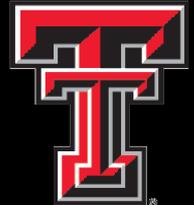


Communication and Cooperation



Statement of Ethical Principles

Texas Tech University
Ethics Center
2011



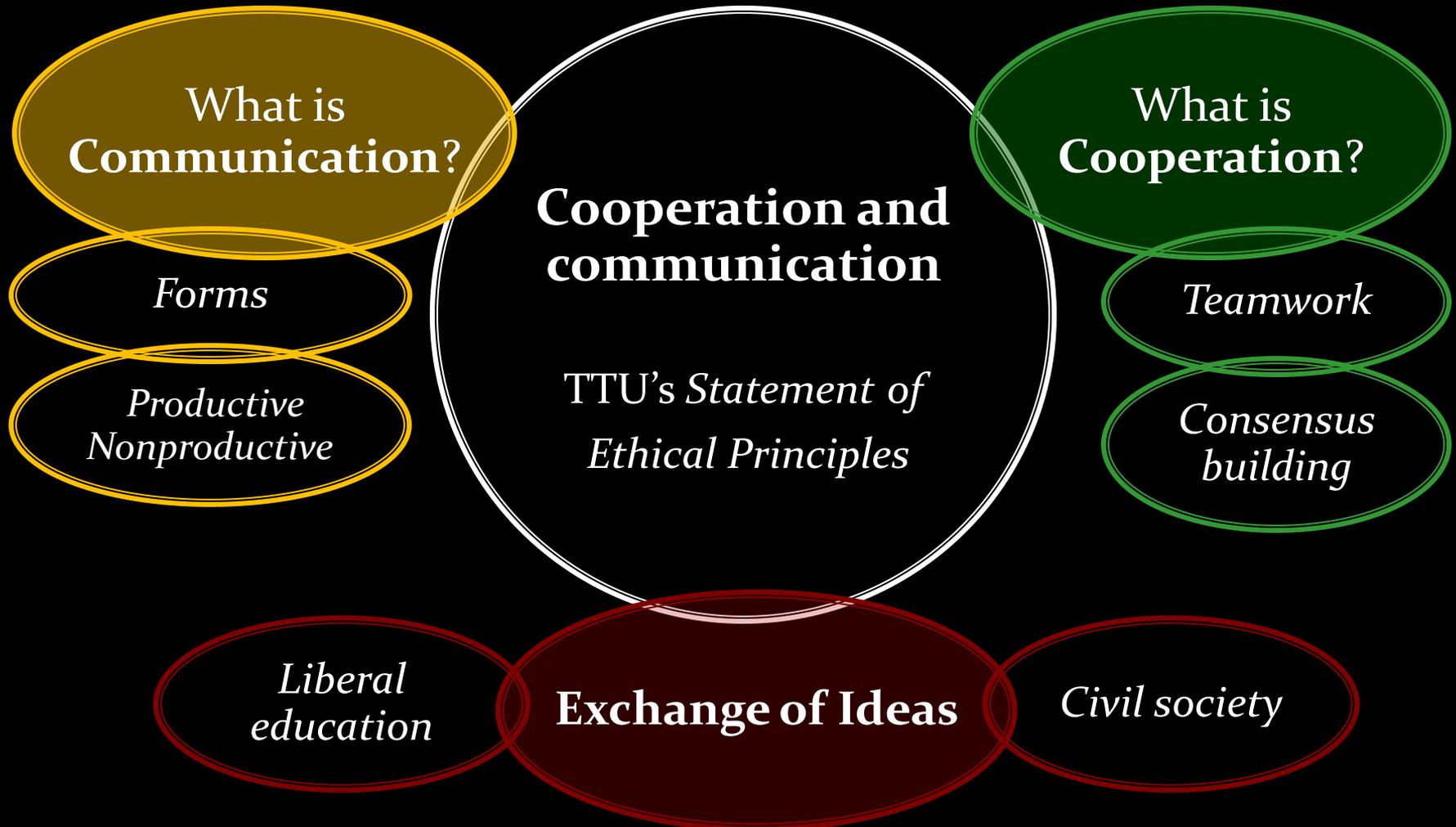
Communication and Cooperation



“Texas Tech University is committed to the promotion of professional relationships and open channels of **communication** among all individuals. The university will publish and disseminate in a timely manner its values, policies, procedures, and regulations, as well as any other information that is necessary to protect and educate all members of our community. We encourage and provide opportunities for the **free and open exchange of ideas** both inside and outside the classroom. While the free expression of views in orderly ways is encouraged, personal vilification of individuals has no place in the university environment.”

