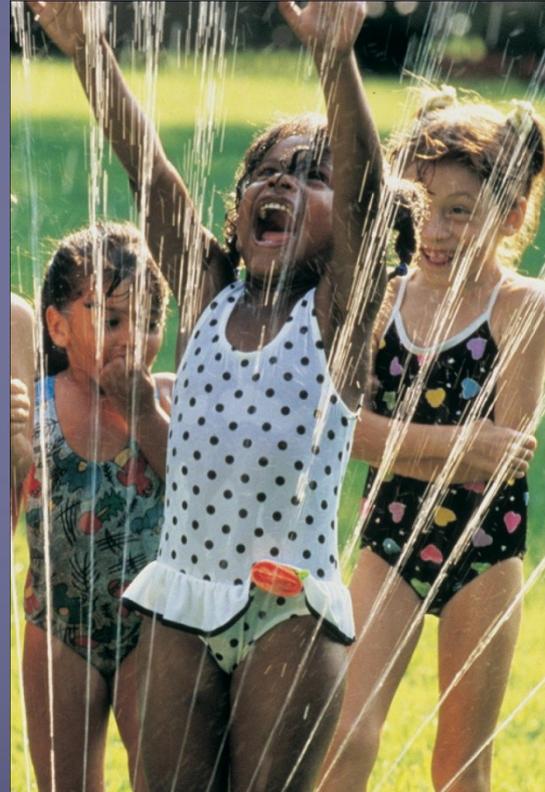


Chapter 9

Communication in Our Lives, 5th Edition
by Julia T. Wood

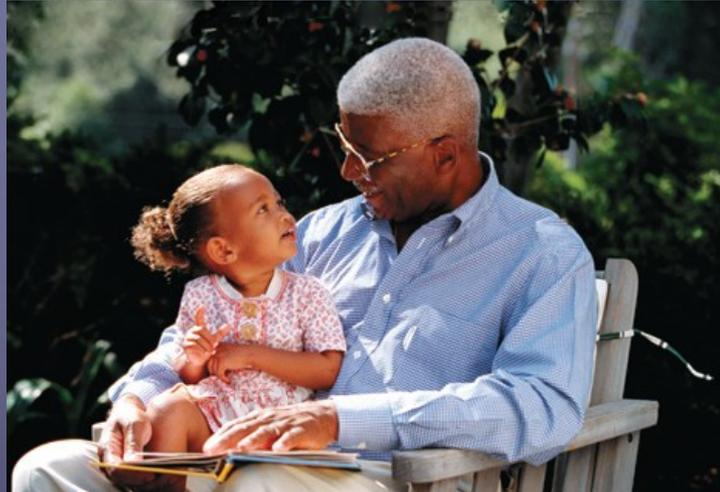
What is the Self?

- The self is a process of *internalizing* and *acting* from *social perspectives* that we learn in the process of communication.



What is the Self? (cont'd)

- The self arises in communication with others
 - Family Members
 - Peers
 - Society



