ORAL COMMUNICATION · STUDY GUIDE

Exam 2 Study Guide

This guide covers chapters 3 and 4. First you will see why words do not hold meaning, how to choose the right rung of abstraction, and how the body's eight channels add to, or fight, what you say. Then you will turn inward: where a self-concept comes from, how perception builds people out of fragments, how much to disclose, and what actually reduces speaking anxiety. Read the "what to know" paragraphs, copy the tables by hand, try each worked case with the steps covered, and finish each chapter with its ten self-test items. The cram sheet at the end puts every term in one place.

WHAT THIS GUIDE COVERS

- Chapter 3 · the triangle of meaning, bypassing, denotation and connotation, the abstraction ladder, allness, static evaluation, polarization, euphemism, indexing and dating, I-language, hedges, eight nonverbal channels, six functions, mixed messages, the 7 38 55 myth, immediacy, display rules, camera delivery and a four-pass rehearsal.
- Chapter 4 · self-concept, self-esteem and self-efficacy, Bandura's four sources, reflected appraisal and social comparison, the self-fulfilling prophecy, the three stages of perception, attribution errors, perception checking, Goffman's front and back stage, face, the Johari Window, the four disclosure tests, McCroskey's four types of apprehension, the illusion of transparency, cognitive restructuring and the practice ladder.

CHAPTER 3

Verbal and Nonverbal Communication

Read it in full: **Chapter 3 in the textbook**. Practice it in the lab: **The Meaning Gap Lab** and **The Sentence Repair Bench**.

What to know

Words are **arbitrary symbols**: nothing about the sound "dog" is dog-like, and the link between word and thing is learned and revocable. Ogden and Richards' **triangle of meaning** (1923) puts the symbol (the word), the reference (the thought in a mind) and the referent (the thing in the

world) at three corners. The base between symbol and referent is broken, because a word reaches a thing only by passing through someone's mind. So **meanings are in people, not in words**. Choose the word most likely to land as you intend, then check.

Bypassing is the named trap: two people use the same word for different things, or different words for the same thing, and neither notices. "As soon as you can" meant before lunch to one person and Thursday to another. The repair trades the vague word for a number or time. **Denotation** is the dictionary meaning; **connotation** is the temperature: thrifty and cheap denote similar behavior and land nowhere near each other. Listeners rarely object to connotation out loud; they just cool off. Sometimes the hot word is the honest one, so ask whether the heat carries information.

Hayakawa's **abstraction ladder** runs from a specific, observable thing at the bottom to a word like quality or wellness at the top. Neither end is better. High rungs name a value, state a thesis or cover ground fast; low rungs prove, instruct and make an audience see. A speech that only climbs down is a report; one that only climbs up is a slogan. You need the round trip: down from your claim to evidence a stranger could have witnessed, and up from the details to the sentence that says what they add up to.

Four traps have names. **Allness** speaks as if one statement covers everything (always, never, everybody). **Static evaluation** freezes a person as if a trait had no dates. **Polarization** collapses a range into two poles. Bypassing is the fourth. **Euphemism** and doublespeak hide what happened or who decided. Two repairs from general semantics fix most of it: **indexing** (this case, not the category) and **dating** (this time, not forever). Search drafts for always, never, everyone, no one, "is a" and "just." Speaking for the ear also means short units, concrete nouns, live verbs and no term the listener must decode while you keep talking.

I-language has three parts: the behavior you observed, its effect, and what you want. "I feel that you are lazy" is you-language in a costume; if the word after feel is that, an accusation is coming. Research on courtroom testimony in the 1970s described hedges, disclaimers, tag questions and fillers as **powerless speech** that lowers credibility. That holds in broad outline for evaluative settings, but later work found tentative language can raise warmth in collaborative settings and the

penalty is applied unevenly. Strip hedges from core claims and safety statements; keep them where uncertainty is real.

Nonverbal communication is **eight channels**: kinesics (gesture, posture), oculesics (eyes), vocalics or paralanguage (everything in the voice but the words), haptics (touch), proxemics (space), chronemics (time), artifacts and appearance, and environment. Chronemics, artifacts and environment are settled before you say good morning. Ekman and Friesen sort body behavior into emblems (direct verbal translation, culture-specific), illustrators, affect displays, regulators (turn-taking) and adaptors (self-soothing, read as nerves). Universal facial expressions are now seriously disputed (Barrett's 2019 review). People detect lies at about **54 percent**, barely above chance; gaze aversion tracks anxiety, not lying.

The voice is the most trainable channel. Conversation runs around 150 words per minute; anxious speakers hit 190 and cannot hear it. The fix is a specific place to pause, landing claims flat or falling, setting volume for the back row and dropping for intensity, and slowing only key terms. Hall's zones are intimate (touching to about 18 inches), personal (18 inches to 4 feet), social (4 to 12 feet) and public (12 feet and beyond), from mid-century U.S. adults, so treat them as a rough map. In clinical work, announce and ask before touch. Running over time is a status statement.

