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COMMUNICATION THEORY AND PRACTICE



Theory and Practice of the Designations in Communication

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THE VALUE OF COMMUNICATION THEORIES

The appreciation and study of human communication arises from research, observation, practice, and theories that explain the phenomena, realities, and facts of communication; the various components, characteristics, and qualities of human expression and exchange; and the innumerable circumstances, conditions, events, and experiences it creates, in our occurring world, throughout life.

Communication theories, as systematic, scientific explanations, offer principles and practices, models and metaphors, patterns and paradigms that unify and clarify facts, that define and describe the essence of expression and exchange, that create comprehension and understanding for interactivity and its influence and effect on being and becoming, on existence and reality, through countless circumstances, conditions, contexts, and events experienced in life. Although no theory offers an absolute explanation or representation of reality, we advance our comprehension and understanding of communication – we advance our skills, practice, and proficiency – using the facts, components, and qualities of human expression and exchange in theory.

OBSERVATION, RESEARCH, PRACTICE, AND THEORY

Working nearly fifty years in the business of business communications as a communications specialist, strategist, creative director, writer, and designer, to mention a few areas of my experience and expertise, I have always been fascinated in the nature of human expression and exchange especially in learning and knowing what works and what doesn't work to produce intended outcomes. Accordingly, I have a deep interest in the exploration, observation, study, and research of communication and the practical, productive application of models and theories, assumptions and ideals, opinions and principles. My background in business communications includes promotional and motivational communications; advertising; public and professional relations; internal and external corporate communications; technical, educational, clinical, and scientific writing; public speaking and broadcast media; professional education, instruction, and training programs; and leadership training and personal coaching. Besides the research of professionals and theorists, I have also conducted various forms of research over the years for my clients including surveys, one-on-one studies, image and message testing, focus groups, market analyses, and more.

In my expertise and experience, I have come to recognize certain facts, realities, and phenomena of human communication; accordingly, I have established a series of theories, based on universal truths, which advance our knowledge and understanding of expression and exchange, which advance our skills, practice, and proficiency for achieving full self-expression, for reaching desired outcomes, for satisfying our needs, wants, and desires in life. The Theory and Practice of the Designations in Communication is second in a series of theories.

THE METAPHOR

Often referred to simply as symbolic expression, the metaphor is more than a figure of speech; it is our access to thinking and speaking. Metaphors represent thoughts and things in our consciousness and contemplation; they assign designations to that which we perceive, experience, know, and understand in life. Metaphors give us the ability to define, describe, and designate anything and everything. What's more, metaphors give us who we are; they even provide us a name and an identity.

Originating in thoughts, words, and language, metaphors give us the ability to express and explain that which we perceive and experience, that which we think and feel, that which we reason and understand. Moreover, metaphors give us the ability to communicate, to create, and to relate. We express our thoughts, feelings and ideas in word and language using metaphors, we articulate our needs, wants, and desires in word and language using metaphors, we create comprehension and understanding for thoughts and things for our self and others in word and language using metaphors, we make connections and we create relationships in word and language using metaphors to name a few fundamental designations in communication.

For example, when we use the word cat to represent a furry, four-legged creature, cat is a metaphor giving us access to understanding the phenomenon that manifests itself as a furry, four-legged creature. Although the word is a metaphor, neither the word nor the metaphor is the cat; they are simply designations. In a like manner, we use the word map to represent an area, to signify space; neither the metaphor nor the map is the region. They too are simply designations.

Besides physical phenomena, we also use metaphors to designate intellectual concepts and cognitive experiences. For example, when we say we have an idea, the idea is not the word or the metaphor; the idea is a concept representing thought while the word idea is the metaphor for that concept. Moreover, when we tell time, the numbers of seconds, minutes, and hours and the names of days, months, and years that we assign to time as well as the word time are metaphors for that which are intangible, cognitive experiences.

Indispensable for having thoughts and feelings, essential for expression and exchange, crucial for comprehension and understanding, and fundamental for communicating and relating; metaphors make designations of intelligence, image, and identity; individuality, interaction, and insight available for our self and others, for life and living. Finally, as a designation, one last point to consider: metaphor is a metaphor for metaphor.

