# albert mehrabian communication model citation

**albert mehrabian communication model citation** is a crucial reference in understanding the dynamics of nonverbal communication and its impact on message interpretation. This article explores the origins, significance, and correct citation practices of the Albert Mehrabian communication model, a framework emphasizing the relative importance of verbal and nonverbal cues in conveying emotions and attitudes. The model is often summarized by the 7-38-55 rule, which attributes 7% of message meaning to words, 38% to tone of voice, and 55% to body language. Properly citing Mehrabian's work is essential for academic rigor and clarity, particularly given the frequent misinterpretations and oversimplifications of his findings. This article will delve into the model's theoretical foundation, appropriate citation formats for scholarly use, common misconceptions, and its relevance in contemporary communication studies. By examining these aspects, readers will gain a comprehensive understanding of how to accurately reference and apply the Albert Mehrabian communication model in research and practice.

- Overview of the Albert Mehrabian Communication Model

- Historical Context and Development

- Core Components and Interpretation

- Proper Citation Practices for the Model

- Common Misconceptions and Clarifications

- Applications of the Model in Communication Studies

# Overview of the Albert Mehrabian Communication Model

The Albert Mehrabian communication model is a theoretical framework that highlights the impact of verbal and nonverbal elements in the communication process. Developed by psychologist Albert Mehrabian in the 1960s, the model focuses primarily on how feelings and attitudes are conveyed rather than factual content. Its most cited feature is the 7-38-55 rule, which assigns specific percentages to words, tone of voice, and body language to explain how people interpret messages emotionally.

This model is often referenced in studies of interpersonal communication, emotional expression, and social psychology, underscoring the importance of nonverbal cues in human interaction. The emphasis on nonverbal communication makes the model a foundational concept in communication theory and practice.

## Significance in Communication Theory

The model underscores that communication is multidimensional. Words alone may not fully convey the intended message if tone and body language contradict them. Understanding this has profound implications for fields such as counseling, marketing, negotiation, and education, where emotional congruence between verbal and nonverbal signals is critical.

## Key Terminology

- **Verbal communication:** The use of words and language.

- **Nonverbal communication:** Includes tone of voice, facial expressions, gestures, and posture.

- **7-38-55 rule:** The proportional impact of words (7%), vocal tone (38%), and body language (55%) on message interpretation.

# Historical Context and Development

Albert Mehrabian, a professor of psychology at the University of California, Los Angeles, developed the communication model based on experimental research during the late 1960s. His work examined the relative influence of verbal and nonverbal cues on the perception of feelings and attitudes. The research primarily involved studies where participants evaluated the congruence between spoken words and nonverbal signals.

Mehrabian's findings were initially published in peer-reviewed articles and later consolidated in his book "Silent Messages," which remains a key source for understanding the model's theoretical underpinnings. The historical context reflects a growing academic interest in nonverbal communication as a distinct and powerful element influencing interpersonal interactions.

# Research Methodology

Mehrabian's studies employed controlled experiments with participants rating the emotional content of spoken statements accompanied by varying facial expressions and vocal tones. The results led to quantitative measures of how different communication channels contribute to the overall emotional message.

# Publication and Dissemination

The core findings were published between 1967 and 1972, with the most cited article being "Inference of Attitudes from Nonverbal Communication in Two Channels," published in the Journal of Consulting Psychology in 1967. This article is often the primary reference for the Albert Mehrabian communication model citation in academic works.

# Core Components and Interpretation

The Albert Mehrabian communication model is best understood through its three main components: words, vocal tone, and body language. Each plays a distinct role in shaping how messages are received and interpreted, especially when the message involves the expression of feelings or attitudes.

## Words (Verbal Content)

Words represent the literal meaning of the message and contribute approximately 7% to the emotional interpretation. While essential for conveying explicit information, words alone may be insufficient when the communicator's feelings are the focus.

## Tone of Voice (Vocal Elements)

The tone of voice, encompassing pitch, volume, and inflection, carries about 38% of the emotional weight in communication. It often reveals the speaker's true feelings and can either reinforce or contradict the verbal message.

## Body Language (Nonverbal Behavior)

Body language, including facial expressions, gestures, posture, and eye contact, accounts for approximately 55% of the perceived emotional content. It is the most influential channel in conveying an individual's genuine attitudes and emotions.

