

1. What factors affect the selection and production of symbols that comprise communicative acts?

Purpose/Intent

Specific Context ✓✓

shared language

cultural values ✓

environmental & social factors ✓

Social, cultural, & political context determines which symbols will be selected and continue to be reproduced

2. How do the properties of symbols and their arrangements in communicative acts contribute to the ways in which they are understood, interpreted, and acted upon?

1. Kibbles and its social consequences

Read as "Rhetoric"

- symbols have verbal + nonverbal cues

- connotative meanings

- emotional appeals

- focus

- specific context

- clarity/structure

3. How do the characteristics of message producers affect the perception and interpretation of symbolic behavior?

1. Rhetoric and its social consequences

• Negative vs. Positive Characteristics can affect ethos of producers.



4. How do characteristics of message recipients influence responses to symbolic behavior?

Attitudes and Social Cognition

Cultural values - can create bias  
& emotional response ✓

SYMBOLIC BEHAVIOR IS ONLY EFFECTIVE  
IF IT RELATES TO RECIPIENTS' INTERESTS

- PAST & PRESENT SOCIAL GROUP

- Knowing literacy rate and ability  
of audience to interpret the message is important.  
"Ultimate  
Universal Terms" & "Universal" characteristics

- According to Scott (1971) audience is the  
"gatekeeper" & gauge for the verifiability of the  
message, any feedback or response is ultimately up  
to the message recipient.