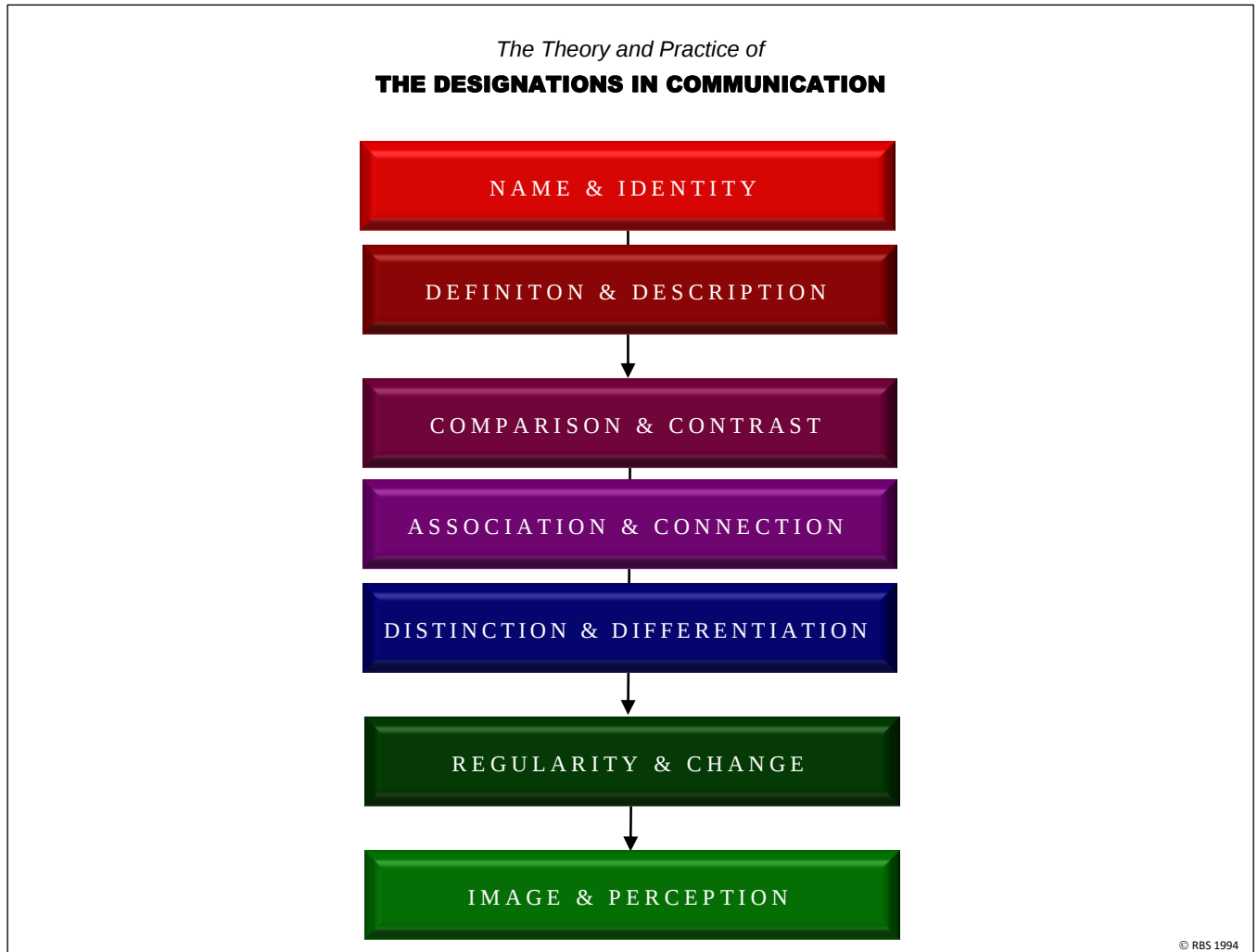
DESIGNATIONS IN COMMUNICATION

Designations in communication name, define, describe, distinguish, differentiate, compare, contrast, connect, and classify thoughts and things. Accordingly, designations in communication advance our individual and collective knowledge, intelligence, and wisdom. Arising in the fundamentals of communication, designations offer insight and understanding adding to and building on existing information and experience.