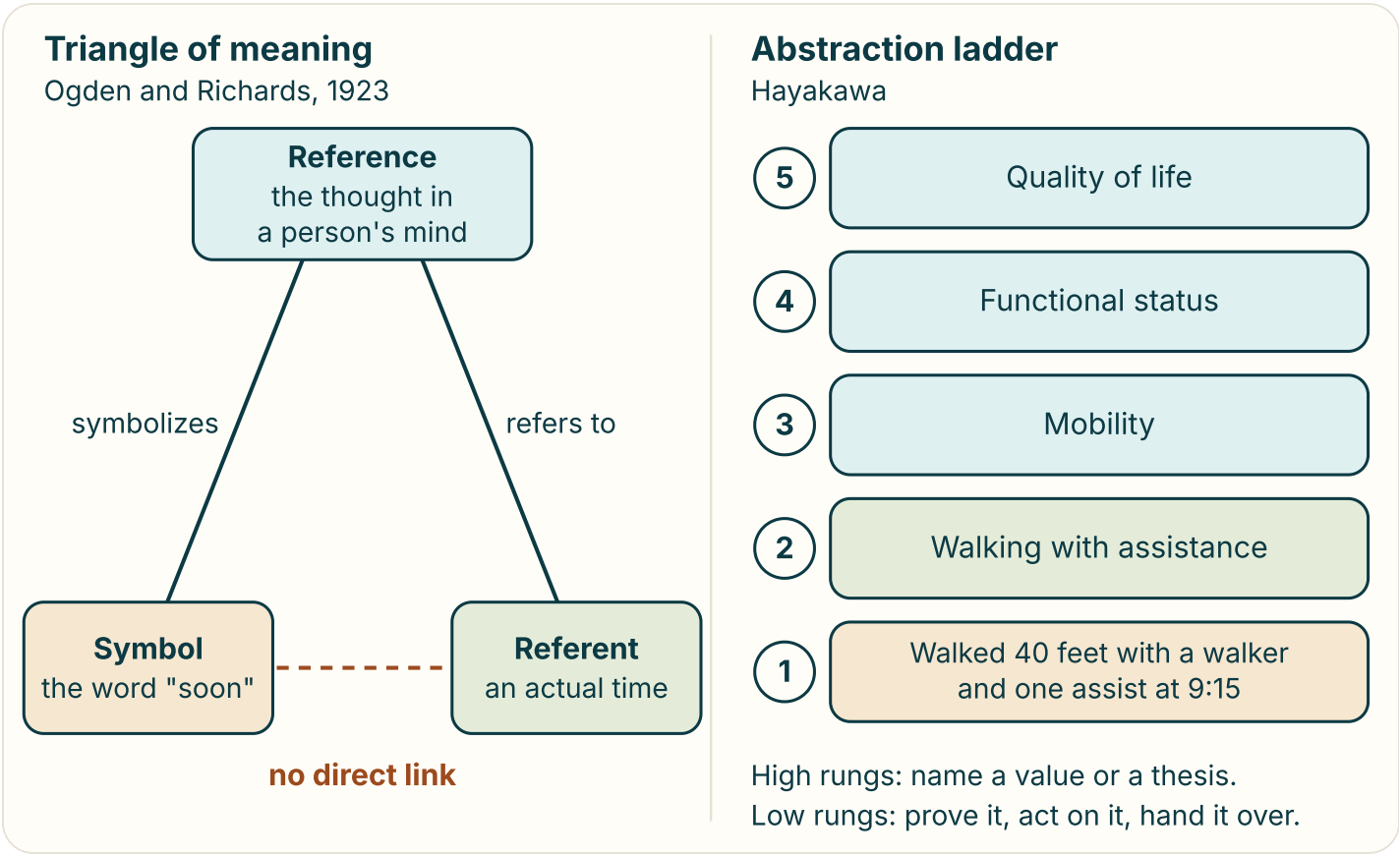
Nonverbal behavior does **six jobs** to words: repeating, substituting, complementing, accenting, regulating and contradicting. A **mixed message** is one where the codes disagree, and listeners believe the body, because words are the code people fake. The **7, 38, 55** figure comes from two small 1967 Mehrabian studies of liking, with a single word against tone and tone against a photographed face. What is supported: when cues conflict about emotion or attitude, listeners lean on the nonverbal. **Immediacy** (names, we and us, leaning in, eye contact, open gestures, vocal variety) is linked to rated teacher effectiveness; its link to measured learning is thinner.

Adapt by behavior, not category. Hall's high-context and low-context lens is useful but much less tested than it is popular. **Display rules** govern which emotions may be shown, so a stoic patient may be in real pain. Gender differences in decoding exist on average but are modest. Code-switching is a real skill with an unequal cost. On camera, sit at eye level, frame from mid-chest up, light from the front, look at the lens for your key sentence, over-signal structure and name the next speaker. Rehearse in four passes: words aloud, voice recorded, body on muted video, a full

run to one listener who reports the sentence they remember and where they got lost. Fix one channel at a time.

