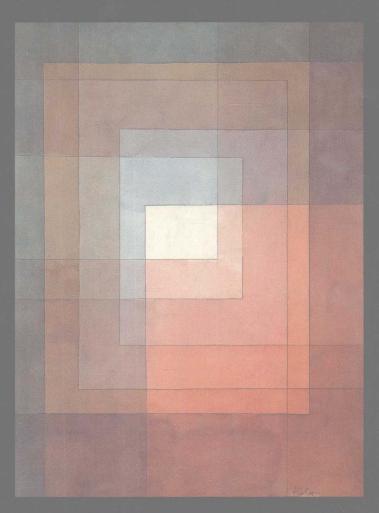
INTERPERSONAL COMMUNICATION

A Goals-Based Approach

SECOND EDITION



Daniel J. Canary Michael J. Cody Valerie L. Manusov

INTERPERSONAL

COMMUNICATION

A GOALS-BASED APPROACH

SECOND EDITION

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PREFACE

Up to now, many interpersonal communication texts have taken either a skills-based or a theory-based approach to introduce students to the field. We find both to be wanting — the first because it doesn't expose students to the academic study of human relationships, and the second because it doesn't offer students a good reason to think about interpersonal communication outside of the classroom. We believe that a goals-based approach offers a better alternative. It combines the practicality of the skills-based approach with the intellectual rigor of the theory-based approach. It encourages students to explore how communication affects human relationships and how it helps people to achieve their personal goals.

As with the first edition of *Interpersonal Communication*, we cast the theory, research, and principles regarding interpersonal communication within three general types of goals that social actors pursue:

- Self-presentation goals: how people use communication to present an image of themselves.
- 2. *Relational goals:* how communication is tied to the escalation, maintenance, de-escalation, and possible termination of relationships.
- Instrumental goals: how people use communication to obtain personal favors or resources.

In our opinion, few things can be as important to students as learning how communication helps or hurts them in achieving important as well as mundane life objectives.

For the second edition, Dr. Valerie Manusov of the University of Washington has joined the team as a co-author. Her insights and writing abilities have added a new perspective and expertise. The three of us divided the workload, provided critical comments on each other's material, and worked hard to fuse our voices into an informative, accessible style.

In the second edition, we have added two new chapters — Chapter 2, Perception and Listening Processes, and Chapter 12, Gaining Compliance. In hopes of simplifying the text's readability, we present the material related to perception and communication in one unified chapter; in the first edition, this material had punctuated many sections of the text. Given the interest in how communication functions strategically, we now offer a chapter that synthesizes material about how people seek to influence others, emphasizing tactical variations of different approaches.

In addition to these new chapters, we have revised each chapter and updated the literature, included material salient to cultural variation, and provided examples of

friendship and kinship relationships, in addition to material on courtship and marriage. This new material provides a more diverse and comprehensive understanding of interpersonal communication and personal goals. Moreover, the chapters on verbal and nonverbal communication have been completely revised to accommodate suggestions made by reviewers, colleagues, and our own students. These revised chapters now better reflect the various theories that explain language and nonverbal systems.

Specialized terms — key terms — are boldfaced the first time they appear in each chapter. A list of these terms at the end of each chapter also lists the page number where the term is first defined. These key terms are also boldfaced in the Subject Index.

OVERVIEW OF THE BOOK

The purpose of this text is to present the research on interpersonal communication so that students can see the relevance of communication to achieving personal goals. This does not mean that we adopt a skills-based approach or that we want students to manipulate others. It simply means that we believe that human behavior, especially interpersonal communication behavior, is best understood when framed within a goals-based approach that goes beyond the mere acquisition of skills.

The organization of the book is based on the literature associated with self-presentation, relational, and instrumental goals. We hope that by organizing the book in this way, students will not only learn how interpersonal communication is used to achieve important personal goals, but they will also appreciate how it directly affects their lives.

Part I presents the fundamentals of interpersonal communication. Chapter 1 offers a definition of interpersonal communication and reviews the basic tools used to exchange messages — verbal and nonverbal communication. The chapter looks at the importance, types, and nature of interpersonal goals and how we define interpersonal communication. Chapter 2 examines the role of perception in shaping interpersonal communication and different styles of listening. The different ways in which people exchange verbal messages and the different properties of verbal messages are then presented in Chapter 3. Chapter 4 examines how people exchange messages nonverbally.