Designations in communication can be classified into seven primary categories; first, there are the designations of naming and identity. Putting a name to instinctual, intellectual, emotional, spiritual, ethical, social, and physical things is the most basic of designations in communication. Second, following in kind, the designations of definition and description provide further information. Third, there are the designations of comparison and contrast that distinguish thoughts and things so that we may further comprehend and understand them. Fourth, in our comprehension and understanding, there are the designations of association and connection establishing links and relationships among thoughts and things by integrating and incorporating them with other thoughts and things. Fifth, there are the designations of distinction and differentiation. While the third set of designations involves connections through likeness and similarity, the fourth set involves individualism through uniqueness and difference making classification and arrangement available. Sixth, there are designations of regularity and change; these designations distinguish uniformity and consistency as well as transformation and variation. In addition, designations of regularity and change distinguish that which is more or less, better or worse, and similar or different. And seventh, there are the designations of image that create personal perspective, perception, and preference. Designations of image establish awareness, presence, and attention; memory, recall, and retention; clarity, intelligibility, and precision; and integrity, veracity, and authenticity.

In simple direct terms, designations in communication distinguish who, what, where, when, how, and why of expression and exchange. Forming a hierarchical process and arrangement, designations begin logically by identifying and naming thoughts and things, that is, putting a name to everything; they then proceed to defining and describing as well as comparing and contrasting thoughts and things. From there, designations continue by associating and connecting and by distinguishing, differentiating, and classifying thoughts and things.

Designations further define regularity and change before culminating with personal perspectives, preferences, and perceptions in our innate need to evaluate and make meaning of everything in life. As such, the hierarchy of designations in communication begins with identity and concludes with image.



DESIGNATIONS OF NAME & IDENTITY

Designations of identity name nouns. They name thoughts and things, people and places, circumstances and conditions, environments and events; they name anything and everything in life. As such, we have names for common, ordinary things from ideas, locations, objects, and conditions to living creatures, actions, qualities, and more; they are called common names. Besides common names, we also have special proper names for businesses and companies as well as their products, services, programs, and other offerings called tradenames or brand names. Moreover, we also have special proper names for people, living and dead, as well as proper names for our pets, places, and possessions. Whether we love them or hate them, agree with them or oppose them, change them or keep them, proper names are the most significant, influential, and conclusive identities we have; they are decisive in labeling who we are in the world for our self and others.

Besides assigning words that identify something or someone, identity is more than just a name. In the formal sense of the word, identity is the sum total of the qualities and characteristics of a person, thought, or thing in its entirety that establish and express its originality and individuality contained in a word or a group of words working together as a conceptual phrase. We assign a name or a combination of names to summarize the qualities and characteristics of a person, thought, or thing often adding specificity and distinctiveness to that

which we name; those designations are synopsized as common names, tradenames, and proper names. Opening with proper names, we name people, pets, places, and possessions to distinguish and individualize, differentiate and identify. Moreover, we name people, pets, places, and possessions to make connections and relationships, establish families and communities, and create ownership. Like proper names, tradenames name products, services, and organizations creating originality, differentiation, and identity in the marketplace. Often, tradenames and proper names are abridged or abbreviated for the sake of linguistic ease and convenience giving rise to nicknames which make the designation of those thoughts and things all the more definite and unique, all the more distinguished and memorable. For example, the organization known as Federal Express is often referred to in the market as FedEx.

Every so often, tradenames and proper names require additional identity using common generic names to distinguish and clarify that which they distinguish. For example, a tradename may require a generic to clarify goods and services or a proper name may require a generic to clarify a person's interest or occupation. Creating clarity and understanding, common generic names establish categories and collections of people, thoughts, and things; they represent conventional thinking and intelligence. For example, Abigail the cat is distinguished as a member of the feline family of animals; the word cat is a common name that further clarifies and distinguishes Abigail as a furry, four-legged creature.

Returning now to the proposition that names and identities are the most basic, most meaningful designations in communication, they put a name to every instinctual, intellectual, emotional, spiritual, ethical, social, and physical thing in life. They provide a beginning to our comprehension and understanding; they form the foundation from which we can create all conversation. As we know, names and identities are established in words and language, in how and what we communicate. We use words and language as metaphors to represent thoughts and things. Metaphors establish identity; they put names to everything.

