AVOIDING MIXED MESSAGES

A focus on the consequences of combining language tools and how to fix mixed messages.

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Mixed Message

“When two or more of the meanings we manage contradict one another...” because “there are no shared entailments.”
(Shared) Entailments

- **Entailments** are the “relationships and concepts that a metaphor brings to mind.”

- **Shared Entailments** are the “overlap of the relationships and concepts of two different metaphors.”

*Read & Review Table 6.1 on Page 132*
Answer This!

☐ What happens when meanings complement and reinforce one another?

☐ “They create a clear and consistent image of our subject that helps others know how to respond.”
Answer This!

☐ What happens when the meanings we manage diverge and contradict each other?

☐ “They create a fragmented view of our subject.”
What do you do about a mixed message?

- Investigate it!
- Look for incongruence.
- Examine how to reframe.
- Compare the alternative framing with the first framing.
What’s another thing you do about a mixed message?

☐ Un-mix the message!

✓ Communicate.

✓ Create opportunities to influence the interpretation.

✓ Create opportunities to reframe.
How do you affect the interpretation of a mixed message?

☐ 1. Acknowledge that there’s a contradiction that must be understood for all the ramifications.
Another way to affect the interpretation of a mixed message?

2. Show how the contradiction is more apparent than real.
A third way to affect the interpretation of a mixed message?

3. Change your language to realign it with other things you’ve said, with your actions, or with the expectations of others.