

# Power relationship

Sociology



Case study Power relationship Introduction The ad agency decided to use this power relationship in order to stress the importance of reliable communication especially when there is an asymmetrical power relationship between the two parties to the communication (Connor, 2007). The young man is talking to his future father-in-law and thus acting in fear due to the immense influence and power that a father-in-law wields over their son-in-law. The relationship is uncertain and the father-in-law tries to tell the young man to consider him as a friend and address him by his first name thus trying to create a power balance and relaxed communication environment (Connor, 2007). The ad is effective in demonstrating the reliability of the cellphone service than other competitors since the call is dropped without the knowledge of either party thus making the young man nervous. I relate to the ad since a series of variations of the first name creates confusion and ineffective delivery of message, but the cellphone offers a clear communication signal that enables the parties to the communication understand and appreciate each other despite the power imbalance between the two.

I have been involved similar experience while talking to my doctor. I was trying to address him as address him as ‘teacher’ in order to seek assistance on a concept that I had not understood in class, but he calmed me down and told me he is always available to assist me whenever I need him. The teacher told me to just refer to him as ‘Mr’ and consider him a close friend whenever I needed assistance. In this case, I realized that it is essential for parties to a communication to remove the asymmetrical power relationships in order to facilitate effective communication.

Conclusion

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The ad agency chose this power relationship since it entails status, influence and power of the future father-in-law over the young man. The ad is clear that the cellphone will offer reliability in communication and friendly services to its customers thus ensuring high customer satisfaction.

Reference:

Connor, J. (2007). *The Sociology of Loyalty*. London: Springer.