Statement of Ethical Principles
Texas Tech University

Cooperation and Communication



Communication Forms



Communication is the process by which we exchange thoughts, feelings, and ideas in an attempt to create shared understanding.



(Texas Tech University, University College of Outreach and Distance Education,
[“Teaching Aid #1 Communication Skills.”](#))

Communication - Verbal



Effective communication starts with oral skills.

Important skills to master when speaking include the following:

Speak to the listener & establish eye contact. Eye contact shows the listener that the speaker is interested in talking to her or him.

Speak clearly and distinctly. Avoid mumbling, talking too fast or too slow, and speaking away from the listener.

Use correct English rather than slang or casual expressions. Use standard grammar and develop a broad vocabulary.

Communication - Verbal



(cont.)

Important skills:

Avoid monopolizing a conversation by telling every detail of a story.

Use a courteous and friendly tone of voice. Be tolerant of other individuals' points of view and avoid complaining and arguing.

What's appropriate or effective varies by context.

There are contexts in which "standard English" is not appropriate because it is too formal and doesn't match the customs of the group being addressed.

Keep in mind ~

Communication - Verbal



Speakers who want to be understood strive to send a **clear message** to the listeners.

On St. Patrick's Day in 1939 TTU unveiled that they had discovered a piece of the Blarney Stone. According to the campus legend, the stone was discovered by a group of petroleum engineers during a field trip. Tests showed that the stone was identical to the original Blarney Stone in Ireland.

The stone now lies on a stand in front of the old Electrical Engineering Building. It is said that seniors who kiss the Blarney Stone upon graduation will receive the gift of eloquent speech.



Communication - Listening



There are two common ways to listen:

Passive Listening

- The listeners receive the information & may listen attentively.
- They assume that they have correctly understood the information, they may hear the words without listening for meaning, and they do not seek to verify it.
- Examples: Listening to the radio or listening and replying with phrases like "I see..." or "Really..."

Active Listening

- The listeners are genuinely interested in what the speakers are communicating.
- They actively check their comprehension of what is said by restating their understanding and reflecting it back to the speakers for verification, or by asking questions.
- This engagement between the listener and speaker makes active listening an important skill for effective communication.

Communication - Listening



“We have two ears and one mouth so that we can listen twice as much as we speak.”

Epictetus , Greek philosopher

Communication - Written



The ability to write clearly is a powerful communication tool

Guidelines for effective writing:

Use correct grammar.

Avoid jargon in academic writing

Use the active voice rather than the passive voice. Ex. "I wrote the paper." vs. "The paper was written."

Use concrete rather than vague language

Use correct punctuation. Ex. Consider the different meanings of the following sentences :

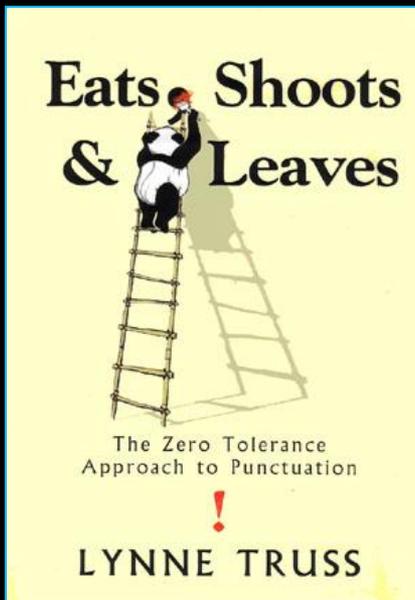
- 1) *A woman, without her man, is nothing;*
- 2) *A woman: without her, man is nothing*

Avoid abbreviated form of words found in texting, instant messaging, social networking posts in professional and scholarly writing. Ex. "lol," "thru," "omg," "u," "btw" & "kbyethx!"

