Constructing Meaning (The Message)

CONTEXT

SETTING

LANGUAGES

PARTICIPANTS

CULTURES

Setting
Type: school, office, conference
Location: rural, urban
Milieu: stressful, relaxed

Languages
Similarities and/or
differences between
speaker and audience

Speaker's Culture
Primary affliation and individual's
identification with other groups
(e.g. ethnic or racial, gay/lesbian,
religious, vocational, recreational,
and other that may modify
behaviors, norms and values

Speaker's Language
Community language plus individual's
form of language which is affected by
age, gender, ethnic background, social
class, geographic area, education,
occupation, race, and other factors

Style/Genre

**Speaker's
Goal(s)**

Personality

**Speaker's Feelings
and Affect**

**Speaker's Ideas
and Content**

Participants
relationship to the
speaker (familar, peer,
power differential)

CONTEXT

Cultures
Match to speaker's
cultures in norms,
behaviors, expectations