## Summary of the 7-38-55 Rule

1. 7% of meaning is derived from spoken words.

2. 38% of meaning comes from the tone of voice.

3. 55% of meaning is communicated through body language.

# Proper Citation Practices for the Model

Correctly citing the Albert Mehrabian communication model is vital for academic integrity and ensures that sources are accurately attributed. The model's foundational research is primarily cited from Mehrabian's 1967 article in the Journal of Consulting Psychology and his 1971 book "Silent Messages."

Both APA and MLA citation styles are commonly used in academic writing, and the format will vary depending on the context of the citation.

## APA Citation Format

For the seminal 1967 article, the APA citation generally appears as:

*Mehrabian, A. (1967). Inference of attitudes from nonverbal communication in two channels. Journal of Consulting Psychology, 31(3), 248–252.*

For citing the book "Silent Messages":

*Mehrabian, A. (1971). Silent messages. Wadsworth.*

## MLA Citation Format

In MLA style, the citation for the article would be:

*Mehrabian, Albert. "Inference of Attitudes from Nonverbal Communication in Two Channels." Journal of Consulting Psychology, vol. 31, no. 3, 1967, pp. 248–252.*

The book citation in MLA format is:

*Mehrabian, Albert. Silent Messages. Wadsworth, 1971.*

## Tips for Accurate Citation

- Verify publication details before citing.

- Use the original sources rather than secondary references when possible.

- Include page numbers if quoting directly from the texts.

- Follow the specific style guide mandated by the institution or publisher.

# Common Misconceptions and Clarifications

The Albert Mehrabian communication model is frequently misunderstood, leading to widespread myths about its application. Clarifying these misconceptions is crucial for proper usage and interpretation.

## The Myth of Universal Application

A common error is applying the 7-38-55 rule to all communication contexts. Mehrabian himself emphasized that the model specifically addresses situations where feelings and attitudes are communicated, not factual or informational exchanges.

## Misinterpretation of Percentages

Another misconception is interpreting the percentages as exact measurements applicable to every conversation. Instead, they reflect the relative importance of communication channels in conveying

emotions under specific conditions.

## Overlooking Contextual Factors

The model does not account for cultural differences, context, or individual variability, which can significantly influence communication dynamics. These factors should be considered alongside the model for a comprehensive understanding.

# Applications of the Model in Communication Studies

The Albert Mehrabian communication model has broad applications across various fields that examine human interaction, emotional expression, and communication effectiveness.

## Interpersonal Communication

The model is widely used to study how nonverbal cues affect relationships, conflict resolution, and empathy. It highlights the need to align verbal and nonverbal messages to foster trust and understanding.

## Marketing and Advertising

Marketers use insights from the model to craft messages that resonate emotionally with target audiences, emphasizing tone and visual elements alongside words.

## Psychology and Counseling

Counselors and therapists apply the model to interpret clients' emotional states more accurately by observing nonverbal signals in therapy sessions.

## Public Speaking and Leadership

Effective leaders and speakers utilize the principles of the model to enhance message delivery, ensuring congruence between verbal content and nonverbal expressions.

## Summary of Key Applications

- Enhancing emotional communication in personal relationships

- Improving advertising impact through nonverbal elements

- Supporting psychological assessment and therapy

- Developing public speaking skills and leadership presence

# Frequently Asked Questions

## What is the Albert Mehrabian communication model?

The Albert Mehrabian communication model is a theory that suggests that communication is composed of 7% verbal (words), 38% vocal (tone of voice), and 55% visual (body language) components when expressing feelings or attitudes.

## How do I properly cite Albert Mehrabian's communication model in APA format?

To cite Albert Mehrabian's work in APA format, you can reference his book: Mehrabian, A. (1971). Silent messages. Wadsworth Publishing Company.

# Where did Albert Mehrabian originally publish his communication model?

Albert Mehrabian first introduced his communication model in his 1971 book titled 'Silent Messages,' where he explored nonverbal communication and its impact.

# Is the 7%-38%-55% rule from Mehrabian's model applicable to all communication?

No, Mehrabian's 7%-38%-55% rule specifically applies to situations where a person is communicating feelings or attitudes, particularly when there is inconsistency between verbal and nonverbal messages.

