

Chapter 1 : Verbal Behavior - Wikipedia

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In this timely study, Ofer Feldman, Sonja Zmerli, and their team of experts shed light on the multiple ways communication affects political behavior and attitudes. Written for students and scholars alike, *The Psychology of Political Communicators* uses examples from the US, Europe, Asia, and the Middle East to examine the nature, characteristics, content, and reception of communication in three major areas of discourse: The style and nature of language used by political actors in the national and international arenas The discourse used in nationalist populist movements and during negative campaigns The rhetoric of the media as it tries to frame politics, political events, and political actors Collectively, the essays form a solid foundation on which to understand the different roles language plays in the conduct of politics, the way in which these roles are performed in various situations in different societies and cultures, and the political outcomes of verbal behavior. This book will be of interest to scholars and students of political psychology and communication studies. Political leadership has made a comeback. It was studied intensively not only by political scientists but also by political sociologists and psychologists, Sovietologists, political anthropologists, and by scholars in comparative and development studies from the s to the s. Thereafter, the field lost its way with the rise of structuralism, neo-institutionalism, and rational choice approaches to the study of politics, government, and governance. Recently, however, students of politics have returned to studying the role of individual leaders and the exercise of leadership to explain political outcomes. The list of topics is nigh endless: In the media age, leaders are presented and stage-managedâ€”spunâ€”as the solution to almost every social problem. Through the mass media and the Internet, citizens and professional observers follow the rise, impact, and fall of senior political officeholders at closer quarters than ever before. This Handbook encapsulates the resurgence by asking, where are we today? It orders the multidisciplinary field by identifying the distinct and distinctive contributions of the disciplines. It meets the urgent need to take stock. It brings together scholars from around the world, encouraging a comparative perspective, to provide a comprehensive coverage of all the major disciplines, methods, and regions. It showcases both the normative and empirical traditions in political leadership studies, and juxtaposes behavioural, institutional, and interpretive approaches. It covers formal, office-based as well as informal, emergent political leadership, and in both democratic and undemocratic polities. Teun Adrianus van Dijk *Language: How do people engage in and competently manage discourse and interaction with others? Whether in informal, everyday conversations or professional dialogues, people "do" things while they are speaking or writing. Focusing on the fundamental interactional, social, political and cultural functions of text and talk, this comprehensive volume shows that discourse is not merely form and meaning but also action. How do members of various groups typically speak among each other and how do they communicate with people of other groups or cultures? What is the role of discourse in the perpetuation of sexism or racism? Several chapters use critical discourse analysis to examine the reproduction of social power, dominance and inequality, and special attention is paid to political and corporate discourse. Other contributions show that the complex interplay of the forms, meanings, and actions of discourse both shape and are shaped by culture. Find Your eBooks Here!*

Chapter 2 : Verbal behavior and politics - University of Manitoba Libraries

Verbal Behavior and Politics. Graber, Doris A. This book illustrates how and why knowledge of verbal behavior is important to an understanding of politics by analyzing and describing verbal behavior studies pertaining to politics.

This article needs additional citations for verification. Please help improve this article by adding citations to reliable sources. Unsourced material may be challenged and removed. July This article is an orphan , as no other articles link to it. Please introduce links to this page from related articles ; try the Find link tool for suggestions. July This article has an unclear citation style. The references used may be made clearer with a different or consistent style of citation and footnoting. Please help improve it by rewriting it in an encyclopedic style. Doris Graber identified three main characteristics of condensation symbols, as they: Have the tendency to evoke rich and vivid images in an audience. Possess the capacity to arouse emotions. Supply instant categorizations and evaluations. A closely related concept is the rhetorical concept of the ideograph. Sigmund Freud first defined condensation in dreams as "fusing several different elements into one. Edward Sapir later applied the term to linguistics along with his principle of linguistic relativity , which holds that "the structure of language affects the ways in which its speakers conceptualize the world". They describe each condensation symbol as a term "well-connected in its context of meaning". The authors devise six categories buzzwords , pregnant place-holders , emblems , standard symbols , allusions , and stereotypes to determine which held the highest rhetorical taxonomy. They concluded by assuming that "connectivity" by various means allows the arguer to conjure emotional symbols in associational patterns through these six devices. Sources[edit] Graber, Doris. Verbal Behavior and Politics. University of Illinois Press, Penn State University Press, Palczewski, Catherine Helen et al. Rhetoric in Civic Life. Encyclopedia of the social sciences "Symbolism". Macmillan Reference USA, Gale Virtual Reference Library.