LOCK THESE IN

- Words are arbitrary; meaning is in people. The triangle's base is broken.
- Bypassing: same word, different meanings, nobody notices. Replace vague words with numbers or times.
- Use both ends of the abstraction ladder on purpose: down for evidence, up for the point.
- Allness, static evaluation, polarization: repair with indexing and dating.
- I-language = behavior + effect + request. "I feel that you..." is an accusation.
- Eight channels; six functions. When the codes conflict, the audience believes the body.
- 7, 38, 55 is a misreading of two narrow 1967 studies of liking. Lie detection runs about 54 percent.
- Rehearse one channel at a time; aim for congruence, not polish.



Meaning lives in people, and you choose the rung. A word touches a thing only through someone's mind, which is why "soon" can mean noon to one person and end of shift to another. Climb down the ladder for evidence and up for your point.

Key terms and comparisons

Term	What it means	Repair or use
Bypassing	Same word, different meanings (or the reverse), unnoticed	Trade the vague word for a number or time
Denotation / connotation	Dictionary meaning / emotional temperature	Ask if the heat carries information
Allness	Speaking as if one statement covers all cases	Indexing; qualify the scope
Static evaluation	A person frozen into a permanent trait	Dating: "in his first month"
Polarization	A range collapsed to two poles	Name the middle
Euphemism / doublespeak	Softened term; sentence that hides who decided	Name the event and the actor
I-language	Behavior, effect, request	Replaces accusing you-language
Hedge	"Sort of," "maybe," disclaimers, tags	Cut from core and safety claims
Mixed message	Verbal and nonverbal disagree	Listeners trust the nonverbal; build congruence
Immediacy	Behaviors that shrink psychological distance	Names, we and us, lean in, open gestures

Eight nonverbal channels

Channel	Covers	In a speech
Kinesics	Gesture, posture, body movement	Gesture at rib height; hands return to rest
Oculesics	Gaze, eye behavior	Sweep in sentences; 3 to 5 seconds per person
Vocalics	Pitch, rate, volume, quality, articulation, pause	Pause where you want thought
Haptics	Touch	Ask before you touch
Proxemics	Space and distance	Move on transitions, plant on points
Chronemics	Time, punctuality, turn length	Start on time; finish early
Artifacts	Clothing, badge, objects	One notch above the audience
Environment	Room, seating, lighting	Arrive early enough to change one thing

Six functions of nonverbal behavior

Function	What it does	Example	Failure mode
Repeating	Restates the words in another channel	Pointing left while saying left	Pointing the wrong way
Substituting	Replaces words	A shrug for "no idea"	An emblem read differently
Complementing	Adds nuance	"I'm fine" said warmly with a laugh	Flat delivery drains it
Accenting	Marks the most important part	Pause, then slow on the number	Accenting everything
Regulating	Manages turn-taking	Inhale and lean to claim a turn	Talking over a yield cue
Contradicting	Says the opposite	"No problem" through a tight jaw	Listener stops trusting the words

Worked cases

WORKED CASE 1 · REPAIR A CASE OF BYPASSING

A shift lead, Rafael, tells a new hire, "Restock the cooler when it gets low." The hire waits until two shelves are empty. Rafael meant whenever any single item drops below three. Diagnose and repair.

STEP 1 · FIND THE SHARED WORD

"Low" carried two meanings. Neither person lied or was careless. That is **bypassing**.

STEP 2 · PLACE IT ON THE TRIANGLE

The symbol "low" reached two different references in two minds. The base of the triangle, word to thing, has no direct link.

STEP 3 · TRADE THE WORD FOR A NUMBER

"Restock any item that has fewer than three left. Check at the top of every hour."

STEP 4 · VERIFY

Ask for teach-back: "So when do you restock?" The answer should contain the number three.

WORKED CASE 2 · CLIMB THE ABSTRACTION LADDER BOTH WAYS

A student, Leila, drafts a thesis: "Our campus has a wellness problem." Turn it into something a stranger could witness, then back into a usable claim.

STEP 1 · RATE THE RUNG

"Wellness" sits at the top rung. Listeners can nod at it and change nothing.

STEP 2 · CLIMB DOWN

Wellness, then sleep, then short sleep before exams, then "In our survey of one residence floor, 19 of 30 students reported under five hours of sleep the night before their last exam."

STEP 3 · CLIMB BACK UP

From the details, find the sentence they add up to: "Exam-week sleep loss on this campus is common enough to change how we schedule review sessions."

STEP 4 · CHECK THE ROUND TRIP

The claim sits at rung 3; the evidence at rung 1. A report alone stays low; a slogan stays high.

WORKED CASE 3 · INDEX, DATE AND CONVERT TO I-LANGUAGE

A group member writes: "You never pull your weight. Jordan is just a slacker." Repair the language without dropping the real complaint.

STEP 1 · NAME THE TRAPS

"Never" is allness. "Is just a slacker" is static evaluation. The whole thing is you-language.

STEP 2 · DATE AND INDEX

"This week Jordan missed Tuesday's call and the Thursday draft deadline."

STEP 3 · BUILD I-LANGUAGE

Behavior: "When the draft wasn't in Thursday," effect: "I had to write two sections overnight," request: "so can you take the conclusion and send it by Sunday noon?"