Forming the basis for all designations beyond names and identity, metaphors also define and describe and they compare and contrast. Metaphors make associations and connections, they distinguish and differentiate, and they express regularity and change. Moreover, metaphors characterize and classify people, thoughts, and things and, based on that which has meaning, relevance, and value for our selves and others, metaphors contribute to our perspectives, perceptions, and preferences in life. Accordingly from identity to image, the designations of communication contribute to our comprehension and understanding of people, thoughts, and things in an incremental, logical progression of definition, description, and discernment.

DESIGNATIONS OF DEFINITION & DESCRIPTION

Designations of definition and description are metaphors that further our comprehension and understanding of people, thoughts, and things; they develop and advance names and identities. Accordingly, definitions of people, thoughts, and things distinguish and differentiate them; definitions make them specific and clear. Definitions are statements of meaning and significance expressing the nature, composition, and scope of a person, thought, or thing. Definitions express the essence of the person, thought, or thing and may include itemizations or listings of entities that express the person, thought, or thing. Accordingly, the cat can be intensionally defined as a furry, four-legged creature and extensionally defined by using terms that represent the furry, four-legged creature like calico, tabby, and so forth.

Descriptions are statements of explanation and representation expressing particular details, facts and features, qualities and quantities, of the person, thought, or thing; descriptions make them specific and clear. Descriptions are statements of explanation for the qualities and characteristics that detail, specify, and classify a person, thought, or thing. Adding different levels of clarity, descriptions are explanations that can be specific, precise, and definite or general, vague, and indefinite. The cat can be indefinitely described as a grey, long-haired creature or definitely described as a Maine Coon. Descriptions and other additional descriptions add further clarity and specificity; they can express sorts, kinds, classes, and categories; they can designate distinction and differentiation as well as connection and association.

DESIGNATIONS OF COMPARISON & CONTRAST

Designations of comparison and contrast further our comprehension and understanding of people, thoughts, and things; they develop and advance definitions and descriptions associated with names and identities. On the one hand, comparisons are statements of examination involving the qualities and characteristics of people, thoughts, and things in order to discern and discover similarities and resemblances, equivalences and parallels, with other people, thoughts, and things. On the other hand, contrasts are statements of examination involving the qualities and characteristics of people, thoughts, and things in order to discern and discover differences and dissimilarities, variations and divergences, from other people, thoughts, and things. Evolving from definition to description, comparisons and contrasts are judgements of that which is the same and that which is not the same, that which is alike and that which is not alike, that which is related and that which is not related.

While comparisons of people, thoughts, and things should focus on and evaluate similarities and while contrasts of people, thoughts, and things should focus on and evaluate dissimilarities for the sake of clarity, specificity, and precision, comparisons and contrasts are often processed together, at the same time, because people, thoughts, and things are like other people, thoughts, and things in some manner or by some degree and yet people, thoughts, and things are not like other people, thoughts, and things in other ways. Overall, thoughts and things are connected and disconnected, related and unrelated, through their similarities and dissimilarities. Although many thoughts and things are closely related in one way or another, there are also many other thoughts and things that are not closely related due to their distinctions and differences. Consider this, all people, thoughts, and things are tethered to other people, thoughts, and things in some way or another in the same way all knowledge is one body of intelligence connected and related in words and language, in metaphor.

Like definitions and descriptions, comparisons and contrasts are metaphors; they are unique metaphors especially since comparisons and contrasts help establish designations of association and connection as well as designations of distinction and differentiation.

DESIGNATIONS OF ASSOCIATION & CONNECTION

Designations of association and connection further our comprehension and understanding of people, thoughts, and things; they are products of comparisons and contrasts advancing the definitions and descriptions of names and identities. Associations are statements of examination for the awareness and acquaintance, familiarity and knowledge, of a person, thought, or thing based on its similarities, resemblances, equivalences, and parallels with other people, thoughts, and things while connections are statements of examination for the influence and

interaction, relationship and attachment, of a person, thought, or thing based on its similarities, resemblances, equivalences, and parallels with other people, thoughts, and things. Accordingly, associations and connections of people, thoughts, and things arise out of comparisons and are grounded in commonality.

