

# Chapter 11

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

# Defining Groups

- Three or more people who interact over time, depend on one another, and follow shared rules of conduct to reach a common goal



# Defining Teams

- A special kind of group characterized by different and complementary resources of members and a strong sense of collective identity



# Potential Limitations of Groups

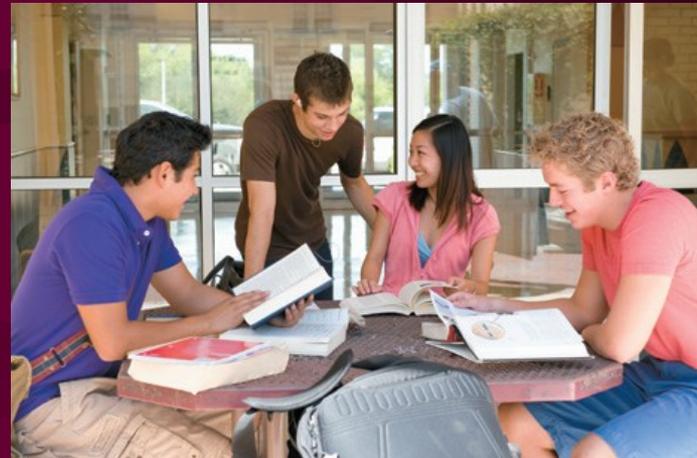
- Time
- Conformity Pressures
  - **majority have an opinion different than the minority**
  - **one member has greater power than other members**



**Have you ever experienced conformity pressures in a group?**

# Potential Strengths of Groups

- Greater resources
- Greater thoroughness
  - **Synergy**
- Greater creativity
- Greater commitment



# Features of Small Groups

- Cohesion
  - **Groupthink**
- Group size
- Power structure
  - **power over**
  - **power to**
  - **social climbing**

