

### PCE #3

#### Communication and Positive Values

Overview: Chapter Seven of Peterson (Values), discusses what he labels a universal structure of human values (pp. 181-184). In general, this assignment asks that you reflect on this reading (and in particular the list and pie chart on page 182) in light of communication and relationships. In particular, the assignment asks you to choose one value from the list and to think about the kinds of communication practices that (a) facilitate hold the value and (b) inhibit or not support the value.

#### Details:

1. Read the chapter on values (Peterson Chapter 7) in particular pages 181-184.
2. Select one value from page 182. For example—power.
3. Think about the kinds of communication practices (message behaviors) that are consistent with the value you chose **and** those communication practices that do not fit the value.

For example, regarding power, **communication practices** like one-upmanship, bragging, and wearing status symbols (e.g., designer clothes) would seem to go along with the value of power, acknowledging the work of others, sharing the limelight, and wearing clothing that does not draw attention would not fit the value.

4. Develop as long of a list as you can of the communication practices that are consistent with the value and those that are inconsistent with the value and organize the information into a **large table as follows:**

For example:

Communication Practices and the Value of Power

<b>Communication Practice</b>	<b>Consistent with Value Inconsistent with Value</b>	<b>Brief Reasoning</b>
Wearing designer labels/logos on clothing	Consistent with value	Labels indicate societal status often based on perceived wealth. Wearing designer labels/logos may be viewed as attempt to communicate high status
Wearing clothes without any visible labels/logos	Inconsistent with value	If not able to determine person's social status from clothing labels, must use other forms of messages to ascertain status.

5. Write an opening paragraph where describe the value you chose and why it is linked to communication. Then insert the Table as the body of the paper. Be sure to cite any references you use.
6. Attach a title page.

Summary--

Include a title page

One ages pages 1-3:

Include an opening paragraph where you describe the value and why it is important to connect the value to communication

Include the Table (as described above)

References