STEP 4 · CHECK THE CONTENT SURVIVED

The complaint is now more precise than before, and it gives Jordan a task instead of a label.

WORKED CASE 4 · DIAGNOSE A MIXED MESSAGE

A presenter says, "This is the single most important slide today," in a fast monotone while clicking ahead. The audience shrugs it off. Which function failed and what is the fix?

STEP 1 · COMPARE THE CODES

The words claim importance. The voice and the hurried click claim routine.

STEP 2 · NAME THE FUNCTION

Accenting failed, producing a mixed message. Listeners believe the harder-to-fake channel, so they decide it does not matter.

STEP 3 · REBUILD CONGRUENCE

Stop clicking, pause two seconds, drop pitch and slow down on the key number, look at one person for the full sentence.

STEP 4 · WHY IT WORKS

None of it requires feeling confident. Each is a channel you control.

TRAPS PEOPLE FALL INTO

- **Believing a word has one true meaning.** Meanings are in people; insisting harder does not fix bypassing.
- **Thinking low rungs are always better.** You need high rungs for the thesis and low rungs for proof.
- **Treating "I feel that you..." as I-language.** If the word after feel is that, it is an accusation.
- **Cutting every hedge.** Keep hedges where uncertainty is real; cut them from core and safety claims.
- **Quoting 7, 38, 55 percent.** Two small studies of liking with conflicting cues; Mehrabian says it is misapplied.
- **Calling facial expressions settled as universal.** It is a live debate, not a fact.
- **Spotting liars by eye contact.** Accuracy is about 54 percent; gaze aversion tracks anxiety.
- **Rehearsing only gestures.** Time, appearance and the room are read before you speak.
- **Fixing four channels at once.** One at a time; skill stacks, it does not install.

Chapter 3 self-test · ten items

1. Why is the base of the triangle of meaning drawn as a broken line?

A. Symbols and thoughts are only loosely connected

B. Ogden and Richards could not agree on the link

C. A word reaches its referent only through a person's thought

D. Most words have no real referent anywhere out in the physical world

C. A word reaches its referent only through a person's thought There is no direct link between symbol and thing. Meaning passes through a mind, so two listeners can build different meanings from one word.

2. A manager says "get it to me soon" and receives it two days late by her standard. This is:

A. Euphemism
B. Polarization
C. Bypassing
D. Static evaluation

C. Bypassing The same word meant different durations to two people, and neither noticed. The repair is a specific time.

3. "Frugal" and "cheap" describe similar behavior but land very differently. The difference is in:

A. Indexing
B. Connotation
C. Articulation
D. Denotation

B. Connotation Denotation is the shared dictionary meaning. Connotation is the feeling and judgment riding along with it.

4. Which statement sits lowest on the abstraction ladder?

A. "She shows a high level of professionalism."
B. "Her productivity has been consistently strong this whole quarter."
C. "She is a hard-working and reliable employee."
D. "On Monday she answered 42 help-desk calls by 3 p.m."

D. "On Monday she answered 42 help-desk calls by 3 p.m." The lowest rung is specific and observable, something a stranger could have witnessed.

5. "Marcus is terrible with customers" is repaired best by which move?

A. Hedging: "Marcus is sort of, kind of terrible with customers"
B. Dating: "Marcus, in his first two weeks, struggled with..."
C. Polarizing: "Marcus is either great or terrible"
D. Euphemism: "Marcus has growth areas with customers"

B. Dating: "Marcus, in his first two weeks, struggled with..." The sentence is static evaluation. Dating attaches the time, so the claim stops freezing him.

6. Which is genuine I-language?

A. "When the slides came late, I rehearsed alone. Send them by noon?"
B. "I feel that you are being really careless about all our deadlines."
C. "I think you never really care about the group."
D. "I just feel like you always do this to us."

A. "When the slides came late, I rehearsed alone. Send them by noon?" Behavior, effect and request, with no diagnosis of the other person. The others are you-language with I stapled on.

7. Arriving early, the badge you wear and the seating you set up are which channels?

A. Kinesics, haptics and oculesics
B. Vocalics, proxemics, kinesics and haptics
C. Chronemics, artifacts and environment
D. Oculesics, vocalics and haptics

C. Chronemics, artifacts and environment These three are settled before you speak, and the audience has already read them.

8. A speaker holds up three fingers while saying "three reasons." Which function is this?

A. Contradicting
B. Substituting
C. Regulating
D. Repeating

D. Repeating The gesture restates the verbal message in another channel. Substituting would replace the words entirely.

9. What do Mehrabian's 1967 studies actually support?

A. Words carry only 7 percent of the meaning in every speech
B. Body language decides about 55 percent of any spoken message
C. Tone matters more than evidence in persuasion
D. When cues conflict about feeling, listeners lean nonverbal

D. When cues conflict about feeling, listeners lean nonverbal The studies judged liking with deliberately conflicting cues. The percentages do not apply to speeches or communication in general.

