* is available at www.oup.com/us/nowplaying. It features video clips from previous editions.
- **TED Talks** on key topics show students how studying communication can enrich their own lives. In addition, quizzes following each talk help students internalize what they've learned.
- **Integration with GoReact** allows for uploading speech videos in response to both suggested prompts and instructor-created activities.

For Students

- *The Digital Study Guide* offers videos, activities, tutorials, chapter outlines, review questions, worksheets, practice quizzes, flashcards, and other study tools. The site is ideal for students who are looking for extra study material online. Students can access the full suite of resources via a code included with each new print or ebook purchase. Several of these resources are also available without a code at www.oup.com/he/adler-uhc14e.

Code Required (Comes with New Book Purchase):

- TED Talk Videos with Quizzes
- Chapter Outline Quizzes
- Pre- and Post-Reading Quizzes
- "Understanding Your Communication" Activities
- Matching Quizzes
- Speech Activities
- Selected Supporting Videos and Concept Animations with Quizzes
- Self-Quizzes (Expanded)

Open Access:

- Selected Supporting Videos
- Concept Animations
- Self-Quizzes (Basic)
- Flashcards
- Exam Prep Questions

Acknowledgments

Anyone involved with creating a textbook knows that success isn't possible without the contributions of many people.

We owe a debt to our colleagues. Thanks yet again to Russ Proctor, University of Northern Kentucky, for sharing his work and insights. We thank the following educators whose reviews helped shape this edition:

Marcee Andersen	*Tidewater Community College*
Manuel G. Avilés-Santiago	*Arizona State University*
Adam Burke	*Hawaii Pacific University*
Sherry L. Dean	*Richland College–Dallas County Community College District*
Andrew Herrmann	*East Tennessee State University*
Tricia Hylton	*Seneca College*
Elaine Jansky	*Northwest Vista College*
Angela King	*Cape Cod Community College*
Brett Maddex	*St. Petersburg College and Harrisburg Area Community College*
Anne McIntosh	*Central Piedmont Community College*
Denise Menchaca	*Northeast Lakeview College*
Jennifer Millspaugh	*Richland College/Grayson College*
Emily Normand	*Lewis University*
Leslie Ramos Salazar	*West Texas A&M University*
Sara Shippey	*Austin Community College*
Karin Wilking	*Northwest Vista College*
Archie Wortham	*Northeast Lakeview College*
Yingfan Zhang	*Suffolk County Community College*

We also continue to be grateful to the many educators whose reviews of previous editions continue to bring value to this book: **Theresa Albury**, Miami Dade College; **Deanna Armentrout**, West Virginia University; **Miki Bacino-Thiessen**, Rock Valley College; **Marie Baker-Ohler**, Northern Arizona University; **Kimberly Batty-Herbert**, South Florida Community College; **Mark Bergmooser**, Monroe County Community College; **Pete Bicak**, SUNY Rockland; **Brett N. Billman**, Bowling Green State University; **Shepherd Bliss**, Sonoma State University; **Jaime Bochantin**, University of North Carolina, Charlotte; **Beth Bryant**, Northern Virginia Community College, Loudoun; **Jo-Anne Bryant**, Troy State University–Montgomery; **Ironda Joyce Campbell**, Pierpont Community and Technical College; **Patricia Carr Connell**, Gadsden State Community College; **Cheryl Chambers**, Mississippi State University; **Kelly Crue**, Saint Cloud Technical & Community College; **Dee Ann Curry**, McMurry University; **Amber Davies-Sloan,**