Part II addresses self-presentation goals. Chapter 5 reviews what is meant by self-presentation and focuses on direct and indirect ways in which people present themselves, including intimidation, supplication, and ingratiation, among other strategies. But what happens when our desired self-presentation is threatened? Self-disclosure is the topic of Chapter 6, which examines the benefits and risks of self-disclosure, social penetration theory, and dimensions of self-disclosure and reviews the causes and consequences of self-disclosure. Chapter 7 concerns how we defend our public images

when they are questioned. It examines how we restore our definitions of self in offering accounts.

Part III focuses on relational goals. Chapter 8 examines escalating relationships: why we are attracted to certain people, how we make ourselves more attractive through interaction, and how communication is linked to relationship development. Chapter 9 discusses relational maintenance — why and how we maintain our personal relationships and the specific strategies we use. Chapter 10 considers relational decay and termination, exploring the reasons for breakups, the ways in which people separate, and the emotional consequences of relational termination.

Part IV covers instrumental goals. Chapter 11 addresses basic principles underlying how we influence others and rules of compliance. Chapter 12 examines the research on compliance-gaining — and compliance-resisting — strategies and tactics. The chapter also looks at many real-life examples of how to get others to comply with requests for favors and resources. What happens when the goals of two people are incompatible? Chapter 13 concerns conflict: how conflict emerges, strategies for managing conflict interactions, and the effects of conflict. Readers learn that conflict is a common communication event and that how people manage conflict affects their perceptions of the conflict episode as well as the relationship.

Part V discusses factors related to achieving personal competence. We acknowledge that people vary in their orientations and predispositions to achieve goals. Chapter 14 reviews research relevant to individual difference factors that affect our interactions with others. It points out that interpersonal communication is related to gender and the personality factors of attachment, self-monitoring, locus of control, loneliness, communication apprehension, argumentativeness, cognitive complexity, and attachment styles. Chapter 15 closes with a discussion of communication competence — what it means to be an effective and appropriate communicator.

ACKNOWLEDGMENTS

Numerous people deserve our thanks. Many people invested considerable time and energy to making this second edition a success. First, Sandi Lakey, Bonnie Farley-Lucas, Susan Messman, and Lisa Wallace all did an excellent job in revising the instructor's manual. Next, several reviewers provided critical and helpful comments for the second edition. These people are Peter Andersen, San Diego State University; Robert Brady, University of Arkansas; Rebecca Cline, University of Florida; and Steve McCornack, Michigan State University.

The editors at Bedford/St. Martin's provided much needed support, encouragement, and advice in making the second edition a reality. Patricia Rossi, Brian McGrath, Emily Berleth, and Joanne Tinsley worked to expand and develop the project from the first edition. Thanks to Nancy Benjamin at Books By Design and copyeditor Margaret Hill for their assistance.

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We wish to thank friends and family members who provided much needed comfort and encouragement. Susan Messman, Sandi Lakey, Chuck McSween, and many other friends all deserve our sincere gratitude for being there when it mattered.

Finally, to those students and teachers who have used the first edition: thank you. Your commendations and recommendations were most important to us. We certainly hope that you find the second edition both enjoyable and informative, and we welcome your continued responses.

Daniel J. Canary Michael J. Cody Valerie L. Manusov

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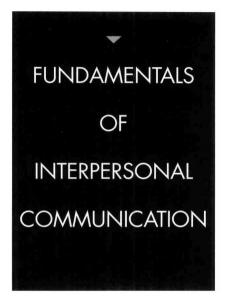
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P A R T I



Part I of this book for understanding

presents our approach interpersonal com-

munication and discusses essential concepts. In Chapter 1, we discuss the goals-based approach, what constitutes interpersonal goals, and our definition of interpersonal communication. In Chapter 2, we emphasize how people's perceptions affect their understanding of interpersonal communication. We also discuss listening processes and how important they are to interpersonal communication. Chapters 3 and 4 elaborate on the nature of verbal and nonverbal communication, respectively. In Chapter 3, we discuss the features of language, stressing how people must cooperate in order to carry on a conversation. In Chapter 4, we stress the functions of nonverbal messages, showing how nonverbal behaviors help express emotions, form impressions of ourselves, deceive others, and develop relationships.

CHAPTER 1

THE IMPORTANCE

OF INTERPERSONAL

COMMUNICATION

IN ACHIEVING

PERSONAL GOALS