Associations and connections organize and categorize, classify and arrange, groups of people, thoughts, and things although all people, thoughts, and things share some commonalities, share some associations and connections. There is an order to things just as there is a variety to things. What's more, we as human beings instinctively need to be part of something greater than our self and yet we also need to be distinctive and differentiated. As such, we are connected and distinctive. Thoughts and things, like people, are part of a greater body of commonality in truth and knowledge and yet thoughts and things can also be unusual and original.

DESIGNATIONS OF DISTINCTION & DIFFERENTIATION

Whereas designations of association and connection advance understanding for unity and commonality, designations of distinction and differentiation advance understanding for uniqueness and individuality. As products of comparisons and contrasts, they further our comprehension and understanding of people, thoughts, and things.

Although distinction and differentiation are closely related in meaning, we characterize distinctions as statements of uniqueness and variation while we characterize differentiations as statements of individualism and originality. In view of that, distinctions discover alternate or dissimilar qualities and characteristics apart from those that engender associations and connections with people, thoughts, and things. Differentiations discover innovation, imagination, and individuality; that which is singular and different unlike other people, thoughts, and things. This, however, cannot be completely true as all people, thoughts, and things are tethered to other people, thoughts, and things, as stated previously, in some way or another in the same way all knowledge is one body of intelligence connected and related in words and language. Nonetheless, distinctions and differentiations extend and advance sorts, kinds, classes, and categories sometimes going beyond those categories and creating new ones.

Designations of distinction and differentiation work to enhance memory, recall, and retention. For example, tradenames and identities create positioning in consumer minds by differentiating their brand from all others by making comparisons and contrasts, associations and connections, distinctions and differentiations. Besides businesses and brands, people also work to enhance memory and recall for themselves, their works, and ideas by creating distinctions and differentiations with other people.

Designations of association, connection, distinction, and differentiation further our comprehension and understanding of the people, thoughts, and things we name and identify by advancing comparisons and contrasts, definitions and descriptions, associations and connections, distinctions and differences. While designations of association and connection typify commonality, dependence, community, and regularity, designations of distinction and differentiation exemplify individuality, independence, autonomy, and change. The next set of designations, designations of regularity and change, advance our comprehension and understanding of people, thoughts, and things even further.

DESIGNATIONS OF REGULARITY & CHANGE

Designations of name and identity, definition and description, comparison and contrast, association and connection, and distinction and differentiation depict people and things that occur in the physical dimensions of space or thoughts that occur in the cerebral dimensions of the mind. Expanding on those designations of communication even further, designations of regularity and change advance our comprehension and understanding of people, thoughts, and things with the dimension of time. Designations of regularity and change require a before and after to observe stasis or change.

People, thoughts, and things occur in the presence or privation of change. As such, regularity statements depict the absence of change. In other words, regularity expresses a consistency, constancy, and continuity of people, thoughts, and things over time; it expresses stability, stillness, and steadiness. With regularity, there is an experience of sameness, a lack of change. In contrast, change statements apparently depict the presence of change; there is an experience of difference, a lack of sameness. Accordingly, change statements express developments and differences, advancements and modifications, motion and movement. Change statements also express progression or regression, growth or deterioration, increase or decrease, expansion or contraction. With change, there is an observation of more or less, better or worse, than experienced before; there is something that is new and different.

Regularity and change statements rely on comparison and contrast to depict thoughts and things from one point in time to another point in time. The comparison or contrast evaluates the change in a person, thought, or thing with itself referencing a previous quality, characteristic, circumstance, or condition or the comparison or contrast evaluates the person, thought, or thing referencing other people, thoughts, and things. Regularity is a state of sameness where there is no change in the qualities, characteristics, circumstances, or conditions of a person, thought, or thing observed as either a comparison detecting consistency, constancy, and continuity or observed as a contrast detecting inconsistency, inconstancy, and discontinuity. Established in comparison and contrast as well, change is a state of difference. Change occurs with variation, alteration, and diversity as well it occurs in movement, motion, and mobility. What's more, change is a form of transformation; it is an act, process, or occurrence of change in the nature or form of a person, thought, or thing into a different person, thought, or thing; something is no longer the same; it is different.