Yavapai College; **Heather Dorsey**, University of Minnesota; **Rebecca A. Ellison**, Jefferson College; **Gary G. Fallon**, Broward Community College and Miami International University of Art and Design; **Amber N. Finn**, Texas Christian University; **Lisa Fitzgerald**, Austin Community College; **David Flatley**, Central Carolina Community College; **Sarah Fogle**, Embry-Riddle Aeronautical University; **Cole Franklin**, East Texas Baptist University; **Mikako Garard**, Santa Barbara City College; **Karley Goen**, Tarleton State University; **Samantha Gonzalez**, University of Hartford; **Betsy Gordon**, McKendree University; **Sharon Grice**, Kirkwood Community College–Cedar Rapids; **Donna L. Halper**, Lesley University; **Lysia Hand**, Phoenix College; **Deborah Hill**, Sauk Valley Community College; **Lisa Katrina Hill**, Harrisburg Area Community College–Gettysburg Campus; **Brittany Hochstaetter**, Wake Technical Community College; **Emily Holler**, Kennesaw State University; **Milton Hunt**, Austin Community College; **Maria Jaskot-Inclan**, Wilbur Wright College; **Kimberly Kline**, University of Texas at San Antonio; **Carol Knudson**, Gateway Tech College–Kenosha; **Kara Laskowski**, Shippensburg University of Pennsylvania; **Jennifer Lehtinen**, State University of New York at Orange; **Amy K. Lenoce**, Naugatuck Valley Community College; **Kurt Lindemann**, San Diego State University; **Judy Litterst**, St. Cloud State College; **Natashia Lopez-Gomez**, Notre Dame De Namur University; **Allyn Lueders**, East Texas Baptist University; **Jennifer McCullough**, Kent State University; **Bruce C. McKinney**, University of North Carolina–Wilmington; **Brenda Meyer**, Anoka Ramsey Community College–Cambridge; **Jim Mignerey**, St. Petersburg College; **Randy Mueller**, Gateway Technical College, Kenosha; **Kimberly M. Myers**, Manchester College and Indiana University–Purdue University Fort Wayne; **Gregg Nelson**, Chippewa Valley Technical College, River Falls; **Kim P. Nyman**, Collin College; **Catriona O'Curry**, Bellevue Community College; **Emily Osbun-Bermes**, Indiana University–Purdue University at Fort Wayne; **Christopher Palmi**, Lewis University; **Doug Parry**, University of Alaska at Anchorage; **Daniel M. Paulnock**, Saint Paul College; **Cheryl Pawlowski**, University of Northern Colorado; **Stacey A. Peterson**, Notre Dame of Maryland University; **Kelly Aikin Petkus**, Austin Community College–Cypress Creek; **Evelyn Plummer**, Seton Hall University; **Russell F. Proctor**, Northern Kentucky University; **Shannon Proctor**, Highline Community College; **Robert Pucci**, SUNY Ulster; **Terry Quinn**, Gateway Technical College, Kenosha; **Elizabeth Ribarsky**, University of Illinois at Springfield; **Delwin E. Richey**, Tarleton State University; **Charles Roberts**, East Tennessee State University; **Dan Robinette**, Eastern Kentucky University; **B. Hannah Rockwell**, Loyola University Chicago; **Dan Rogers**, Cedar Valley College; **Theresa Rogers**, Baltimore City Community College, Liberty; **Michele Russell**, Northern Virginia Community College; **John H. Saunders**, University of Central Arkansas; **Gerald Gregory Scanlon**, Colorado Mountain College; **David Schneider**, Saginaw Valley State University; **Cady Short-Thompson**, Northern Kentucky University; **Kim G. Smith**, Bishop State Community College; **Karen Solliday**, Gateway Technical College; **Patricia Spence**, Richland Community College; **Sarah Stout**, Kellogg Community College; **Linda H. Straubel**, Embry-Riddle University; **Don Taylor**, Blue Ridge Community College; **Raymond D. Taylor**, Blue Ridge Community College; **Cornelius Tyson**, Central Connecticut State University; **Curt VanGeison**, St. Charles Community College; **Lori E. Vela**, Austin Community College; **Robert W. Wawee**, The University of Houston–Downtown; **Kathy Wenell-Nesbit**, Chippewa Valley Technical College; **Shawnalee Whitney**, University of Alaska, Anchorage; **Princess Williams**, Suffolk County Community College; **Rebecca Wolniewicz**, Southwestern College; and **Jason Ziebart**, Central Carolina Community College.

Many thanks are due to colleagues who developed and refined elements of the ancillary package:

Christie Kleinmann, *Lee University*	Pre- and Posttests
Jennifer James, *Volunteer State Community College*	Test Bank
Ellen Bremen, *Highline College*	Matching and Self-Quizzes
Birgit Meadows, *Lee University*	Outline Matching Quizzes
Karen Anderson-Lain, *University of North Texas*	Exam Prep Questions
Athena du Pré (author)	PowerPoints/Instructor's Manual

The enhanced package that is the result of their efforts will help instructors teach more effectively and students succeed in mastering the material in this text.

In an age when publishing is becoming increasingly corporate, impersonal, and sales driven, we continue to be grateful for the privilege and pleasure of working with the professionals at the venerable Oxford University Press. They blend the best old-school practices with cutting-edge thinking.

Executive Editor Keith Chasse was a heroic advocate and mentor in the creation of this book, going so far as to travel the country personally to meet with students and educators. Interim Executive Communication Editor Karon Bowers stepped in to deftly manage final details. Senior Development Editor Lauren Mine is an author's best friend. She embodies the best of all the communication skills we describe here—a great listener, writer, friend, and coach. Assistant Editor Katlin E. Kocher was helpful in every way, always with a great attitude and never-ending knowledge of publishing. Assistant Editor Alyssa Quinones was a valuable member of the *UHC* team, coordinating the digital resource package, image updates, and countless other details. Senior Media Editor Mike Quilligan saw to the execution of a greatly enhanced digital media package for this edition. Senior Production Editor Bill Murray's steady hand and Art Director Michele Laseau's design talents have transformed this project from a plain manuscript into the handsome book you are now reading. Marketing Manager Sheryl Adams and the entire OUP sales team have gone the extra mile in bringing this book to users and supporting their teaching efforts. We are grateful to Sherri Adler and Sandy Cooke for their resourcefulness and the artistic sense they applied in choosing photos in these pages.

