### **THE LAWS OF COMMUNICATION**



### **INTRODUCTION**

•The laws of communication are stable relationships and interrelations between the participants of a communicative situation, repeated in different communicative situations.



## INTRODUCTION

- •The laws of communication (communicative laws) describe what happens between interlocutors in the process of communication.
- •Communicative laws are implemented in communication regardless of who is talking about what, for what purpose and in what situation.

## **1. The law of mirror reflection**



- The interlocutors unconsciously imitate each other's style. For example, if a person begins to speak in a whisper, then his partner also goes to a whisper.
- This law can be used to neutralize conflict situations.



# 2. The law of dependence of the result of communication on the volume of communicative efforts

- •The more effort the speaker expends, the more effective their communication is.
- •Short requests and orders are executed with less desire, because they are perceived as impolite and aggressive.

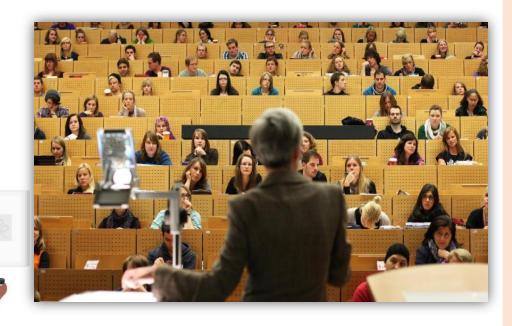


### 3. The Law of increasing impatience of listeners

- •The longer the speaker speaks, the more inattentive and impatient the listeners show.
- •Effective communication lasts 10 minutes.



# 4. The law of falling intelligence of the audience with an increase in its size



- •The more people listen to you, the lower the average intelligence of the audience.
- In a crowd, a person becomes less critical, more trusting, more emotional, less logical, and more easily influenced by the environment.

### 5. The law of communication rhythm







- •The ratio of speaking and silence in the speech of each person is a constant value.
- •This means that each person needs a certain time to speak and a certain time to be silent.



## 6. The law of speech self-action

- The verbal expression of an idea or emotion forms this idea or emotion in the speaker.
- If a person explains something to the other person in their own words, they themselves better understand the essence of what is being told.



# 7. The Law of rejection of public criticism



- A person rejects public criticism.
- Any person has a high internal self-esteem. We all consider ourselves very smart, knowledgeable and doing the right thing. Therefore, any criticism in the process of communication is perceived by us as a doubt in our competence and ability to make independent decisions.

### 7. The law rejection of public criticism

# •When criticism is made in the presence of other people, it is rejected almost 100% of the time.



#### 8. The law of attraction of criticism

- The more you stand out from others, the more you are maligned and the more people criticize your actions.
- A. Schopenhauer wrote: "The higher you rise above the crowd, the more attention you attract, the more you will be maligned."

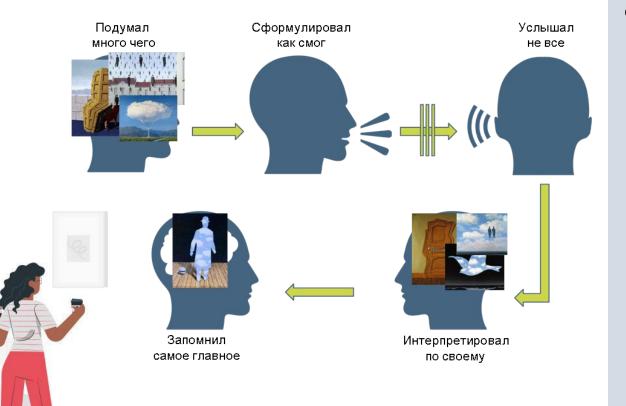


# 8. The law of attraction of criticism

But don't be too afraid of criticism.
If you succeed, the taunts [tɔːnt] (насмешки) will turn into congratulations (поздравления).



# 9. The law of information distortion during transmission («the act damaged phone»)



•The more people transmit this or that information, the more likely it is to be distorted.

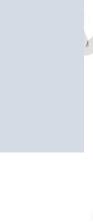
## **10.** Law detailed discussion of the details

 People are more willing to focus on discussing minor questions, and are willing to spend more time on this than on discussing important questions.



#### 10. Law detailed discussion of the details (example /illustration)

•American sociologist and author S. Parkinson cites the example of the act: a discussion of the allocation of multi-million dollar loan for the construction of a nuclear reactor is the control of the company two minutes, and discussion on the issue of approval of the sum of 35 shillings a month for coffee, for meetings of a Committee - an hour and a quarter.



### **11. The law of emotional absorption of logic**



- In a person in an emotional state, logic is disabled.
- You can't convince a man like that.
- You need to calm him down, show consent, and thus reduce his level of arousal.
- Only then can we discuss the situation with them.

### **12.**The Law of trust in simple words



•The simpler your thoughts and words, the better you are understood and believed.



### 13. The law of speech absorption of emotion

•When the speaker talks about an emotion, it disappears (compare: *cry for someone's life*).



# 14. The law of primary rejection of a new idea

- A new, unusual idea is rejected at the first moment.
- Conclusion: no idea can be rejected immediately - there may be a rational grain in it.
- As the Chinese proverb says,
   "a barber soaps before shaving."





### 15. The law of communicative remarks

If someone starts screaming at us, we always want to tell them: «Stop shouting!».
If he started to speak softly, we want to say:
Speak up!



### 15. The law of communicative remarks

- •If he begins to command, to order, we say:
- •- Why do you command here?
- Ashamed of the man we're talking about:
- •- Go ahead, don't be shy!
- Bouncer ['baʊnsə]: "What are you bragging about?"



#### 16. Law of accelerated dissemination of negative information

### •«Bad news doesn't lie still».

- •Negative information spreads faster than positive information.
- •People pay more attention to negative facts, and positive factors are taken as the norm.



### 17. The law of emotional contagion

- Individuals with the same emotional state tend to unite.
- •Compare: friends in misfortune.



### CONCLUSION

- •Communication of people is carried out according to certain laws.
- •The success of communication depends on knowledge of the laws and patterns of this process.