Designations of regularity and change represent the qualities and characteristics of people, thoughts, and things relying on time, relying on a before and an after, to examine and express sameness or difference. Grounded in comparison and contrast, designations of regularity and change broaden designations of association and connection and designations of distinction and differentiation respectively.

DESIGNATIONS OF IMAGE & PERCEPTION

All communication designations, to this point, convey identity from naming and defining to comparing and classifying. They express observable qualities and characteristics, circumstances and conditions, of people, thoughts, and things in space, in time, and in concept. These designations are objective metaphors which are mutually acceptable and universally shared by people advancing their comprehension and understanding for people, thoughts, and things in the world.

Designations of image and perception are subjective metaphors which are personal, individual, and idiosyncratic. They are not generally or mutually acceptable or universally shared because they depict personal perspective, perception, and preference.

Designations of image involve four qualities of communication; they are dynamics, clarity, distinction, and integrity (see Theory and Practice of the Conditions of Communication). Accordingly, these qualities must be present to some extent in communication for the communication to be efficient and effective for naming and defining, comparing and classifying, people, thoughts, and things. Designations of image affect an individual's comprehension and understanding and in turn affect their perspective, perception, and preference for people, thoughts, and things. In view of this, designations of image also involve an individual's awareness, interest, involvement, insight, and discernment in what they see and hear, in what they perceive, and what they think and feel about what they see and hear; this is the essence of an individual's image perception.

Designations of perception involve, first, an individual's perspective. Perspective is an individual's particular attitude, mindset, regard, outlook, or approach to certain people, thoughts, and things. Perspective often involves their opinions, judgements, beliefs, and points of view. Second, designations of perception involve an individual's perception. Perception is an individual's particular impression, insight, and image of certain people, thoughts, and things grounded in the meaning, relevance, and value they offer selfishly and subjectively to the individual in fulfilling their needs, wants, and desires in life. And third, designations of perception involve an individual's preferences for people, thoughts, and things based on their personal perspectives and perceptions; based on their like, trust, and belief in them. Preferences are the people, thoughts, and things an individual approves, admires, agrees, and accepts; they are the idiosyncratic decisions and choices people make about people, thoughts, and things.

Designations of image and perception are the final ones in the series which began with identity and now ends with image, began with putting a name to thoughts and things and now ending with comprehension and understanding for their meaning, relevance, and value.

BENEFITS AND VALUE

In summary, the Theory and Practice of the Designations in Communication are comprised of seven primary categories; they are: one, name and identity; two, definition and description; three, comparison and contrast; four, association and connection; five, distinction and differentiation; six, regularity and change; and seven, image and perception. These designations are the fundamentals of communication that give us the ability to identify, define, arrange, and manage our thoughts and feelings concerning people, thoughts, and things. In view of that, designations advance our individual and collective knowledge, intelligence, insight, and wisdom. In our mutual agreement and acceptance, we share designations in communication in the words and language we use, in the metaphors we commonly and communally use to represent people, thoughts, and things.

Pointing to or depicting things might work to some extent if we want to identify a person or thing or, perhaps, if we want to reference some thought. Words and language, however, are a considerably better means of expression and exchange; words and language create identity by putting names to people, thoughts, and things; what's more, they create clarity, comprehension, and understanding going beyond simple names with valuable

definitions, descriptions, connections, differences, and other rich information that adds meaning, relevance, and value. Metaphors are powerful representations of thoughts; without words and language, without metaphors, we could not consciously communicate except to point and depict. Although the normal process of thinking is a normal, fundamental human activity, there is no shared agreement as to what a thought is or how it is created. Even so, many would argue that, without words and language, we would not be able to create, process, or analyze thoughts. Fundamental and indispensable to all thinking, being, and communicating, we are born with the inherent capacity for words and language and the instinctive need to be able to designate.

Beginning with the designations of name and identity, we assign a name to everything in life; we name people and places, thoughts and things, circumstances and conditions, environments and events. We assign common names for common thoughts and things: thoughts and things that are familiar and normal, typical and usual, general and unspecified. In conjunction to common names, we also assign proper names for specific, unique people, thoughts, and things. Going further, some of those proper names are created as tradenames so as to identify unique organizations, companies, or businesses and their unique brands of products, programs, properties, technologies, innovations, services, and customer support.

