
Civility and the Role of the Media

**TOPIC TALK- BROADCASTING EDUCATION ASSOCIATION
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HOW CAN
WE TEACH
OUR
STUDENTS
TO BE CIVIL?



Personal Factors at Play

- Exhaustion (Work/Sports)
- Drinking (Too much)
- Emotions (Moods/Feelings)
- Our Past Experiences (Feel Threatened)





Non-verbal Communication

We must be aware of how we are communicating

- **Our Eyes**
- **Our Face**
- **Our Body**

Use 'I' statements

This is centered in the belief that if the speaker takes responsibility for her/his statements others will be less likely to simply react and put up a defense.

- **“You hurt the team when you don’t show up to conditioning on time”**
- **“I am frustrated when you don’t show up to conditioning on time”**



DO ...



- 1 Convey the value of your relationship with the person.
 - 2 Go slowly with what you want to communicate.
 - 3 Try to understand the other person's position.
 - 4 Listen to what the other person is trying to communicate.
 - 5 Confront the situation, not the person.
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REFERENCES

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Fisher, R., & Ury, W. (1991). *Getting to yes*. New York: Penguin Books.

Toropov, B. (1997). *The art and skill of dealing with people*. Paramus, NJ: Prentice Hall.
