Innovative
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Based Learning

Styles and axioms of communication

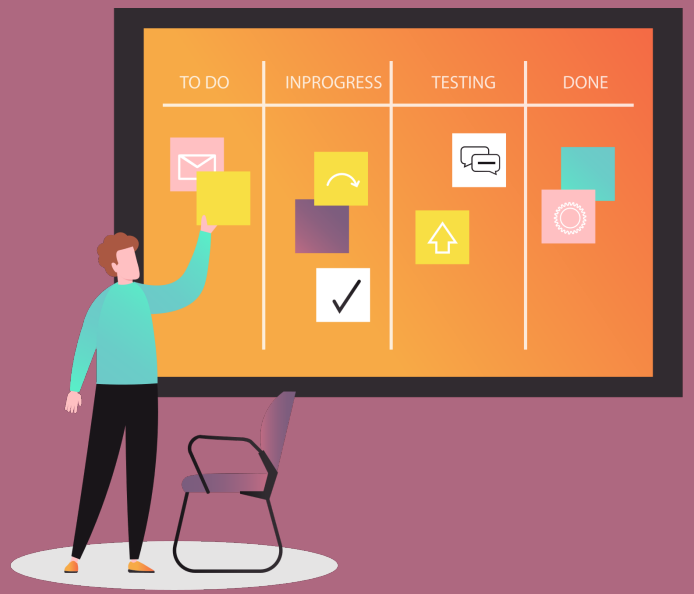
Which are the different styles of communication?