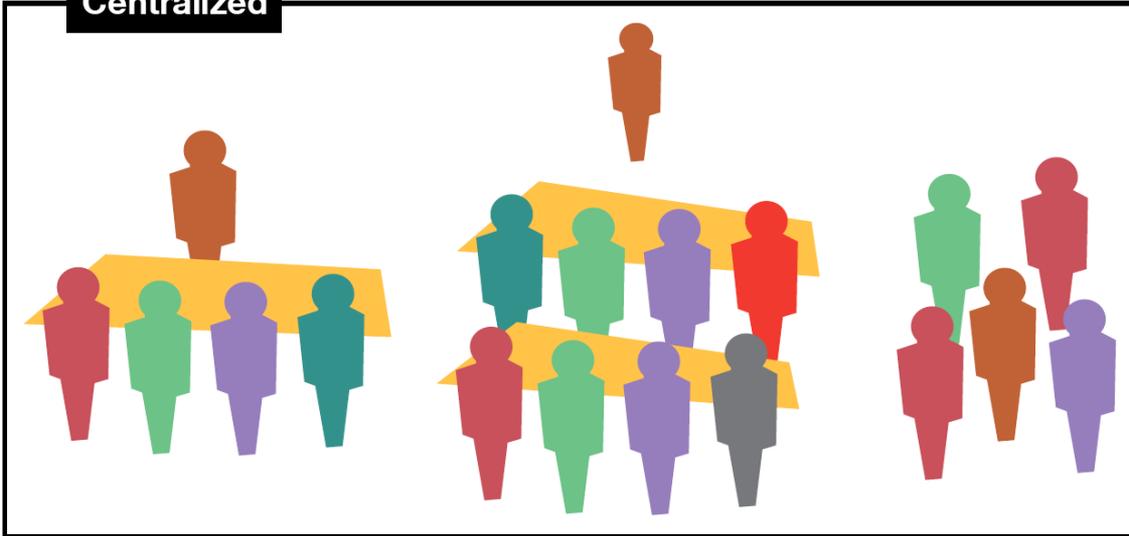


# Five Bases of Power

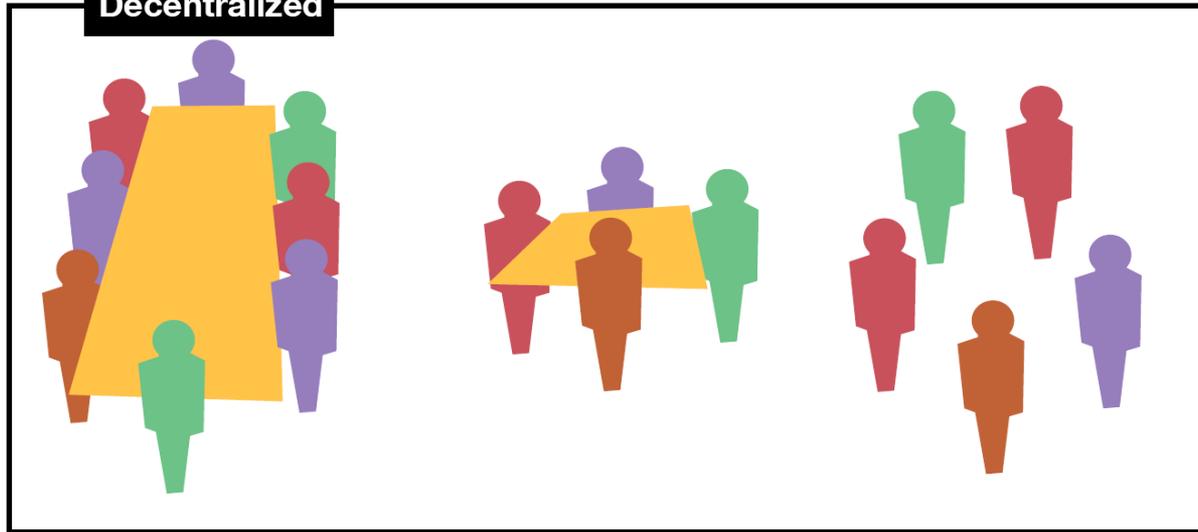
- Reward
- Coercive
- Legitimate
- Expert
- Referent

# Interaction Patterns

Centralized



Decentralized



# Group Norms

- Standardized guidelines that regulate how members act and how they interact with each other

# Forms of Group Communication

- Task communication
- Procedural communication
- Climate communication
- Egocentric communication

# Forms of Group Communication

**Table 9.1**

**Types of Communication in Groups**

## **Task Communication**

- Initiates ideas
- Seeks information
- Gives information
- Elaborates ideas
- Evaluates and offers critical analysis

## **Procedural Communication**

- Establishes agenda
- Provides orientation
- Curbs digressions
- Guides participation
- Coordinates ideas
- Summarizes others' contributions
- Records group progress

## **Climate Communication**

- Establishes and maintains healthy climate
- Energizes group process
- Harmonizes ideas
- Recognizes others
- Reconciles conflicts
- Builds enthusiasm for group

## **Egocentric Communication**

- Aggresses toward others
- Blocks ideas
- Seeks personal recognition (brags)
- Dominates interaction
- Pleads for special interests
- Confesses, self-discloses, and seeks personal help unrelated to the group's focus
- Disrupts tasks
- Devalues others
- Trivializes group and its work

# Leadership communication

- Leadership is a set of communication functions that assists groups in accomplishing tasks efficiently and well while maintaining a good climate.

# Leadership communication

- Laissez-Faire Leadership
- Authoritarian Leadership
- Democratic Leadership



# Textbook WebLinks

- 9.1: [Groupthink](#)
  - This Oregon State Univ. site describes groupthink, its consequences, and how it can be prevented
- 9.2:

# Websites

- [NCA Group Communication Division](#)
- [Credo for Ethical Communication](#)
  - Adopted by the National Communication Assoc.
- [Rules for Virtual Groups](#)
  - Proceedings of the 38th Hawaii International Conference on System Sciences – 2005