Verbal Behavior and Politics has 2 ratings and 0 reviews: Published January 1st by University of Illinois Press, pages, Hardcover.

Mand Directly Effective A child comes into the kitchen where a mother is, and says: The mother opens the refrigerator and gives the child milk. Feature of the physical environment Tact Social A child looks out of the window, turns to his mother and says: One must keep in mind, however, that almost all verbal behavior does not consist of these "pure" operants, but of a mixture of them. He notes that form alone is not sufficient he uses the example of "fire! Classification depends on knowing the circumstances under which the behavior is emitted. Skinner then notes that the "same response" may be emitted under different operant conditions. Even though any instance of verbal behavior can be shown to be a function of variables in one or more of these classes, there are other aspects to be treated. Such a formulation permits us to apply to verbal behavior concepts and laws which emerge from a more general analysis" p. Multiple causation[edit] Skinner notes in this chapter how any given response is likely to be the result of multiple variables. Secondly, that any given variable usually affects multiple responses. Combining audiences produces differing tendencies to respond. Issues of multiple control, and involving many of the elementary operants stated in previous chapters are discussed. New combinations of fragmentary responses[edit] A special case of where multiple causation comes into play creating new verbal forms is in what Skinner describes as fragmentary responses. Such combinations are typically vocal, although this may be due to different conditions of self-editing rather than any special property. Such mutations may be "nonsense" and may not further the verbal interchange in which it occurs. Freudian slips may be one special case of fragmentary responses which tend to be given reinforcement and may discourage self-editing. This phenomenon appears to be more common in children, and in adults learning a second language. Fatigue, illness and insobriety may tend to produce fragmentary responding. Autoclitic An autoclitic is a form of verbal behavior which modifies the functions of other forms of verbal behavior. For example, "I think it is raining" possesses the autoclitic "I think" which moderates the strength of the statement "it is raining". Autoclitic frames help for rapid learning of new verbal behavior and the building of rules. It may have been inadequately learned, as in a foreign language. Repeating a formula, reciting a poem, and so on. The techniques are manipulating stimuli, changing the level of editing, the mechanical production of verbal behavior, changing motivational and emotional variables, incubation, and so on. Skinner gives an example of the use of some of these techniques provided by an author. Logical and scientific[edit] The special audience in this case is one concerned with "successful action". Special methods of stimulus control are encouraged that will allow for maximum effectiveness. Skinner notes that "graphs, models, tables" are forms of texts that allow for this kind of development. The logical and scientific community also sharpens responses to assure accuracy and avoiding distortion. Little progress in the area of science has been made from a verbal behavior perspective; however, suggestions of a research agenda have been laid out. A headache is an example of a private event and a car accident is an example of a public event. The tacting of private events by an organism is shaped by the verbal community who differentially reinforce a variety of behaviors and responses to the private events that occur Catania, , p. For example, if a child verbally states, "a circle" when a circle is in the immediate environment, it may be a tact. The verbal community shapes the original development and the maintenance or discontinuation of the tacts for private events Catania, , p. An organism responds similarly to both private stimuli and public stimuli Skinner, , p. However, it is harder for the verbal community to shape the verbal behavior associated with private events Catania, , p. Several concerns are associated with tacting private events. Skinner acknowledged two major dilemmas. First, he acknowledges our difficulty with predicting and controlling the stimuli associated with tacting private events p. Catania describes this as the unavailability of the stimulus to the members of the verbal community p. The second problem Skinner describes is our current inability to understand how the verbal behavior associated with private events is developed p. Skinner continues to describe four potential ways a verbal community can encourage verbal behavior with no access to the stimuli of the speaker. He suggests the most frequent method

