

# Philips Sonicare: Launching A Revolutionary Electric Toothbrush In Europe

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### How the climate develops

- confirming communication messages that convey valuing
- disconfirming communication: lack of regard

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### What is Communication Climate?

- A social tone of interaction: every relationship has its own climate
- climate shaped by everyone involved

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Link to research  
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### Defensiveness

- Face Threatening Acts: challenge the image we want to project
- Defensiveness: response to protect one's presenting self and keep from an attack
- topics that trigger defensiveness vary
- note often defense uncovers repressed notions

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### Creating Supportive Climates cont.

- Strategy vs. Spontaneity
- Strategy: take advance notices
- Spontaneity: being honest
- Authority vs. Simplicity
- readability: influence
- Creativity: putting yourself in another's place



### Climate Patterns

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### Creating Supportive Climates

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### Creating supportive climates cont.

- Superiority vs. equality
- superiority: patronizing
- equality: others have as much worth
- Certainty vs. Provisionalism
- certainty: dogmatic
- provisionalism: open-minded



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### Defensiveness

- Face Threatening Acts: challenge the image we want to project
- Defensiveness: response to protect one's presenting self and keep from an attack
- Topics that trigger defensiveness vary
- note often defense curtails meaningful research: not done

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### Creating Supportive Climates cont

- Strategy vs. Reactivity
- Strategy: take active measures
- Spontaneity: being honest
- Assertivity vs. Ambiguity
- receptivity: influence
- Creativity: putting yourself in another's place



### Climate Patterns

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### Creating Supportive Climates

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### Creating supportive climates cont.

- Superiority vs. equality
- superiority: patronizing
- equality: others have as much worth
- Certainty vs. Provisionalism
- certainty: dogmatic
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# What is Communication Climate?

- A social tone of relationship
- every relationship has a unique climate
- climates shared by everyone involved

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# How the climate develops

- confirming communication: messages that convey valuing
- disconfirming communication: lack of regard

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## **Levels to message confirmation**

- confirming messages
  - recognition
  - acknowledgement
  - endorsement
- disagreeing messages
  - argumentativeness
  - complaining
  - aggressiveness

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## **Levels to Message Confirmation cont.**

- **Disconfirming Messages**
  - impervious response
  - interrupting response
  - irrelevant response
  - tangential response
  - ambiguous response
  - incongruous response

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# Defensiveness

- Face Threatening Acts: challenge the image we want to project
- Defensiveness: response to protect one's presenting self and face from an attack
- Topics that trigger defensiveness vary
- who offers defense arousing remark matters

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## mate Patterns

mate can take on a life of it's

olation leads to consolatory  
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essive responses  
rocal pattern: spiral

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# Climate Patterns

- A climate can take on a life of it's own
- consolation leads to consolatory responses, confrontation leads to aggressive responses
- reciprocal pattern: spiral

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# Creating Supportive Climates

- Evaluation vs. Description:
  - evaluation: judges
  - description: specific observation
- Control vs. Problem Orientation
  - control: imposes solution
  - Problem orientation: find a mutually satisfying solution

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