Instinctively, we use words and language without giving much thought to identify and designate simple, everyday thoughts and things in conversation, metaphors representing common, ordinary ideas like nouns and verbs, adjectives and adverbs, and more. Observably, all metaphors are necessary for expression and exchange, for achieving basic communication. Common names provide a foundation for communication comprehension and understanding; proper names and tradenames advance that comprehension and understanding further for naming specific people, thoughts, and things. In view of that, we advance communication comprehension and understanding with specificity most often achieved with definition and description, comparison and contrast, association and connection, distinction and differentiation; and often achieved with observation of regularity and change. Going beyond ordinary designations of common names, proper names and tradenames advance the identity of people, thoughts, and things. They are more distinctive and precise, more informative and explanatory, that proper names and tradenames could also be considered, to some extent, as designations of definition and description.

Designations of definition and description, the second category, are metaphors that further our comprehension and understanding of people, thoughts, and things; they further develop and advance names and identities. While definitions distinguish and differentiate people, thoughts, and things, definitions make them specific and clear. Definitions are statements of meaning and significance and descriptions are statements expressing particular details, qualities, and facts. The third category, designations of comparison and contrast further our understanding of people, thoughts, and things by discerning similarities, resemblances, and equivalences in comparison or by discerning variations, dissimilarities, and divergences in contrast. Comparisons and contrasts create access to further designations of association and connection, distinction and differentiation, and regularity and change.

Designations of association and connection, the fourth category, are grounded in commonality. Associations are statements of awareness and acquaintance, familiarity and knowledge, while connections are statements of influence and interaction, relationship and attachment. Designations of distinction and differentiation are

grounded in otherness. As the fifth category of designations, distinction depicts uniqueness and variation having alternate or dissimilar qualities; differentiation depicts individuality and originality having qualities of innovation and imagination. In view of that, the designations of distinction and differentiation exemplify difference, individuality, independence, and change while the designations of association and connection typify sameness, community, dependence, and regularity.

Related to the designations of association and connection and designations of distinction and differentiation, the sixth category, designations of regularity and change define the absence or presence of change. Accordingly, time is a factor in understanding what was and what is; what is the same or what is different; what is old or new, more or less, better or worse. Regularity depicts the absence of change; it expresses consistency, constancy, and continuity whereas change obviously depicts the presence of change; it expresses difference and development, advancement and modification, motion and movement. What's more, change expresses growth or deterioration, increase or decrease, progress or regress, expansion or contraction. Regularity and change are necessary for life.

The first six categories of designation are objective identities, definitions, and descriptions of people, thoughts, and things. These designations express observable qualities and characteristics, circumstances and conditions in space and time; they also express basic, ordinary thoughts, concepts, and ideas that are mutually shared and generally acceptable to people for the sake of communication and creating understanding.

The seventh category, designations of image and perception, are subjective opinions and judgements, beliefs and perspectives, that people have for other people, thoughts, and things. Unlike other designations, these are not mutually shared and acceptable on the whole although many people may share similar opinions, judgements, and beliefs. Designations of image and perception depict individual, idiosyncratic perspectives, perceptions, and preferences for thoughts and things and people they experience in life.

In the final analysis, the Theory and Practice of the Designations of Communication provide the communicator greater comprehension and understanding for identity and image in communication. Words and language, the metaphors of communication, represent people, thoughts, and things. They name and identify; they define and describe; they compare and contrast. In comparing and contrasting people, thoughts, and things, we are able to associate and connect as well as distinguish and differentiate people, thoughts, and things. In view of that we are able to classify and categorize, organize and understand. In comparing and contrasting over time, we are also able to observe regularity and change in people, thoughts, and things.

Besides designating that which we experience in life, we create thoughts and feelings, opinions and judgements, beliefs and viewpoints, attitudes and values, about those experiences, those people, thoughts, and things we encounter. We form personal perspectives, perceptions, and preferences for people, thoughts and things; these are the designations of image and perception.