10. A colleague insists another person is lying because he avoided eye contact. The evidence says:

A. Gaze aversion tracks anxiety more than lying
B. Trained officers can spot lies about 90 percent of the time
C. Gaze aversion is the most reliable sign of a lie
D. Liars always look up and to the left when speaking

A. Gaze aversion tracks anxiety more than lying Across hundreds of studies, deception detection runs about 54 percent, barely above chance, and no single cue reliably signals lying.

Self, Perception and Communication Confidence

Read it in full: **Chapter 4 in the textbook**. Practice it in the lab: **The Perception Check Builder** and **Apprehension Triage**.

What to know

"Confidence" names three different things. **Self-concept** is the descriptive catalog: the roles, traits and memberships you would list after "I am..." **Self-esteem** is the global evaluation of that catalog; it moves slowly and resists argument. **Self-efficacy**, Bandura's term, is a task-specific judgment that you can do a particular behavior at a particular level. You do not have self-efficacy in general; you have it for a two-minute handoff. Only self-efficacy moves in a week, because it feeds on evidence.

Bandura named **four sources** of self-efficacy, which double as a menu of interventions: **mastery experiences** (doing it; strongest), **vicarious experience** (watching someone similar succeed; similarity matters more than excellence), **verbal persuasion** from a credible source (only when specific), and interpretation of **physiological states** ("I am failing" versus "I am mobilized"). Global positive statements such as "I am a lovable person" made low self-esteem participants feel worse in one well-known set of experiments, so prefer a claim your evidence supports: "I ran under time twice in a row."

A self-concept comes from mirrors. Cooley's **looking-glass self** describes **reflected appraisal**: we imagine how we look, imagine the judgment, and feel something. Appraisals from **significant others** (Sullivan's term) weigh most; Mead added the **generalized other**. Festinger's **social comparison** (1954) says we judge ourselves against others when there is no objective standard; comparing a first attempt with a former paramedic's polished report is a repetitions gap, not a talent gap. Merton's **self-fulfilling prophecy** (1948) is an expectation that causes its own fulfillment. Teacher-expectancy effects (Rosenthal and Jacobson) are real but more modest than first claimed. A usable self-statement passes five tests: specific, behavioral, honest, forward-looking, testable.

Perception is built in three stages. **Selection** samples what is intense, repetitive, unusual, moving or goal-relevant. **Organization** sorts it using **schemas** (templates that fill in details you never

saw) and **punctuation** (where each person starts the story). **Interpretation** assigns meaning from history, expectations and assumptions. Diagnose the stage: a selection miss needs more data, an organization error needs a different schema, an interpretation error needs a perception check.

Attribution explains behavior as internal (the person) or external (the situation). The **fundamental attribution error** (Ross, 1977) over-explains others by character; the **self-serving bias** credits our wins to us and our losses to circumstance. Cross-cultural work (Miller, 1984, and later East Asian samples) found weaker dispositional bias in some contexts, so treat it as a strong tendency, not a law. Also watch the halo and horn effect, primacy and recency, stereotyping and confirmation bias. Each has a correction: list two situational explanations, score criteria one at a time, look for disconfirming facts.

A **perception check** has three parts: describe the observed behavior, offer **two** plausible interpretations (one interpretation is an accusation wearing a question mark), and ask a genuine question, then stop. The tone rule: you must be willing to accept either answer. "Either you were too busy for me or you just don't care" is prosecution, not a check.

Goffman described **impression management** as performance on a **front stage** with a **back stage** where the role drops. Performing the role is competence; the failure is the wrong role or back-stage leakage. **Face** is the public self-image claimed in an interaction; **facework** protects it. Brown and Levinson catalogued politeness strategies; Ting-Toomey's face-negotiation theory adds cultural weight on own versus other face. Correct the fact and protect the person, except when safety is genuinely at stake. The **Johari Window** (Luft and Ingham, 1955) has open, blind, hidden and unknown panes: feedback shrinks blind, disclosure shrinks hidden. Altman and Taylor's social penetration model (1973): disclosure grows in breadth and depth by reciprocity. Calibrate with four tests: relevance, reciprocity, risk, role, plus in health care, does it serve the patient? Snyder's self-monitoring is a range, not a score.

McCroskey (1970) defined **communication apprehension** as fear or anxiety about real or anticipated communication, in four types: **traitlike**, **context-based**, **audience-based** and **situational**. Match the tool: preparation and reappraisal for situational spikes, graded exposure plus skills for a context, one ordinary contact for a feared person, and a longer program or referral for disabling trait anxiety. Shyness and willingness to communicate are related but different.