is via "a common public accompaniment". An example might be that when a kid falls and starts bleeding, the caregiver tells them statements like, "you got hurt". Another method is the "collateral response" associated with the private stimulus. An example would be when a kid comes running and is crying and holding their hands over their knee, the caregiver might make a statement like, "you got hurt". The third way is when the verbal community provides reinforcement contingent on the overt behavior and the organism generalizes that to the private event that is occurring. Skinner refers to this as "metaphorical or metonymical extension". The final method that Skinner suggests may help form our verbal behavior is when the behavior is initially at a low level and then turns into a private event Skinner, , p. This notion can be summarized by understanding that the verbal behavior of private events can be shaped through the verbal community by extending the language of tacts Catania, , p. Private events are limited and should not serve as "explanations of behavior" Skinner, , p. Skinner continues to caution that, "the language of private events can easily distract us from the public causes of behavior" see functions of behavior. Criticism and other reactions[edit] This section needs expansion. You can help by adding to it. October Main article: According to Frederick J. Of all his writings, it was the Skinner review which contributed most to spreading his reputation beyond the small circle of professional linguists. As a consequence, he argued, Chomsky made several serious errors of logic. Others feel that it is consistent with behavior analysis but involves emergent principles not found in conventional operant conditioning. Finally, there are those who feel that it is simply another form of cognitive behaviorism, rather than radical behaviorism. Also research is presented at poster sessions and conferences, such as at regional Behavior Analysis conventions [55] or Association for Behavior Analysis ABA [56] conventions nationally or internationally. Skinner has argued that his account of verbal behavior might have a strong evolutionary parallel. All three processes, he argued, were examples of parallel processes of selection by consequences. Langman and Sigrid S. Glenn have developed this parallel in detail.

Chapter 4 : Condensation symbol - Wikipedia

This book illustrates how and why knowledge of verbal behavior is important to an understanding of politics by analyzing and describing verbal behavior studies pertaining to politics. Chapters in.