# How can I quote Albert Mehrabian's communication model in a research paper?

You can quote Mehrabian by citing his book and including the specific page, for example: Mehrabian (1971) states that 'communication of feelings and attitudes involves 7% words, 38% tone of voice, and 55% body language' (p. 45).

# Additional Resources

1. *Silent Messages: Implicit Communication of Emotions and Attitudes*
This foundational book by Albert Mehrabian introduces his groundbreaking research on nonverbal communication. It explores how feelings and attitudes are conveyed through facial expressions, tone of voice, and body language, emphasizing the famous 7%-38%-55% communication rule. The book is essential for understanding the complexities of human interaction beyond verbal language.

2. *The Nonverbal Communication Reader: Classic and Contemporary Readings*
This comprehensive collection includes key studies on nonverbal cues, featuring works that discuss and expand upon Mehrabian's communication model. It provides a broad overview of how nonverbal

signals affect interpersonal communication. Readers gain insights into both theoretical and practical aspects of body language, facial expressions, and vocal tone.

3. *Nonverbal Communication in Human Interaction*

Authored by Mark L. Knapp and Judith A. Hall, this book delves into the role of nonverbal behavior in communication. It references Mehrabian's findings to illustrate how nonverbal elements can support or contradict spoken words. The text offers detailed analysis and examples of gestures, posture, and vocalics in everyday communication.

4. *Communicating: Principles and Contexts*

This textbook provides an introduction to communication theories, including a section on Mehrabian's communication model. It explains the significance of verbal and nonverbal messages in shaping meaning and perception. Suitable for students and professionals, it connects theory with real-world communication scenarios.

5. *Body Language: How to Read Others' Thoughts by Their Gestures*

This classic book by Allan Pease explores the nonverbal signals people use unconsciously and consciously. It complements Mehrabian's research by offering practical advice on interpreting body language in various social contexts. The book is a valuable resource for improving interpersonal communication skills.

6. *Nonverbal Communication: Forms and Functions*

Edited by Peter A. Andersen, this volume compiles research on different facets of nonverbal communication. It discusses Mehrabian's model as a key framework for understanding the relative impact of verbal versus nonverbal messages. The book is suitable for scholars and practitioners interested in communication dynamics.

7. *The Power of Body Language: How to Succeed in Every Business and Social Encounter*

Tonya Reiman's book offers practical guidance on using body language effectively in professional and social settings. It builds on Mehrabian's principles to show how nonverbal cues influence trust, persuasion, and relationship-building. The text is filled with examples and tips for mastering nonverbal

communication.

8. *Nonverbal Communication in Close Relationships*

This book examines the role of nonverbal behavior in intimate and personal relationships. It references Mehrabian's work to highlight how emotions are expressed and perceived beyond words. The authors explore how nonverbal cues affect relationship satisfaction and conflict resolution.

9. *Emotions Revealed: Recognizing Faces and Feelings to Improve Communication and Emotional Life*

Paul Ekman's book focuses on understanding facial expressions and emotional communication, complementing Mehrabian's research on implicit messages. It provides tools for identifying genuine emotions and improving empathy. The book is influential for those interested in psychology, communication, and emotional intelligence.

# Albert Mehrabian Communication Model Citation

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    **albert mehrabian communication model citation:** *21st Century Communication: A Reference Handbook* William F. Eadie, 2009-05-15 The discipline of communication has grown in popularity from the time professors of journalism and speech decided, in the mid-1960s, that the term communication was an excellent general descriptor for the theory and research that each group aspired to create. Over time, the two groups grew closer and recognized significant overlap in their theoretical and research interests, but there were also differences in their traditions that kept them apart. While both groups agreed that communication is a practical discipline, journalism professors focused a great deal of their attention on the education of media professionals. Speech professors, on the other hand, often were more oriented to the liberal arts and valued the fact that communication could be approached from a variety of traditions, including the arts, humanities, social sciences, and even the sciences. A key term in 21st Century communication, however, is convergence. Not only are media and technology converging with each other to produce new means