Finally, as always, we thank our partners Sherri, Linda, and Grant for their good-natured understanding and support while we've worked on this edition for more than a year. When it comes to communication, they continue to be the best judges of whether we practice what we preach.

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understanding
human
communication

Communication: What and Why

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1.1 Compare and contrast how linear and transactional models illustrate key characteristics of communication.

1.2 Distinguish between communication in a variety of contexts.

1.3 Describe how changing technology affects communication.

1.4 Analyze elements of effective and ineffective communication.

1.5 Replace common misconceptions about communication with more accurate information.

Communication has a profound impact on the relationships we form with others and how well we are able to reach our goals. Nathan Vass uses communication to build relationships and express himself artistically.

?

What role does communication play in the quality of your relationships at school, at work, and in your personal life?

Describe the communication style of someone you admire. In what ways does that person display respect for others and encourage mutual understanding?

What communication skills will be most essential in your career? Why?

AS A BUS DRIVER IN SEATTLE, Washington, Nathan Vass meets a lot of people. But what sets him apart is his ability to connect with them. He knows the names of hundreds of regular passengers. They look forward to riding his bus and even bring him cookies now and then. Some riders purposefully sit near Vass to talk about hard times, loss, accomplishments, and everyday happenings. They appreciate that he's an attentive listener and an engaging storyteller.[1] "I think we've all had those moments where we have a brief encounter with a stranger on the street that is profoundly meaningful because it emphasizes the commonalities we all share," he says. "Driving the bus is an opportunity to have those special moments all day." Vass has not only received hundreds of customer commendations but has been featured in numerous news stories and podcasts. He has even been honored as one of Seattle's "Most Influential People."[2,3]

A University of Washington graduate with a degree in fine arts, Vass is also a writer, photographer, and filmmaker. He says he enjoys these occupations nearly as much as driving a bus, which "fuels the art."[4] His blog, *The View from Nathan's Bus,* is popular around the country, and his recent book, *The Lines That Make Us: Stories from Nathan's Bus,* has been reprinted multiple times to keep up with demand.

Vass's success makes a strong case for the importance of communication. No matter what you do, communication is sure to play a central role in your life. The average person spends 7 out of 10 waking hours communicating with family members, friends, coworkers, teachers, and even strangers.[5] With computers, phones, tablets, and all the rest, it's possible to carry on several conversations at once. Of course, the quality of communication doesn't always match its quantity. In this chapter, we begin to explore what happens when people exchange messages and how to make wise choices when interacting with others.

Why do people spend so much time communicating? There's good reason: Communication satisfies many needs. Here are just a few:

- **Identity management.** How you dress, act, and speak can help you create and display your identity so that others understand you better.
- **Social connection.** Communication provides a means of fitting in socially and, at the same time, learning about people who are different from you. Social connection is so important that lonely people typically

experience abnormally high levels of pain, depression, fatigue, and illness.[6,7] Evidence suggests not only that loneliness affects people at a psychological level, but also that the stress can cause changes in body chemistry and compromise immune systems.[8]

- **Relationship management.** Communication allows you to establish and manage relationships. People are typically happiest when they are with friends they consider to be good communicators[9] and with romantic partners who are good listeners and who share personal feelings and information.[10]
- **Goal accomplishment.** Language helps you share goals and work with others—everything from asking your hairstylist for a new look to launching a successful career.
- **Education and persuasion.** Public speaking skills in particular can help you educate and influence others.

Communication skills are a vital element in any successful career. It's probably no surprise that several of the top qualities employers look for in job candidates involve communication skills—including the ability to work well with team members, write and speak well, and influence others.[11] Communication can also help you fit in and get up to speed when you join a new organization.[12] And this skill set is just as important outside of work. It's a means of getting things done, learning, having fun, giving and receiving affection, feeling included, and managing conflict.[13]

1.1 Characteristics of Communication

What does it mean to communicate? We begin by examining three defining characteristics, then consider ways of modeling the process.

Definition of Communication

Defining ***communication*** isn't as simple as it might seem. People use the word in a variety of ways that are only vaguely related:

- A dog scratches at the back door to be let out.
- Data flows from one computer database to another.
- A satellite transmits a signal.
- Strangers who live thousands of miles apart build a relationship via social media.
- Locals offer directions to a group of confused-looking people from out of town.
- A civic leader encourages citizens to get more involved in helping homeless populations.

For starters, we'll be exploring *human* communication. Animal behavior, computer networks, and satellite communications aren't our focus, so that rules out the first three examples in the list above. In fact, there is a difference between *communications* (with an "s") and communication (without an "s"). (With an "s" generally refers to the technologies that enable exchange of information.) The last