Hix Spring Throughout the introductory portion of this course, we have discussed that a theory is an idea of how something happens or explanation of some phenomena Cagle, Doris Graber examined human interaction and developed the term condensation symbols to describe a certain phenomena. It is not necessarily one word or phrase, but it depends on the individual to characterize the verbal stimuli as a symbol. Graber explains that symbols or connotations vary even for people born in the same country and they do change over time. Therefore, condensation symbols for a particular individual occur at a specific time and can generally be determined from the response that is given to the symbol at that time. The political speech communities are made up of many condensation symbols: Democrats, Republicans, and capitalism to name a few. When audiences react to condensation symbols, they focus their attention to the symbols rather than the facts of the communication Graber, Moreover, we are often so familiar with these cues or symbols; we often have an inaccurate or stereotyped view. For example, what a Democrat means to me in my social circle could be completely different than what the term Democrat means in some Republican social circles. Graber cites that the utility of these individual condensation symbols varies depending on a number of reasons including the intensity of emotional responses they evoke, and the number of different areas in which they can be applied. While some symbols can be universal, others may only effect a limited audience. It is noted that condensation symbols that appeal to basic values are much more useful than those that appeal to moderately held values Graber, Three characteristics contribute to their political application. The first is that images created by condensation symbols are have rich, vivid, descriptive, and evaluative qualities based on direct or indirect experiences. Before the events of September 11, , the term freedom was not often talked about or used in the media. We were familiar with the concept of freedom, but had an inaccurate view of what being free or living in a free society means. Nevertheless, today we use the symbol "freedom" in everyday speech and have defined its value on an individual level. The second characteristic defined by Graber is that condensation symbols arouse or conjure emotion from the audience. Lastly, Graber remarks that condensation symbols supply the listener with instant categorizations and evaluations. Therefore, when we hear a phrase, word, or maxim we identify with, we have a way of grouping events that can be positive or negative. In addition, we can also pass judgments about events in which we have minimal experience. We have defined what a condensation symbol is and how it applies to the context of politics. Now, we will examine the three uses of these symbols in the political arena as defined by Graber The first use is that the symbols are provide instant categorizers and value tags Graber, Since audiences have naturally short attention spans and time, condensation symbols serve as mental shorthand for the sender and receiver. Even though an individual may associate a condensation symbol with their individual meaning the results can be positive. This is valuable in the political communication field because so many of the terms are complex and ambiguous Graber, The second use of symbols in politics is defined as the Pied Piper Phenomenon Graber, This is the ability of public leaders to rally audiences or masses of people. There are three main ways to accomplish this goal: It is usually the politicians ability to manipulate condensation symbols that can predict the success or failure of that leader Graber, The third purpose of symbols in politics is the power of naming Graber, Through appropriate use of symbols, those in power create and control images or names. Graber cites military jargon as an example here. With the purpose, context, and definition in place, it is time to evaluate the entire theory. According to Littlejohn , in order to evaluate a theory, there are six characteristics that must be looked at: It is appropriate because it serves as a guide to how politicians and mass audiences are influenced by verbal cues. Although we may not here the term condensation symbols in more recent studies, the concept is still inherent because it so closely linked to stereotypes and value systems. When evaluating this theory on validity, it is difficult to assess. Just as Graber may see a similar reaction from one audience, another researcher may find completely different cues. It is a valuable theory because it describes human interaction rather than predicts or prescribes

it. Graber makes an excellent attempt at describing naturally occurring phenomena within the human mind. Although speakers must use condensation symbols with discretion to avoid negative connotations from audiences, they are important factors in human communication.

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Nonverbal Communication in Politics For aspiring politicians, knowing how to engage and reach the masses with their ideas and beliefs is essential. But knowing what to say is just as important as how to say it. For aspiring politicians, knowing how to engage and reach the masses with their ideas and beliefs is essential. Nonverbal communication -- facial expressions, voice tone and body language is important for all aspects of an aspiring politicians career especially public speaking, networking, media appearances and fundraising. When I consult with leaders, aspiring politicians and businessmen and women I make sure that they are thinking, practicing and articulating correct body language along with their statements. Here is an overview of some great body language tips for aspiring politicians: Body Language Tips for Media Appearances: You have about 30 seconds to make an impression. And in the media, you are lucky to get 30 seconds of air talk time. In one study, researchers had subjects watch a second clip of college professors teaching and asked them to rate the teachers on positive and negative personality traits. Using only the second clip, raters were able to accurately predict how students in a semester long class with the teacher would evaluate them. In other words, in 30 seconds people can figure out how successful that person will be. Interestingly, the participants evaluations were just as accurate when they watched the videos on mute. Relying solely on body language -- the raters could still guess how the teachers would do in their class. This shows us how important it is to make a strong impression right away -- and to do it with body language. Our brains pay far more attention to hands than most people realize. From an evolutionary standpoint, this makes complete sense -- if we want to know if someone is safe, we look to see if they are holding a weapon. If you have the ability in a media appearance to keep your hands visible, it will instantly help with likeability and trust for viewers. You can do this by folding your hands on top of the interview desk or sitting back far enough to make sure your hands and lap are in frame. When people are nervous they often try to cover it with a smile. This is not a bad thing -- as smiling does help build rapport, however make sure you give a full mouth smile, not a smirk. A one-sided mouth raise or smirk is the universal microexpression for contempt, hatred or disdain. Full guide to microexpressions here Smiling is an important connection building behavior, but too much smiling is a sign of submission. Subconsciously we tend to believe that the more important someone is the less they need to smile. Body Language Tips for Public Speaking: According to University of Pittsburgh Political Communications Professor Jerry Shuster, body language, mannerisms and facial expressions are 85 percent of what an audience takes away. In addition, speakers need to know how the average brain works. When the brain gets tired of listening no matter how interesting you are, your audience can only keep constant attention for so long it rests and misses points. Also, when viewers do not understand a verbal point, their brain looks for an answer in the nonverbal behavior. Since politics often has some very complex tax and health issues there is always going to be a large part of the population that, unfortunately, does not quite understand the numbers and arguments the candidates are using. In this way, they are going to focus even more on what they see, not what they hear. This is why body language in politics is so important. Here are a few tricks to help your nonverbal communication be more positive: Head Up, Chin Up: A mistake I see politicians make all the time is they look down at their notes either in between points of a debate or when they are nervous. When you look down, you also bow your head, which is a sign of submission. Submissiveness is the last thing a candidate wants to portray. So to look strong and optimistic always keep your head and chin up which is a powerful nonverbal position. An old school tip that many politicians are taught is to make small waves or acknowledgement gestures to the crowd as they approach their podium. Obama often does this as he walks out onto stage. This is a powerful move because it is a subtle way of showing social proof and popularity. It shows that the speaker has supporters in the audience, is friendly and relatable. Do you have information you want to share with HuffPost?