Communication - Written



An illustrative story about the importance of correct punctuation:



A panda walks into a bar. He orders a sandwich, eats it, then draws a gun and fires two shots in the air.

"Why? Why are you behaving in this strange, un-panda-like fashion?" asks the confused waiter, as the panda walks towards the exit. The panda produces a badly punctuated wildlife manual and tosses it over his shoulder.

"I'm a panda," he says, at the door. "Look it up."

The waiter turns to the relevant entry and, sure enough, finds an explanation.

"Panda. Large black-and-white bear-like mammal, native to China. Eats, shoots and leaves."

(Except from Lynne Truss's book *Eats, Shoots & Leaves: The Zero Tolerance Approach to Punctuation*. 2004)

Communication - Nonverbal



Human beings use **nonverbal communication** to indicate **emotional states**.



- Nonverbal communication includes:
 - *Facial expressions*
 - *Gestures*
 - *Posture*
 - *Eye contact*
- Researchers have confirmed that 6 facial expressions as indicators of particular emotions are universal across cultures: **happiness, sadness, surprise, fear, disgust & anger**.
- Other nonverbal cues differ from culture to culture and are regulated by cultural norms.

Nonproductive Communication



“The single biggest problem in communication is the illusion that it has taken place.”

George Bernard Shaw, writer

Nonproductive Communication



Passiveness



subverting their own needs to the needs of others

Aggressiveness



expressing their feelings & advocating for their needs in a way that harms others

**Passive-
Aggressiveness**



communicating in a way that appears passive but is actually acting out anger indirectly

Assertiveness



expressing their own needs, setting limits & stating positive and negative feelings while acknowledging the needs and feelings of others

Productive Communication



Increases cooperation
between team members

Builds trust

Reduces confusion
and anxiety

Gives
understanding

Using a
**CLEAR
MESSAGE**

Productive Communication



Productive

- Focusing on facts.
- Assuming that no one is already in agreement with your perspective.
- Entering the conversation with an acceptance of alternative perspectives.
- Considering & addressing alternative ideas honestly and at face value.

Nonproductive

- Attacking the character of an individual or group with an opposing view.
- Over-generalizing the topic to make alternative perspectives seem improbable or unreasonable.
- Failing to consider alternative perspectives.

Cooperation



Cooperation is the process of working together. It is through *communication* that cooperation occurs.

- In this portion of the module, we will consider cooperation by examining the concepts of **teamwork** and **consensus building**.



Cooperation - Teamwork



Considerations when working in a team:

- ❖ Multiple *perspectives & specialties* are being brought together.
- ❖ People will have different *opinions* on how to complete the task or accomplish the goal.
- ❖ People will have different *personalities* that may affect how you work together.
- ❖ Working in a team can *increase* motivation & productivity.
- ❖ Working in a team also has the potential to *decrease* motivation & productivity.

(Eduardo Salas and Richard McGlynn, "[Teamwork](#)," Podcast, Department of Psychology, TTU.)

Cooperation



“Every kind of peaceful cooperation among men is primarily based on mutual trust and only secondarily on institutions such as courts of justice and police.”

Albert Einstein

Cooperation – Consensus building



- ❖ Consensus building is important in diverse societies where problems affect diverse groups of people with different interests.
- ❖ Consensus building offers a way for individuals & organizations to work together on solving complex problems in a way that is acceptable to all.
- ❖ Consensus building does not mean that everyone in the group must have the same opinion or stance towards an issue; however, every effort should be made to listen to & seriously consider outstanding interests.
- ❖ When a consensus is reached, stakeholders are able to accept the decision that is made, even if the final decision represents a compromise.

(Heidi Burgess and Brad Spangler, “Beyond Intractability: A Free Knowledge Base on More Constructive Approaches to Destructive Conflict,” 2003)

Cooperation – Consensus building



*Some of the dysfunctional roles and behaviors
that undermine consensus building & weaken group cohesiveness:*

DOMINATOR

Anne, you do the first part; Tom do the middle, and I'll wrap up the presentation since I know the most.