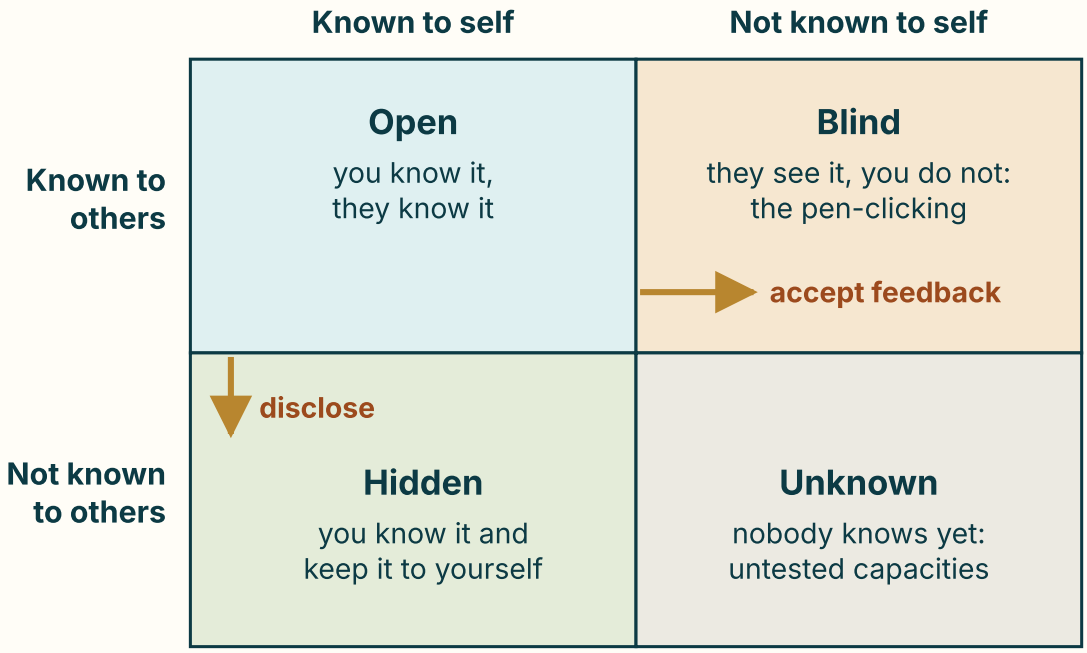
Anxiety peaks in anticipation and the first thirty to sixty seconds. The **illusion of transparency** (Gilovich and Savitsky) means you overestimate how visible your nerves are, and learning this lowered anxiety and improved ratings in a 2003 study. Arousal reappraisal (Jamieson and colleagues; a widely cited 2014 study of saying "I am excited") is promising, but replications are mixed. "More feared than death" misreads a 1973 Bruskin checklist survey.

Cognitive restructuring works line by line: catch the hot thought in its exact words, name the distortion, list evidence for and against, write a balanced replacement, and design a behavioral test. Confidence is built from mastery evidence on a **practice ladder** (borrowed from Wolpe's systematic desensitization): repeat a rung until anticipatory anxiety falls by roughly half, then climb, and keep a one-line log. Usable feedback names a behavior, a criterion and a next action. When receiving feedback, do not explain; write it down, thank the person, and sort it later.

LOCK THESE IN

- Self-concept describes, self-esteem evaluates, self-efficacy predicts one task. Only self-efficacy moves fast.
- Bandura's sources: mastery, vicarious, verbal persuasion, physiological states. Mastery is strongest.
- Perception: selection, organization, interpretation. Diagnose the stage to choose the fix.
- Fundamental attribution error: others by character; self-serving bias: our losses by circumstance.
- Perception check: behavior + two interpretations you would accept + a genuine question.
- Johari: feedback shrinks blind; disclosure shrinks hidden. Test disclosure for relevance, reciprocity, risk, role.
- Apprehension has four types; match the tool to the type. You look far less nervous than you feel.
- Restructure thoughts with evidence and a behavioral test; climb a ladder and keep a log.

Johari Window Luft and Ingham, 1955



Both moves enlarge the open pane, but they take different kinds of courage.

Two levers, two kinds of courage. Accepting feedback shrinks the blind pane; disclosing shrinks the hidden pane. Most people are comfortable with one and avoid the other.

Key terms and comparisons

Term	What it means	What moves it or fixes it
Self-concept	Descriptive inventory: "I am..."	New roles and new evidence
Self-esteem	Global evaluation of worth	Slowly; accumulated competence
Self-efficacy	Task-specific belief you can do it	Mastery first, then vicarious, persuasion, reappraisal
Reflected appraisal	Seeing yourself through others' reactions	Weigh more than one mirror
Social comparison	Judging self against others (Festinger)	Compare repetitions, not talent
Schema	Template that fills in unseen details	Question the category
Punctuation	Where each person starts the story	Describe the loop, not the origin
Halo / horn effect	One trait colors all judgments	Score criteria one at a time, in writing
Face / facework	Claimed public self-image / protecting it	Correct the fact privately or as a question
Illusion of transparency	Overestimating how visible nerves are	Know it; ask peers to rate you

Attribution errors and corrections

Error	What it does	Correction move
Fundamental attribution error	Explains others by character	List two situational explanations you would accept for yourself
Self-serving bias	Wins are mine; losses were the wifi	Ask what you would say about a classmate with your result
Primacy and recency	First and last outweigh the middle	Re-read mid-speech notes before scoring
Stereotyping	Group generalization applied to one person	Ask what this person did this week
Confirmation bias	Noticing only evidence that fits	Look for three disconfirming facts

Four types of communication apprehension

Type	What it attaches to	Matched tool
Traitlike	Most contexts; stable disposition	A longer structured program; referral if disabling
Context-based	One kind of setting, such as public speaking	Graded exposure plus skills in that context
Audience-based	Particular people	One ordinary interaction outside the feared setting
Situational	This day, this talk	Preparation and arousal reappraisal

Worked cases

WORKED CASE 1 · REWRITE A SELF-STATEMENT WITH THE FIVE TESTS

A student, Mateo, tells himself: "I'm just not a public speaker." Rewrite it so it passes the five tests: specific, behavioral, honest, forward-looking, testable.