Chapter 6 : Body Language for Aspiring Politicians: Nonverbal Communication in Politics | HuffPost

The Hardcover of the Verbal Behavior and Politics by Doris A. Graber at Barnes & Noble. FREE Shipping on \$25 or more!

Their first language was Yiddish, but Chomsky says it was "taboo" in his family to speak it. He describes his family as living in a sort of "Jewish ghetto", split into a "Yiddish side" and "Hebrew side", with his family aligning with the latter and bringing him up "immersed in Hebrew culture and literature". Chomsky remembers the first article he wrote was at the age of ten about the threat of the spread of fascism, following the fall of Barcelona. From the age of twelve or thirteen, he identified more fully with anarchist politics [How to reference and link to summary or text]. A graduate of Central High School of Philadelphia th Class , in Chomsky began studying philosophy and linguistics at the University of Pennsylvania, learning from philosophers C. Chomsky subsequently reinterpreted these as operations on the productions of a context-free grammar derived from Post production systems. In , Chomsky married linguist Carol Schatz. They have two daughters, Aviva and Diane and a son, Harry Chomsky received his Ph. He conducted much of his doctoral research during four years at Harvard as a Junior Fellow. In his doctoral thesis, he began to develop some of his linguistic ideas, elaborating on them in his book Syntactic Structures , perhaps his best-known work in linguistics. Young Chomsky with parents Chomsky joined the staff of the Massachusetts Institute of Technology in and in was appointed full professor in the Department of Modern Languages and Linguistics now the Department of Linguistics and Philosophy. From to he held the Ferrari P. Ward Professorship of Modern Languages and Linguistics. In he was appointed Institute Professor. Chomsky has been teaching at MIT continuously for the last 50 years. It was during this time that Chomsky became more publicly engaged in politics: Since that time, Chomsky has become well known for his political views, speaking on politics all over the world, and writing numerous books. His far-reaching criticism of US foreign policy and the legitimacy of US power has made him a controversial figure. He has a devoted following among the left, but he has also come under increasing criticism from liberals as well as from the right, particularly because of his response to the September 11, attacks. He was on a list created by Theodore Kaczynski, better known as the Unabomber, of planned targets and during the period that Kaczynski was at large, Chomsky had all of his mail checked for explosives. Chomsky also states that he frequently receives undercover police protection, in particular while on the MIT campus, though Chomsky himself states that he does not agree to the police protection [2]. The two main biographical works on Noam Chomsky are: A Life of Dissent. The theory takes utterances sequences of words to have a syntax which can be largely characterised by a formal grammar; in particular, a Context-free grammar extended with transformational rules. Children are hypothesised to have an innate knowledge of the basic grammatical structure common to all human languages i. This innate knowledge is often referred to as universal grammar. It is argued that modelling knowledge of language using a formal grammar accounts for the "productivity" of language: Hence the term principles and parameters, often given to this approach. In this view, a child learning a language need only acquire the necessary lexical items words, grammatical morphemes , and idioms , and determine the appropriate parameter settings, which can be done based on a few key examples. Proponents of this view argue that the pace at which children learn languages is inexplicably rapid, unless children have an innate ability to learn languages. The similar steps followed by children all across the world when learning languages, and the fact that children make certain characteristic errors as they learn their first language, whereas other seemingly logical kinds of errors never occur and, according to Chomsky, should be attested if a purely general, rather than language-specific, learning mechanism were being employed , are also pointed to as motivation for innateness. Generative grammar Edit The Chomskyan approach towards syntax , often termed generative grammar , though quite popular, has been challenged by many, especially those working outside the United States. Chomskyan syntactic analyses are often highly abstract, and are based heavily on careful investigation of the border between grammatical and ungrammatical constructs in a language. Such grammaticality judgments can only be made accurately by a native speaker, however, and thus for pragmatic reasons such linguists often focus on their own native

