



Identity and Interpersonal Communication

- ▶ Centered-ness? Self? Other? Relationship?
- ▶ Need for attention from birth
- ▶ Attention closely related to building “self” and creation of social power
- ▶ Focused attention/ Unfocused attention (Goffman)
- ▶ Creation of Individualistic culture
- ▶ Attention-getting messages/Attention-giving messages (Derber)
- ▶ Problem of “Invisibility” in relationships



Exercise

- ▶ Write the name of a person of your own age whom you like.
- ▶ Write a short description of the person.
- ▶ Write the name of a person of your own age whom you do not like.
- ▶ Write a description of this person.
- ▶ Write a brief description of yourself.



Cognitive Complexity and Constructivists *(Applegate, Burlison, Delia)*

- ▶ Personal Construct Theory (Kelly)
- ▶ Werner’s Orthogenetic principle:
“Whenever development occurs, it proceeds from a state of relative globality and lack of differentiation to states of increasing differentiation, articulation, and hierarchical integration.”



Cognitive Complexity
(Applegate, Burleson, Delia)

- ▶ Interpersonal cognitive complexity is a measure of the relative state of organization of a person's interpersonal constructs.
- ▶ Differentiation-- The total number of available constructs used to describe a person.
- ▶ Abstractness-- Varies from concrete physical qualities to abstract personality qualities



Cognitive Complexity
(Applegate, Burleson, Delia)

- ▶ Five level of abstraction---
- ▶ 1. Physical descriptions
- ▶ 2. Role constructs (name, age, sex)
- ▶ 3. Descriptions of general behaviors of other
- ▶ 4. Specific other's general beliefs/attitudes
- ▶ 5. Abstract dispositional/abstract constructs



Scoring

- ▶ 1. Identify constructs
- ▶ 2. Count and total.
- ▶ 3. Rate each construct by level.
- ▶ 4. Determine an average level of construct system abstractness



*Links to
Interpersonal Communication*

- ▶ Person-Centeredness/Self-Centeredness of messages
- ▶ Comforting
- ▶ Persuading,
- ▶ Behavior regulating
- ▶ Informing
- ▶ Overall communication appropriateness and effectiveness