Without designations, we cannot think, feel, communicate, or experience life. Accordingly, Designations of Communication advance the quality, effectiveness, and efficiency of all communication while they advance life.

OVERVIEW MAP

Theory and Practice of the Designations in Communication

1. Name and Identity

A. Metaphors

Names and Identities of Thoughts and Things Communicated in Word and Language

B. Names

Common Name

- A Designation, Title, Label, or Term Assigned to a Thought or Thing

Proper Name

- A Given or Family Name Assigned to a Specific Person, Place, Creature, or Thing

Brand Name

- A Trade Name Assigned to a Company, Product, Program, Property, Technology, Innovation, Service, or Customer Support

C. Identity

The Sum Qualities and Characteristics of a Person, Thought, or Thing in Its Entirety that Establish and Express Its Originality and Individuality

2. Definition and Description

A. Definition

A Statement of the Nature, Composition, and Scope of a Person, Thought, or Thing and Its Exact Meaning and Significance

B. Description

An Explanation of the Qualities and Characteristics that Detail, Specify, and Classify a Person, Thought, or Thing

3. Comparison and Contrast

A. Comparison

An Examination of the Qualities, Characteristics, and Relations of a Person, Thought, or Thing with Other People, Thoughts, and Things in Order to Discover

- Similarities and Resemblances
- Equivalences and Parallels

B. Contrast

An Examination of the Qualities, Characteristics, and Relations of a Person, Thought, or Thing with Other People, Thoughts, and Things in Order to Discover

- Differences and Dissimilarities
- Variations and Divergences

4. Association and Connection

A. Association

An Examination of the Relations of a Person, Thought, or Thing with Other People, Thoughts, and Things in Order to Discover

- Awareness and Acquaintance
- Familiarity and Knowledge

Based on Similarities, Resemblances, Equivalences, and Parallels

B. Connection

An Examination of the Relations of a Person, Thought, or Thing with Other People, Thoughts, and Things in Order to Discover

- Influence and Interaction
- Relationship and Attachment

Based on Similarities, Resemblances, Equivalences, and Parallels

5. Distinction and Differentiation

A. Distinction

An Examination of the Relations of a Person, Thought, or Thing with Other People, Thoughts, and Things in Order to Discover

- Uniqueness and Variation
- Alternative and Dissimilarity

B. Differentiation

An Examination of the Relations of a Person, Thought, or Thing with Other People, Thoughts, and Things in Order to Discover

- Difference and Individuality
- Originality and Imagination

6. Regularity and Change

A. Regularity

An Examination of a Person, Thought, or Thing with Itself or with Other People, Thoughts, and Things over Time in Order to Discover

- Sameness and Continuity
- Consistency and Constancy

B. Change

An Examination of a Person, Thought, or Thing with Itself or with Other People, Thoughts, and Things over Time in Order to Discover

- Difference and Development
- Advancement and Modification
- Motion and Movement

C. Transformation

The Act, Process, or Occurrence of Change in the Nature or Form of a Person, Thought, or Thing into a Different Person, Thought, or Thing

7. Image and Perception

A. Image

An Overall Impression of a Person, Thought, or Thing Comprised of

- Perspective
- Perception
- Preference

Influencing Comprehension and Understanding of a Person, Thought, or Thing, Image Is Advanced by Designation

- Dynamics
- Clarity
- Distinction
- Integrity

Image Affects Communication Goals for

- Introduction and Awareness
- Interest and Involvement
- Intelligence and Insight
- Exploration and Evaluation
- Agreement and Acceptance
- Application and Attainment
- Adoption and Advocacy

B. Perception

Three Factors Comprising Image Perception:

1. Perspective (of a Person, Thought or Thing)
 - Attitude, Mindset, Regard, Outlook, or Approach
 - Involves Opinion, Judgement, Belief, and Point of View
2. Perception (of a Person, Thought or Thing)
 - Impression, Insight, and Image
 - Grounded in Meaning, Relevance and Value
 - Fulfilling and Satisfying Needs, Wants, and Desires
3. Preference (for a Person, Thought or Thing)
 - Based on Perspectives and Perceptions
 - Designating Approval, Admiration, Agreement, and Acceptance
 - Idiosyncratic Decisions or Choices