STEP 1 · DIAGNOSE

It is a global trait claim. Nothing in it can be practiced or disproved.

STEP 2 · MAKE IT SPECIFIC AND HONEST

"My last talk ran a minute long and I read the whole conclusion from my notes."

STEP 3 · MAKE IT FORWARD-LOOKING AND TESTABLE

"Thursday's goal: finish under five minutes and say the last two sentences without looking down."

STEP 4 · CONNECT TO SELF-EFFICACY

If it happens, that is a mastery experience, the strongest source Bandura names. The belief updates from evidence, not from cheering.

WORKED CASE 2 · FIND THE PERCEPTION STAGE THAT FAILED

A lab partner, Simone, sees her instructor frown while reading her report and decides, "She thinks my work is sloppy." Later she learns the instructor was squinting at a dim screen. Locate the error.

STEP 1 · SELECTION

Simone sampled the frown and missed the screen brightness.

STEP 2 · ORGANIZATION

She filed the frown under a schema built from one earlier comment: "she is critical of me."

STEP 3 · INTERPRETATION

She assigned meaning: "my work is sloppy." The error began at **selection** and compounded at interpretation.

STEP 4 · CHOOSE THE FIX

A selection miss needs more data. A perception check would have gathered it.

WORKED CASE 3 · BUILD A PERCEPTION CHECK

A study partner, Ahmed, has not answered three messages in two days and skipped the review session. Write a perception check and test its tone.

STEP 1 · DESCRIBE BEHAVIOR

"You haven't answered the last three messages, and you missed Wednesday's review."

STEP 2 · OFFER TWO INTERPRETATIONS YOU WOULD ACCEPT

"Either work got heavy this week, or you've decided to study for this one on your own."

STEP 3 · ASK AND STOP

"Which is it?" Then wait.

STEP 4 · RUN THE TONE TEST

Would you genuinely accept either answer? If one option was "or you just don't care," it would be prosecution, not a check.

WORKED CASE 4 · MATCH THE APPREHENSION TYPE TO THE TOOL

Three students: Bea is fine in class but dreads one specific panel judge; Carlos fears public speaking but talks easily in small groups; Dee feels a spike only for Friday's graded speech. Match each to a type and a tool.

STEP 1 · BEA

Fear attached to particular people is **audience-based**. One ordinary, low-stakes interaction with that judge outside the panel often shrinks it.

STEP 2 · CARLOS

Fear attached to one setting is **context-based**. Graded exposure plus skills training in public speaking.

STEP 3 · DEE

A one-off spike is **situational**. Preparation, cognitive restructuring and arousal reappraisal.

STEP 4 · ADD THE SHARED FACT

All three can use the illusion of transparency: the audience sees far less than they feel.

TRAPS PEOPLE FALL INTO

- **Using confidence as one word.** Self-concept, self-esteem and self-efficacy behave differently.
- **Prescribing general encouragement.** Global affirmations can backfire; specific evidence works.
- **Watching experts for vicarious experience.** Similarity matters more than excellence.
- **Offering one interpretation in a perception check.** One option is an accusation; give two you would accept.
- **Calling the fundamental attribution error universal.** It is weaker in some cultural contexts.
- **Mixing up the Johari levers.** Feedback shrinks blind; disclosure shrinks hidden.
- **Treating all apprehension the same.** Four types, four tools.
- **Saying people fear speaking more than death.** The 1973 survey never asked them to choose.
- **Grading your speech by how you felt.** Anxiety and observed performance are only modestly related; use the recording.

Chapter 4 self-test · ten items

1. Which belief responds fastest to a week of practice?

A. Your listening style
B. Your overall self-concept as a person
C. Global self-esteem
D. Self-efficacy for a specific task

D. Self-efficacy for a specific task Self-efficacy is task specific and feeds on evidence, so it updates after real performances. Self-esteem is slow and global.

2. According to Bandura, the strongest source of self-efficacy is:

A. Mastery experience
B. Verbal persuasion
C. Physiological states
D. Vicarious experience

A. Mastery experience Actually doing the task and having it go acceptably outranks watching, being told, or reinterpreting arousal.

3. A nervous student gains the most from watching which model?

A. The instructor demonstrating the ideal speech
B. A famous speaker giving a polished keynote talk
C. A debate champion from a national tournament
D. A classmate with similar nerves getting through it

D. A classmate with similar nerves getting through it For vicarious experience, similarity to the observer matters more than excellence.

