

# Good essay about albert mehrabians communication model 1

[Sociology](#), [Communication](#)



## **Albert Mehrabian's Communication Model**

Albert Mehrabian's Communication Model 1

Albert Mehrabian's Communication Model

The model of communication that is theorized by Albert Mehrabian is that communication has three components: words; tone of voice and body language. He concluded that 7% of any communicated message is conveyed through words, 38% is conveyed through tone of voice and the remaining 55% is body language (Lee 2006). There has been much controversy surrounding his theory. This formula is based on the findings he and a partner conducted in two separate experiments in 1967.

Mehrabian's theory is often referred to and quoted but erroneously. His research was based on specific vocabulary that conveyed feelings. His research did not encompass all communication between humans. His first experiment had participants listen to recorded words that represented "like" (honey, dear, thanks), "neutrality" (maybe, really, oh) and "dislike" (brute, don't, terrible) with different inflections and tone of voice. He then recorded the responses of the participants to these words (Changing Minds).

Participants had to determine if they "liked" or "disliked" the subject saying the words. Even though his work is often misinterpreted or misused,

Mehrabian stated in his study that the context for this formula is when people are discussing their feelings or emotions, not all conversations.

Although Mehrabian's research is often misquoted or misunderstood; it is often referred to in business and law circles. It does offer some validity. Much of our communication is expressed through our body language and tone of voice, not just our words. Mehrabian himself, has suggested that when words

and body language don't match up, go for clues from the body language (Thompson 2012). Although misquoted and misunderstood by many, Mehrabian's research did open the door to a plethora of studies into nonverbal communication. It is now held

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that nonverbal communication is as important a part of what we are saying as are the words we choose.

Albert Mehrabian's Communication Model 4

### **References**

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