

Positive Values and Communication

This unit--

- **Chapter summary:**
 - Defining and conceptualizing "values"
 - Acquisition of "values"
- **How are communication practices connected to global values (PCE #3)?**
- **What are "communication values?"**

Defining Values

•Value as an enduring belief about what is "worthy goal"

•"Valuing" as a process of specifying what is preferred when facing a choice

•Regarded as inherently good, across circumstances, by most people.



Defining Values

•Values are linked to behaviors when:

- value is acquired from direct experience
- value is a part of self-concept
- we are behaving self-consciously
- the value is more specific than general,
- tracked over time



Defining Values

- Values as "expressions of self"
- Values as conjoint expression of relationships, groups, organizations, cultures.



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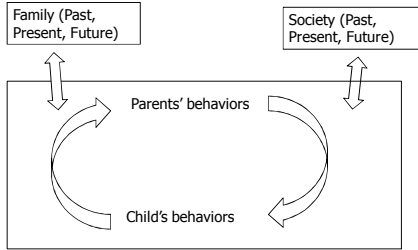
Defining Values

- Values are not—
- Attitudes
 - Traits
 - Norms
 - Needs
- Classifying values
(Peterson, pp. 175-179)



Acquiring values

- Socialization
- Social learning theory example



What are "communication values"? "We value communication that is . . ."

- | | |
|---------------------|--------------------|
| •Accurate | •Honest |
| •Appropriate | •Immediate |
| •Artful | •Listener-centered |
| •Clear | •Logical |
| •Creative | •Mutual |
| •Credible | •Open |
| •Dynamic | •Organized |
| •Effective | •Polite |
| •Easy to comprehend | •Positive |
| •Engaging | •Powerful |
| •Expedient | •Sufficient |
| •Free speech | •Etc. |

Questions

- Are some communication values more significant than others?
 - To whom? Why?
- Does the salience of communication values vary across relational contexts and situations?
 - Why?
- What values might be included in a top ten list of the most valued communication values?