of communicating, but individuals are increasingly using both new and existing communication tools to create new forms of communication. This convergence forces the various camps within the communication discipline to draw upon each other's theories and research methods to keep up with explaining the rapidly changing communication environment. This convergence of ideas and theories provides a space to challenge conventional ways of thinking about the communication discipline, and that's the goal of the SAGE 21st Century Reference Series volumes on Communication. General Editor William F. Eadie has sought to honor the diversity of the study of communication but also integrate that diversity into a coherent form, dividing communication study into four basic properties: 1) processes, 2) forms and types of communication, 3) characteristics to consider in creating messages, and 4) relationships between communicators. Via 100 chapters, this 2-volume set (available in both print and electronic formats) highlights the most important topics, issues, questions, and debates any student obtaining a degree in the field of communication ought to have mastered for effectiveness in the 21st Century. The purpose is to provide undergraduate majors with an authoritative reference source that will serve their research needs going forward in this exciting field with more detailed information than encyclopedia entries but not as much jargon, detail or density as a journal article or a research handbook chapter. Comprehensive coverage captures all the major themes and subfields within communication. For instance, Volume 1 themes include the discipline of communication, approaches to the study of communication, key processes of communication, forms and types of communication, key characteristics of messages, key communication relationships, factors affecting communication, and challenges and opportunities for communication. Themes in Volume 2 are media as communication, communication as a profession, journalism, public relations, advertising, and media management. Authoritative content is provided by a stellar casts of authors who bring diverse approaches, diverse styles, and different points of view. Curricular-driven emphasis provides students with initial footholds on topics of interest in researching for term papers, in preparing for GREs, in consulting to determine directions to take in pursuing a senior thesis, graduate degree, career, etc. Uniform chapter structures make it easy for students to locate key information, with a more-or-less common chapter format of Introduction, Theory, Methods, Applications, Comparisons, Future Directions, Summary, Bibliography & Suggestions for Further Reading, and Cross References. Availability in print and electronic formats provides students with convenient, easy access.

**albert mehrabian communication model citation: Nonverbal Communication** Albert Mehrabian,

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privacy, overcoming assumptions, implicit judgment, the importance of context, determining the real information need, and many other lessons learned from challenging reference encounters; and thoroughly addresses policy and training procedures, as well as the unique challenges faced by paraprofessionals and non-degreed staff. Find your bearings in the continually evolving hybrid reference environment through proven strategies, advice, exercises, and research from three experts in the field.

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**albert mehrabian communication model citation:** *Communicating Gender Diversity* Victoria Pruin DeFrancisco, Victoria Leto DeFrancisco, Catherine Helen Palczewski, 2007-06-21 The purpose behind Communicating Gender Diversity: A Critical Approach is not to provide any final conclusions about communicating gender. Because gender is a constantly evolving concept, both in terms of individuals' gender identity development and the larger cultureÆs predominant notions of gender, such absolute claims are not possible. Instead, the intent is to better equip readers with tools with which they can examine, and make sense of, the intersections of communication and gender. The text covers the variety of ways in which communication of and about gender and sex enables and constrains people's intersectional identities. The authors believe people are social actors and, as such, create meaning through their symbolic interactions. Thus, the book's emphasis is not on how gender influences communication, but on how communication constitutes gender. They also believe that people are capable of being self-reflective about communication processes, and creative in generating new ways to play with symbols.

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**albert mehrabian communication model citation: The Language of Asian Gestures** Jieun Kiaer, Loli Kim, 2024-03-29 The Language of Asian Gestures explores Asian gestures as a non-verbal language within the context of films and dramas. This book provides a cross-cultural Asian perspective on a range of important common gestures and their meanings, covering a range of Asian regions including Korea, China, Hong Kong, Japan, Taiwan, Vietnam, Singapore, Thailand, Indonesia, the Philippines, India, and Pakistan. While most studies focus on text-based communication, gestures find themselves overshadowed by text and speech. Asian gestures, too, often reside in the shadow of Eurocentric viewpoints. This book will shift this dynamic and amplify the voices that have typically been marginalised within 20th-century Eurocentric discussions. The book will be informative for students and researchers interested in Asian languages, cultures, film studies, and pragmatics. It bridges the gap between words and gestures, unveiling a world of concealed meanings and enriching our understanding of diverse forms of expression.

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