

## CONTENTS

Series Editor's Foreword by Mark L. Knapp	7
Acknowledgments	9
Introduction: The Intimate Union of Style and Content	11

### PART I: THEORETICAL PERSPECTIVE

1. Monitoring Content: The Form-Giving Function of Communicator Style 19  
*Style controls the literal meaning of messages without direct accountability.*
2. Creating Communicative Identity: Norm-Defining Patterns of Style 35  
*Consistent associations of an individual's style structure expectations about the person.*
3. Boundaries and Blueprints: The Foundation of a Communicator Style Construct 55  
*Each person has a complex set of similar and different stylistic tools to structure messages.*

### PART II: SUBCONSTRUCT DEVELOPMENT

4. Open Style: The Accessible and Unrestrained Communicator 97  
*The "private" person can seem to be a "public" person.*
5. Dramatic Style: The Communicative Spotlight 129  
*The dramatic communicator always tries to manipulate mood, change energy, and catch attention.*
6. Attentive Style: The Communicative Coordinator 154  
*The attentive communicator, in one sense, controls interactive processes.*

### PART III: APPLICATIONS OF STYLE WORK

7. Reality Filter: Perception of Communicator Style 187  
*The way a person communicates affects the accurate processing of social interaction.*

8. Social Magnetism: Style Determinants of Attraction	207
<i>A person's style of communicating has more influence than his or her physical attractiveness.</i>	
9. Commanding Attention to Educate: Style Impact on Teaching	229
<i>Beyond entertainment, style shapes students' critical focus.</i>	

#### **PART IV: OVERVIEW**

10. Dialectic Invitations: Implications for Future Study	265
Appendix A: Theoretical Summary	281
Appendix B: Style Measures	285
References	299
Index	313
About the Author	320