

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."

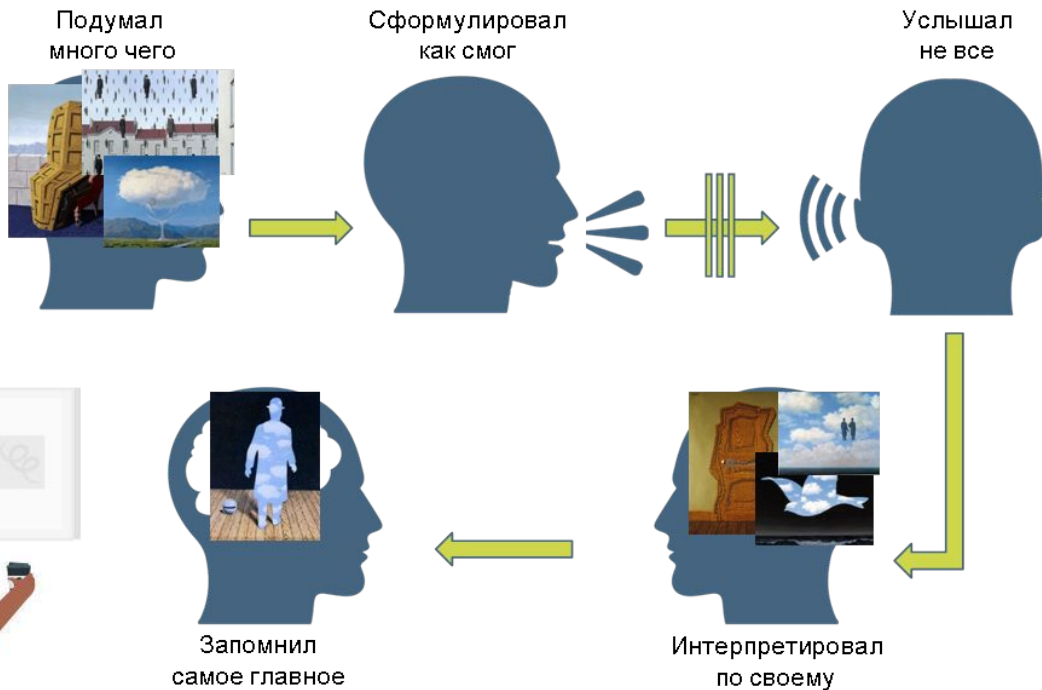


8. The law of attraction of criticism

- But don't be too afraid of criticism.
- If you succeed, the taunts [tə:nt] (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

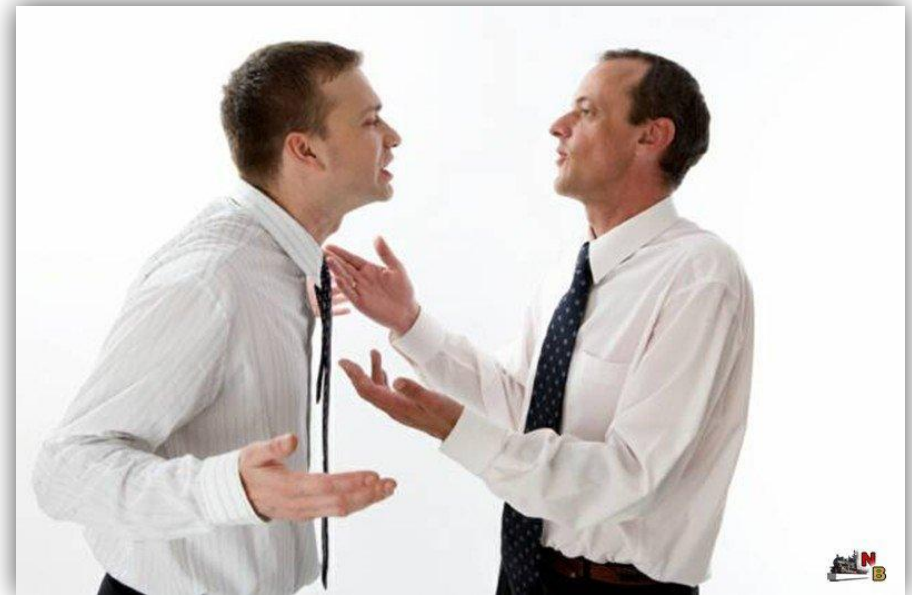


- The simpler your thoughts and words, the better you are understood and believed.



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.

