

Name

Professor

Course

Date

Research Paper

The purpose of the present study is to explore two of the theories of communication in the class text that were not part of the required readings this semester. Each of these theories will be summarized. The application of the theories will be illustrated by referring to examples from my work or home life, current or historical events and television. The two communication theories that I will focus on are the face negotiation theory and the attribution theory.

The face negotiation theory was coined in 1985 by Stella Ting-Toomey. The theory seeks to elicit a greater understanding of the way in which different global cultures tend to respond to conflicts. According to the theory, the face, which can also be referred to as the self-image, is a universal phenomenon pervading across diverse cultures. When conflicts take place, the face of the individuals involved is threatened. Thus, the people make concerted attempts to restore their faces. According to the theory, such behaviors constitute what is commonly known as the “facework.” Given that people from one culture tends to frame the situated meaning of the term “face” and at the same time, enact “facework” in a differentiated way when compared to another culture, the face negotiation theory examines a facework negotiation by posing a cultural-general framework. Also, the theory purports that people from collectivistic, high context cultural societies or communities are usually concerned with a mutual face, as well as, inclusion. This, according to Ting-Toomey, leads them into managing conflicts through obliging, avoiding, or even compromising. Given the concerns regarding autonomy or self-face, the members of the

individualistic, low-context cultural groupings seek to manage conflicts through the art of problem-solving or dominating.

I have witnessed or experienced the face negotiation theory of communication in play in my life, those of others and through historical events. During the onset of the 2000s, Toyota entered the Finnish small-car market. As a result, it not only created a series of new jobs but also provided new cars for the Commonwealth. Toyota is primarily a Japanese cultured company. As such, it often places an essentially high value on the collective, which implies that the manufacturer is a high context cultured company. In stark contrast, Finland is a low context culture and has a high appeal for individualism. This difference in cultural priorities created a conflict. However, given the opportunity that the Company was presenting, the Finnish workers had to learn to respect, deal and adapt to Toyota's cultural values in the shape of individualism. The theory has also appeared to take a role in people's personal life. Allen, my favorite cousin, has been married for the past two years. He tells me that marriage life is full of ups and downs, and it takes efforts to restore happiness and satisfaction. One of the challenges that Allen cites is conflicts. He tells me that at times, the interests of the husband and those of the wife can differ and thus resulting in a conflict. To solve such a conflict, according to Allen, he often does outrageous things to restore happiness in the wife. He chooses something that greatly appeals wife and then present it to her in a unique and unexpected way. According to Allen, this always works the trick.

The attribution theory was coined by Heider in 1958. However, it was improved by Weiner and colleagues. The model attempts to provide an explanation on how and why ordinary and reasonable people explain things the way they do. The theory holds that each person attempts to make sense of the social world around him or her. Graham and Folkes add that

people seek to find the cause and effects even where such outcomes do not exist. The theory supposes that an attribution result from three important steps. These include observing or perceiving a behavior, determining the behavior to be intentional and attributing it to either the external or the internal causes. The theory further purports that the most important factors that usually influence attributions include luck, task complexity, ability, as well as, effort.

I have always been a performer academically throughout my school life. However, when I was in K-14, my grades dropped significantly. My teachers became overly concerned. Therefore, they put me on a counseling program. Their first counseling initiative was to determine what might have caused the decline in the performance. They identified that the effects of adolescence were taking a toll on me. I had started giving in to peer-pressure. The historical Titanic disaster also depicts the attribution in play. While the incident occurred a long time ago, theorists have continued to report on the possible causes of the accident. One of the commonly cited causes was the buckling of the plates by the iceberg, thereby scrapping off the substandard rivets along the hull's length. As a consequence, water was allowed into five of the watertight compartments of the ship. My personal life and the historical Titanic events evidently show how the attribution theory works.

In conclusion, though not part of the required readings this semester, the attribution and the cultivation theories of communications are fundamental. They elicit a greater knowledge about communication. Studying these theories helps a person to understand that communication is a multifaceted concept and practice. The models have helped me to understand that the theories of communication can be applied to any event or life context.