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COM107 Intro to Communication

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Lesson 10 Chapter 12 Experience Communication Case Study

1. How does the concept of constitutive rules, which we first discussed in Chapter 4, help explain the misunderstanding between Ed and his manager?
 - a. Constitutive rules help explain the misunderstanding between Ed and his manager. Showing up to the company banquet is a constitutive rule for the company. By showing up, it shows that the employee is supportive and committed to the company. Because Ed did not know this rule beforehand, him not showing up to the banquet made it seem as if he did not care about his company. The manager has to also recognize there was some miscommunications there because had Ed known this event was a big deal, he might not have gone to his daughter's performance. This misunderstanding has repercussions and ultimately leads to untrustworthiness and lack of loyalty.

2. How might Ed use the informal network in his organization to learn the normative practices of the company and the meanings they have to others in the company?
 - a. Ed might use the informal network in his organization to learn the normative practices of the company and its meanings by having meaningful conversations with his colleagues about the company and what they want out of each

employee. Ed could create an organizational culture at his workplace so that all of the employees are on the same page as to what the company is asking from them. It could be useful to also get to know some of your colleagues so they could testify on your behalf and provide you with support when it comes to your manager and boss.

3. How do the ambiguity and abstraction inherent in language explain the misunderstanding between Ed and his manager?
 - a. Ambiguity and abstraction inherent in language explains the misunderstanding between Ed and his manager because of the word “banquet”. When Ed received an invitation to the banquet, he assumed it was a get together where they all can relax, talk amongst one another outside a formal setting, and grow relationships with their peers. However, for Ed’s manager and other employees, they know that the banquet is actually a performance evaluation night. There wouldn’t be much misunderstandings if the company was more concrete about the “banquet” and call it what it is, a “performance evaluation night”.

4. How would you suggest the Ed repair the damage done by his absence from the company banquet? What might he say to his manager? How could he use I-language, indexing, and dual perspective to guide his communication?
 - a. I believe the best solution to repair the damage done between Ed and his manager is to completely own up to his mistake. He should apologize to his boss for missing the banquet. Then, he should also add he had a misunderstanding as to what the banquet was about. Ed should not put the blame on his daughter or

his company. He should say, "I apologize for my misunderstanding of the importance of this company banquet. Had I known the severity, I would have told my daughter I had to work late that night. Please do not think that this is me showing I am not committed. Would you please allow me to prove to you that I am committed and worthy of your trust."

5. Do you think the banquet is a ritual? Why or why not?

- a. I believe the banquet is a ritual that happens annually. The banquet is a social ritual. It is considered a ritual because the event is known as a personnel evaluation. The company reviews their people and determines what kind of employees they have. If you have been around the company for a while you'll know this as a huge event and should be considered as such.