

Communicator Style Definitions

Communicator Style is defined as the way an individual uses verbal and nonverbal communicative behaviors to indicate how literal a message should be taken or understood. This style may be comprised of any combination of these ten attributes. Generally, we each use several of these at the same time. This creates our “communication style cluster.”

The 10 communicator style attributes are as follows:

1. **Friendly** people recognize others in a positive way and are generally considered to be kind and caring.
2. **Impression leaving** communicators have a memorable style, which depends on their affiliative expressiveness and use of information-seeking behaviors.
3. **Relaxed** communicators are anxiety-free and remain calm and at ease when engaged in interactions with others.
4. **Contentious** individuals will argue, and may get somewhat hostile, quarrelsome, or belligerent.
5. **Attentive** communicators are alert and are good listeners who are concerned with understanding others.
6. **Precise** communicators try to be strictly accurate, using well-defined arguments and specific proof or evidence to clarify their positions.
7. **Animated** communicators use eye contact, facial expressions, gestures, body movement, and posture to exaggerate content.
8. **Dramatic** communicators use stylistic devices (exaggerations, voice, rhythm, stories) to underscore content.
9. **Open** communicators are extroverted, unreserved, and straightforward; they do not have problems directly communicating their thoughts or emotions.
10. **Dominant** communicators “take charge” of the situation by talking louder, longer, and more frequently than others.

We look at these scores in “clusters.” Take your top three scores and these may be the most descriptive of your general style of communication.

Researchers have found that:

- Employees prefer their superiors to use the relaxed, friendly, and attentive attributes.
- Charismatic leaders tend to use the attentive, relaxed, friendly and dominant attributes.
- Strong public speakers are dominant, animated, open, friendly, dramatic, and attentive.