languages or languages in which they are fluent, usually Spanish, English, French, German, Dutch, Italian, Japanese or one of the Chinese languages. However, as Chomsky has said: The first application of the approach was to Modern Hebrew, a fairly detailed effort in 1965. The second was to the native American language Hidatsa the first full-scale generative grammar, 1965. The third was to Turkish, our first Ph.D. After that research on a wide variety of languages took off. MIT in fact became the international center of work on Australian Aboriginal languages within a generative framework [Since that time, particularly since the 1970s, it constitutes the vast bulk of work on the widest typological variety of languages. Sometimes generative grammar analyses break down when applied to languages which have not previously been studied, and many changes in generative grammar have occurred due to an increase in the number of languages analyzed. It is claimed that linguistic universals in semantics have become stronger rather than weaker over time. The Chomskyan approach is too in-depth and reliant on native speaker knowledge to follow this method, though it has over time been applied to a broad range of languages. Chomsky hierarchy Edit Chomsky is famous for investigating various kinds of formal languages and whether or not they might be capable of capturing key properties of human language. His Chomsky hierarchy partitions formal grammars into classes, or groups, with increasing expressive power, i.e. Interestingly, Chomsky argues that modelling some aspects of human language requires a more complex formal grammar as measured by the Chomsky hierarchy than modeling others. For example, while a regular language is powerful enough to model English morphology, it is not powerful enough to model English syntax. In addition to being relevant in linguistics, the Chomsky hierarchy has also become important in computer science especially in compiler construction and automata theory. Though extremely influential in its day, this work is considered outdated though it has recently been reprinted, and Chomsky does not publish on phonology anymore.

Chapter 7 : Verbal Behavior and Politics by Doris A. Graber

The Verbal Behavior (VB) approach is a form of Applied Behavior Analysis (ABA), that is based on B.F. Skinner's analysis of verbal behavior and works particularly well with children with minimal or no speech abilities.

Chapter 8 : Language and Politics by Noam Chomsky

behavior, politics, or both, but how the individual subjects dealt with relate to each other is sometimes obscure. One could thus make a case that Verbal Behavior and Politics is confusing.

Chapter 9 : Download [PDF] The Verbal Behavior Approach Free Online | New Books in Politics

Verbal Behavior and Politics Doris A. Graber Urbana: University of Illinois Press, , pp. xiii, - Volume 11 Issue 1 - David V. J. Bell Please note, due to essential maintenance online purchasing will not be possible between and BST on Sunday 6th May.