Family Communication

Direct Definition -

▪ Communication that explicitly labels us and our behaviors

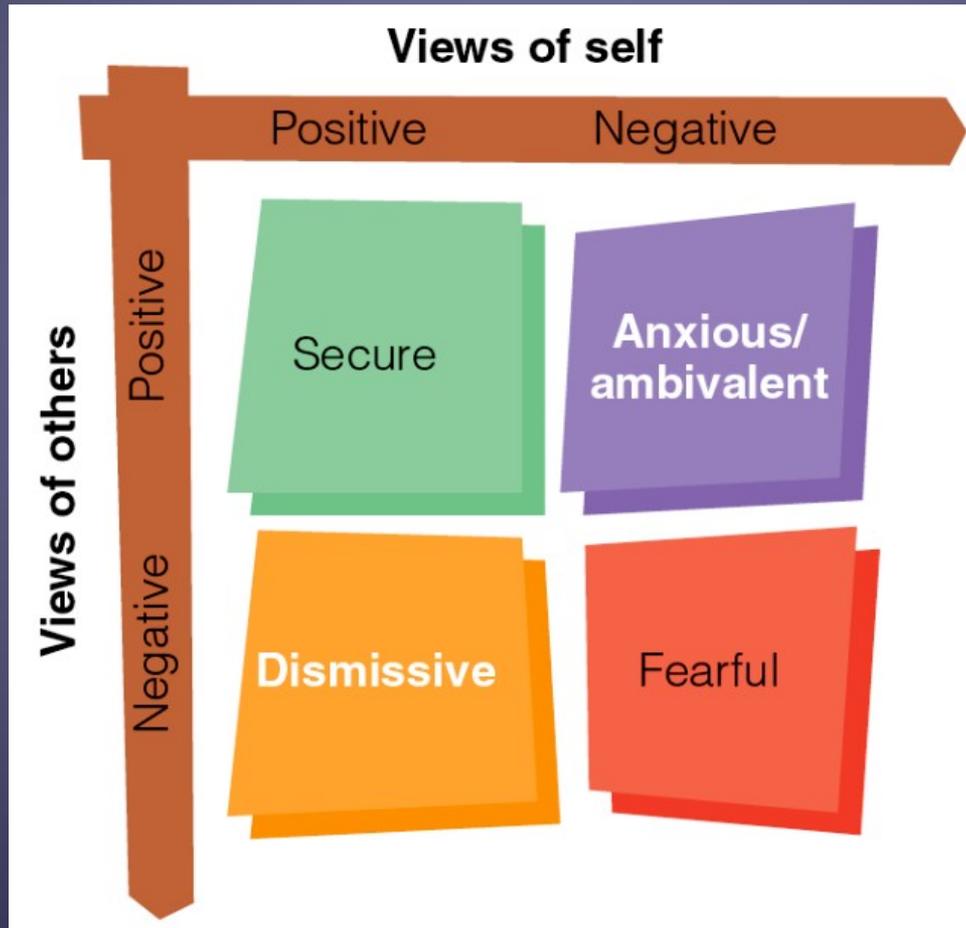
- For example, a parent might say
 - “You’re my little girl.”
 - “You’re so responsible.”
 - “You’re a troublemaker.”
 - “You’re impossible.”

Family Communication (cont'd)

Identity Scripts -

- Rules for how we are supposed to live and who we are supposed to be
 - Rules from your family may have included:
 - “We are responsible people.”
 - “Save your money for a rainy day.”
 - “Moderation in all things.”

Styles of Attachment



Peer Communication

Social Comparison -

▪ Comparing ourselves with others to form judgments of our own talents, attractiveness, abilities, leadership skills, and so forth

- To whom do you compare yourself when assessing your academic ability?



Societal Communication

- We interact with others and media and participate in institutions, we learn how society regards:
 - Sex
 - Race
 - Sexual orientation
 - Socioeconomic class

The Self-fulfilling Prophecy

- We act in ways that bring about expectations or judgments of ourselves

The Self is Multidimensional

- Physical self
- Cognitive self
- Emotional self
- Social self
- Moral self

The Self is a Process

- **The self develops over time**
 - ego boundaries

Particular Others

- **Viewpoints of specific people who are significant to us**

- mothers
- fathers
- siblings
- aunts / uncles



Reflected Appraisal



- We see ourselves in terms of the appraisals reflected in others' eyes
 - the “looking-glass self”

The Generalized Other

- The collection of rules, roles, and attitudes endorsed by the whole social community in which we live

The Generalized Other (cont'd)

- Four dimensions of personal identity emphasized by modern Western culture
 - race
 - gender
 - sexual orientation
 - socioeconomic class

Social Perspectives

- **Constructed**
- **Changeable**



Enhancing the Self

- Commit to improving yourself
- Gain knowledge
- Set realistic goals
- Self-disclose when appropriate
- Accept that you are in process
- Create a supportive context for change
 - self-sabotage

Uppers, Downers, and Vultures

- **Uppers**
 - People who communicate positively about us
- **Downers**
 - People who communicate negatively about us
- **Vultures**
 - An extreme form of downers – they also attack our self-concepts

Textbook WebLinks

- **3.1:**

- [A Brief Overview of Adult Attachment Theory and Research](#)

- **3.2: National Head Start Program**

- **3.3: India: 'Hidden Apartheid' of Discrimination Against Dalits**

- Human Rights Watch article, February 2007

Websites

- **Rosenberg Self-Esteem Scale (SES)**
- **The Mayo Clinic: Positive Thinking**
- **George Herbert Mead Biography**
- **The Pygmalion Effect**
- **Attachment Theory**
 - personalityresearch.org