4. Two roommates each say the other started the conflict. Which perception concept explains this?

A. Punctuation
B. Selection
C. Halo effect
D. Self-monitoring

A. Punctuation Punctuation is where each person starts the sequence. Same loop, different starting points.

5. "He skipped his slide because he's lazy," said without asking about his double shift, shows:

A. The self-serving bias in attribution
B. The fundamental attribution error
C. Reflected appraisal
D. The illusion of transparency

B. The fundamental attribution error It over-explains another person's behavior by character and ignores the situation.

6. Which is a true perception check?

A. "You left early twice because you're upset, right?"
B. "Either you're too busy for us, or you don't care."
C. "Why have you been so annoyed with me all week long? What did I do?"
D. "You left early twice. Swamped, or upset about the plan? Which?"

D. "You left early twice. Swamped, or upset about the plan? Which?" It describes behavior, offers two interpretations the speaker would accept, and asks. The others accuse or offer options nobody would choose.

7. Accepting feedback changes the Johari Window by shrinking which pane?

A. Unknown
B. Open
C. Blind
D. Hidden

C. Blind Feedback brings in what others see and you do not. Disclosure shrinks the hidden pane.

8. A patient asks whether you have ever had this surgery. Which reply is best calibrated?

A. "I haven't, but I've sat with many people. What worries you most?"
B. "We're not here to talk about me, so let's focus."
C. "I'd rather not say, since it isn't really relevant."
D. "Yes, and honestly my own recovery was terrifying, so I understand."

A. "I haven't, but I've sat with many people. What worries you most?" Clinical disclosure must serve the patient: brief, honest and redirected to the patient's concern.

9. Fear that appears only in front of one particular supervisor is which type?

A. Context-based
B. Audience-based
C. Traitlike
D. Situational

B. Audience-based McCroskey's audience-based type attaches to particular people rather than settings or days.

10. What is the illusion of transparency?

A. Assuming listeners agree with you when they nod
B. Believing others can read your thoughts exactly
C. Overestimating how visible your nerves are to others
D. Thinking your slides make the speech fully clear

C. Overestimating how visible your nerves are to others Speakers feel far more nervous than they look. Knowing this was shown to lower anxiety and improve observer ratings.

ONE PAGE

Cram sheet

Everything from chapters 3 and 4 in one place. Cover the right column and see if you can rebuild each row.

Names and dates to know

Who	What	Remember it as
Ogden and Richards (1923)	Triangle of meaning	Symbol, reference, referent; broken base
Hayakawa	Abstraction ladder	Round trip: down for proof, up for the point
Ekman and Friesen	Emblems, illustrators, affect displays, regulators, adaptors	Adaptors read as nerves
Barrett (2019 review)	Challenge to universal facial expressions	A live debate
Mehrabian (1967)	Liking judged with conflicting cues	Not 7, 38, 55 for speeches
Hall	Proxemic zones; high and low context	Rough map, not law
Bandura	Self-efficacy and its four sources	Mastery first
Cooley; Mead; Sullivan	Looking-glass self; generalized other; significant others	Mirrors
Festinger (1954)	Social comparison	Repetitions gap
Merton (1948)	Self-fulfilling prophecy	Belief causes behavior
Ross (1977)	Fundamental attribution error	Weaker in some cultures (Miller, 1984)
Goffman	Front stage, back stage, impression management	Role competence
Brown and Levinson; Ting-Toomey	Politeness strategies; face negotiation	Facework
Luft and Ingham (1955)	Johari Window	Open, blind, hidden, unknown
Altman and Taylor (1973)	Social penetration	Breadth and depth by reciprocity
Snyder	Self-monitoring	A range, not a score
McCroskey (1970)	Communication apprehension, four types	Match the tool

Who	What	Remember it as
Gilovich and Savitsky	Illusion of transparency	You look calmer than you feel
Wolpe	Systematic desensitization	The practice ladder

Numbers and lists

Item	Value
Lie detection	About 54 percent; chance is 50
Speaking rate	About 150 wpm in conversation; anxious speakers 190 or more
Hall's zones	Intimate to about 18 in; personal 18 in to 4 ft; social 4 to 12 ft; public 12 ft and beyond
Eye contact in a speech	3 to 5 seconds per person; full sentences
Anxiety time course	Highest in anticipation and the first 30 to 60 seconds
Ladder rule	Repeat a rung until anticipatory anxiety drops about half
Eight channels	Kinesics, oculesics, vocalics, haptics, proxemics, chronemics, artifacts, environment
Six functions	Repeating, substituting, complementing, accenting, regulating, contradicting
Four rehearsal passes	Words aloud; voice recorded; body muted; full run to one listener
Disclosure tests	Relevance, reciprocity, risk, role (plus: serves the patient?)

Sentence patterns

Move	Pattern
Fix bypassing	Trade the vague word for a number or time, then teach-back
I-language	Behavior, effect, request
Indexing / dating	This case, not the category / this time, not forever
Perception check	Behavior, two interpretations, genuine question
Usable self-statement	Specific, behavioral, honest, forward-looking, testable
Restructuring	Hot thought, distortion, evidence, balanced replacement, behavioral test
Usable feedback	Behavior, criterion, next action

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