BLOCKER

I don't want to do that... It's futile to do anything.

SELF CONFESSOR

You should hear me fight with my mom; I don't know what to do about her.

RECOGNITION SEEKER

That's what *I've* been saying all along.

Cooperation – Consensus building



(cont.)

CLOWN

What does everyone think we should order for lunch?

AGGRESSOR

That's the most ridiculous thing I've ever heard.

HELP SEEKER

This is all too confusing for me. I can't make a decision on my own.

**SPECIAL INTEREST
PLEADER**

We couldn't do that. Do you know what the school board would think?

Exchange of Ideas



Through a free and open exchange of ideas, we as individuals engage in arguments that allow us to form mutual understandings about what we accept as moral norms.

In the final portion of the module, we consider how an open exchange of ideas promotes the values of **liberal education** & a well-informed **civil society** in general.



Exchange of Ideas and Liberal Education



Liberal education raises difficult questions and encourages students to evaluate these questions critically.

How does a free and open exchange of ideas further the values of a *liberal education*?

CHALLENGE

These ideas may occur in the classroom in the form of analytical writing and discussion, but the process of learning continues outside of the classroom when students challenge each other's ideas in respectful debate.

EXPLORATION

Intellectual maturity and independence of mind are enhanced by considering ideas outside of one's own program of study or discipline. This engagement may feel difficult or counterintuitive but is an indicator of intellectual growth.

Exchange of Ideas and Civil Society



As citizens, we have crucial roles to play in the local, national & international communities.

- We are all members of communities that shape who we are and how we live.
- By understanding our role in our communities, we learn about and complete ourselves.
- We shape the character and content of our communities through our engagement with those communities.

We have a responsibility to be informed and engaged.

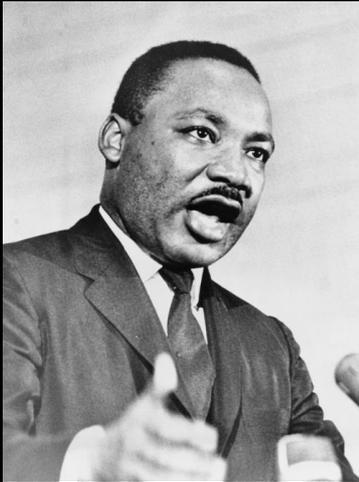
Without well-informed and engaged citizens, our nation cannot address the many difficult policy issues it faces.

Citizens who communicate with each other and cooperate to achieve common objectives form a healthy civil society that is necessary for progress and democracy.

Exchange of Ideas



Historical examples of Civil Disobedience:



- ✓ Movement for Women's Right to Vote (Suffrage)
- ✓ American Civil Rights movement of the 1960s, led by Dr. Martin Luther King, Jr. & other activists
- ✓ Sit-ins against the Vietnam War
- ✓ Resistance to British rule in India led by Gandhi
- ✓ Resistance to Apartheid in South Africa

Exchange of Ideas



“If you have an apple and I have an apple and we exchange these apples then you and I will still each have one apple. But if you have an idea and I have an idea and we exchange these ideas, then each of us will have two ideas.”

George Bernard Shaw, writer

Exchange of Ideas



Free speech is protected under
the 1st Amendment of the *United States Constitution*

On TTU campus

Students have the right to speak and to publish without prior administrative approval. However, students should fall within the laws against libel and slander and not interrupt the normal operation of the university.

TTU has designated a “Free Speech” area between the library and the Student Union. Students wishing to distribute printed material on campus must follow the solicitation guidelines set by the university.

Where to find the University’s policies, procedures, and regulations:

- **The Faculty Handbook**
- **New Student & Employee Orientation**
- **TTU Website**

(“Freedom of Expression Activities and Forum Areas,” TTU Student Handbook)

Final Word

“The most important single ingredient in the formula of success is knowing how to get along with people.”

Theodore Roosevelt

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Communication and Cooperation



Statement of Ethical Principles

Questions? Comments?

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