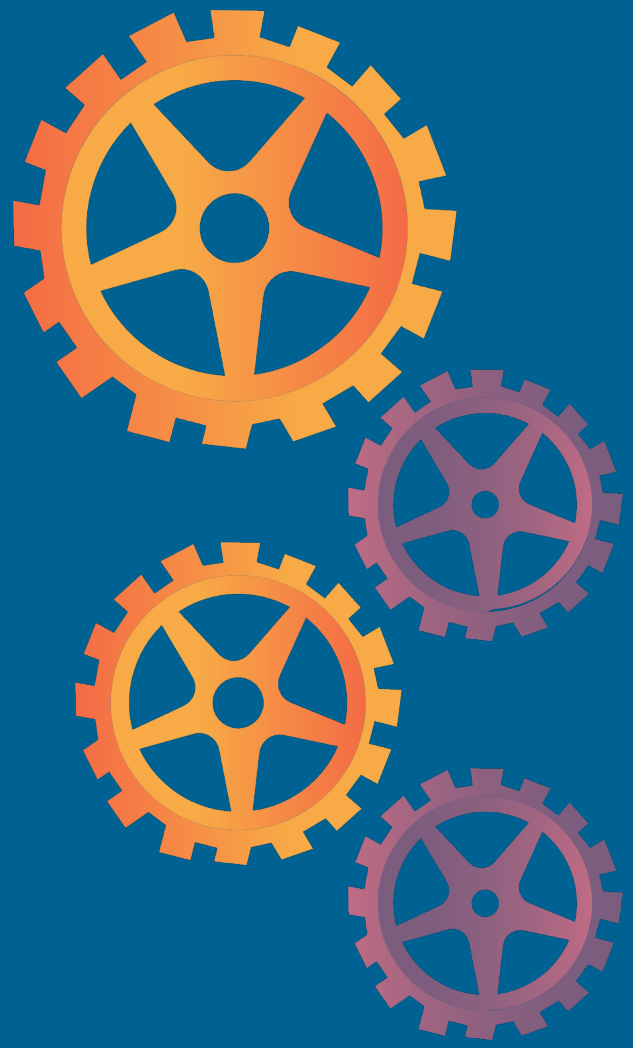


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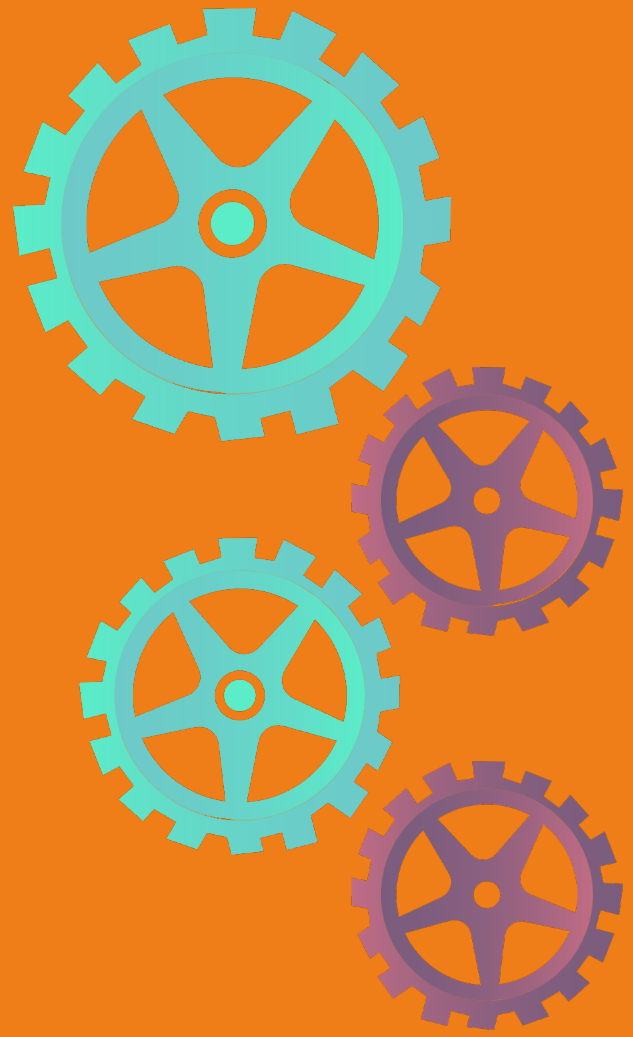


Communication styles (1)

Communication styles can be defined as modes of exchange between two or more persons that reflect individual dispositions, orientations and personal traits and attribute meaning to the ongoing relationship (Norton, 1974).

Style shapes the content of the message content of the message, provides indications as to how this content should be interpreted, taking on different nuances depending on the context, purposes needs and the type of relationship.

People tend to favour one way of expressing themselves and relating rather than another, which, depending on the circumstances, may be useful or dysfunctional.



Communication styles (2)

According to Norton (1974), communication style has 3 functions:

- it gives shape to the content and becomes an integral part of the latter, allowing a better grasp of the subject of the discourse;
- it constitutes a recurring communicative pattern, distinctive of a certain individual that creates expectations in the interlocutor without, however, constituting a rigid and invariant set of behaviours;
- it shapes the interaction by creating anticipations and expectations about the way a person communicates.



Norton's communication styles

1. Dominant: manifestation physical manifestation (the stronger a person is, the more dominant he/she tends to be) and non verbal and psychological correlates: body movements, eye contact, height and voice modulation and refers to assertiveness, positivity, competitiveness and self-confidence.
2. Dramatic: tendency towards exaggeration, the use of metaphors and stylistic means that aim to emphasise, underline or minimise the content of a speech.



Norton's communication styles (2)

3. Contentious: the contentious communicator is argumentative, hardly tolerates opinions other than his own, he wants to always wants to get to the bottom of discussions.
4. Animated: use of gestures and movements to emphasise the content of speech, easily conveys emotions using frequent and prolonged eye contact and facial expressions.
5. Impression leaving: a person who leaves an impression should manifest a visible or memorable style of communicating.



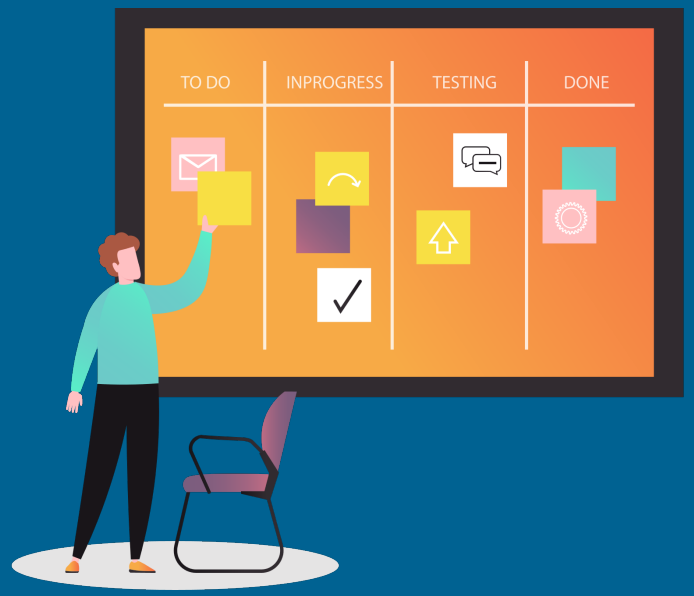
Norton's communication styles (3)

6. Relaxed: can signal multiple messages: calm, peace, serenity comfort and confidentiality, but also listlessness, inattention, apathy, carelessness. However, one can identify, beyond multiple manifestations, a distinctive and salient distinctive and salient trait in the relaxed way of communicating: the lack of tension in every signal sent, be it verbal or non-verbal.
7. Attentive: feedback (in general, the communicator of the attentive style makes sure that the other person knows that he or she is listening), empathy (the interlocutor has a positive reinforcement, feels encouraged and understood) and listening



Norton's communication styles (4)

8. Open: characteristics of expansiveness, affability, conviviality, directness, loquacity and frankness and is listener-oriented.
9. Friendly: tends to confirm and recognise positively the other, is listener-oriented and is a good taker of attraction and sociability.
10. Communicator Image: general assessment of the effectiveness of a person's communication style person, thus indicating the extent to which a person considers him/herself a good or bad communicator.

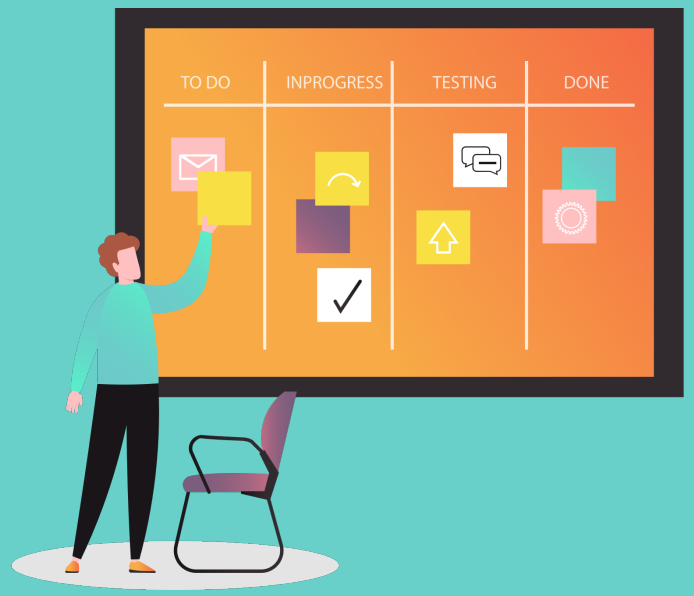


Communication styles as attitude

Communication styles have been proved to be related to personality traits or individual characteristics. For this reason, Sherman postulated 3 styles of communication based on individual attitude (Carrese. 2013):

1. Aggressive: the communicator is close minded, poor listener, has difficulty seeing the other person's point of view, interrupts, and monopolizes;
2. Passive: the communicator is indirect, always agrees, does not speak up, and hesitant;

Communication styles as attitude (2)



3. The communicator is an effective and active listener, states limits or expectations, states observations and does not label or judge, expresses him or herself directly, honestly, and addresses feelings and needs instantly, and checks on others' feelings.

It is important to note that each of these styles have some effects.

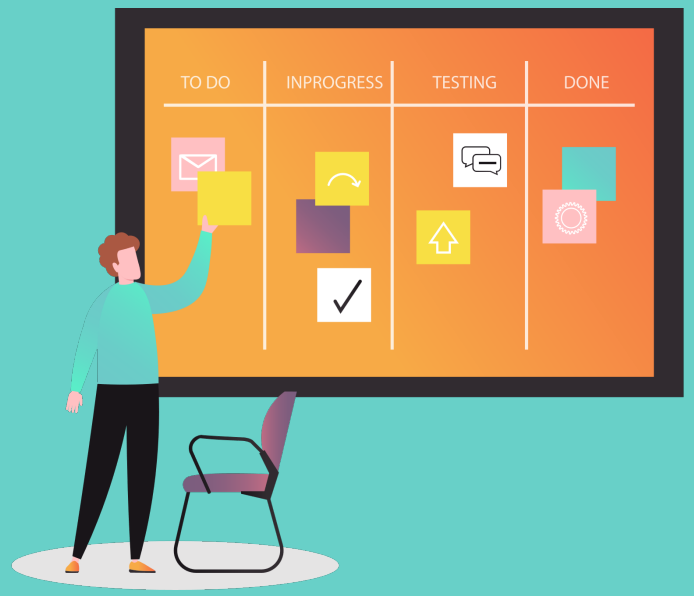
The aggressive communicator may challenge the other and get counter aggression. It will place the aggressive communicator in isolation, cause some ill-feelings of others and resentment. On the other hand, the passive communicator does not know where he or she stands and slowly loses his/her self-esteem.



Communication styles as attitude (3)

The effects of the assertive style are: increased self-esteem and self-confidence, communicator feels motivated and understood, will let others know his position. The behaviour of the communicator may reflect his/her communication style.

Good communication underpins long-term relationships successfully. Verbal communication is an imperative tool for people to get to know each other. To feel a connection of friendship or intimacy through communication is highly enjoyable in order to work out problems and misunderstandings



References

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