



Penn State

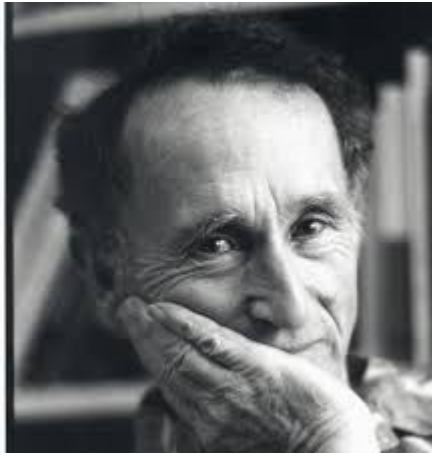
## OLEAD 410: LEADERSHIP IN A GLOBAL CONTEXT

Cultural Leadership blog

# Variables In The Communication Process: Labov & Martha's Vineyard

February 4, 2018 by [jzd5496](#) — [Leave a Comment](#)

There are many such variables to take into consideration in regards to the communication process. In studying leadership in a global context, one wants to make yourself aware of those things which may affect the way we send and receive communication. Factors such as one's value, social norms, attitudes, stereotypes, and language skills can all affect the communication process. (Moran, Abramson, & Moran, 2014 p. 90) I would also like to look at the way subconscious factors affect our language and the way that we communicate. Linguist William Labov studied the population of Martha's Vineyard in an effort to understand language variation. I think there is a correlation between the subconscious results that Labov analyzed and the factors that affect leaders communication.



**Linguist William Labov studied social effects on speech**

[William Labov](#) conducted a series of experiments in order to study language variation. Labov's conclusion was that social motivations drive subconscious cognitive processes. (Labov, 1972) The population of Martha's Vineyard is small, however, in the summertime, they have an influx of visitors. Locals, over time, have come to change the way certain vowels sound, which has given them a local distinction that separates them from visitors. Younger men, in particular, were subconsciously driven to adapt their vowel sound towards a group of local fisherman, who embodied the locality of the area. Labov hypothesized that locals adopted this way of speaking in an effort to build social camaraderie and as a sort of power shift to establish themselves as a social grouping. (Labov, 1972)

Likewise, in the communication process described by Moran, Abramson, and Moran (2014) on managing cultural differences describe "social norms as guidelines as to the ranges of behavior considered appropriate and applicable in particular situations." (p.90) In synthesizing these ideas, as a leader in a global context, one not only has to be aware of different cultures in an effort to manage their communication process, one also has to be aware of subconscious groupings. For examples, as an outsider doing business with the Vineyarders of Martha's vineyards, one would immediately be marked as an outsider due to their difference in speech. It helps to know their social stance on outsiders and then uses techniques to mediate the communication process. The young proud Vineyarders may need more respect on their "turf" and thus as a leader mitigating this social situation could use techniques to hedge power to these business people. In this way, one is being culturally

sensitive and aware of the communication process and how one can be most successful when dealing with people who have strong cultural identities.

Resources:

Labov, William. (1972). *Sociolinguistic Patterns*. Philadelphia, PA: University of Pennsylvania Press.

Moran, R. T., Abramson, N. R. & Moran, S. V. (2014). *Managing Cultural Differences* (9th ed.). New York, NY: Routledge.

---

Filed Under: [Uncategorized](#)

## Leave a Reply

You must be [logged in](#) to post a comment.

### RECENT POSTS

[Fostering Synergy Through A Global Pandemic](#)

[The impacts of social learning process in an organization.](#)

[Super Power: Listening and Communication](#)

[Blog Entry #1](#)

[Stereotypes Facing Women in Leadership Today](#)

## RECENT COMMENTS

mph6053 on [Lost in Translation: Communication in Organizational and Cultural Settings](#)

mph6053 on [Vazquez\\_Blog\\_Entry\\_#1](#)

jav29 on [Stereotypes Facing Women in Leadership Today](#)

jav29 on [Super Power: Listening and Communication](#)

jav29 on [Blog Entry #1](#)

## CATEGORIES

[Administration](#)

[Africa](#)

[Asia: Focus on China and India](#)

[Asia: Focus on Japan](#)

[Central America and Mexico](#)

[culture](#)

[diversity](#)

[Eastern Europe and Russia](#)

[Global Communication](#)

[introduction](#)

[Learning and Change](#)

[Middle East](#)

[South America](#)

[Synergy](#)

[Uncategorized](#)

[Western Europe](#)

## ARCHIVES

[March 2021](#)

[February 2021](#)

[January 2021](#)

[December 2020](#)

[November 2020](#)

[October 2020](#)

[September 2020](#)

[August 2020](#)

[April 2020](#)

[March 2020](#)

[February 2020](#)

[January 2020](#)

[December 2019](#)

[November 2019](#)

[October 2019](#)

[September 2019](#)

[August 2019](#)

[April 2019](#)

[March 2019](#)

[February 2019](#)

[January 2019](#)

[December 2018](#)

[November 2018](#)

[October 2018](#)

[September 2018](#)

[August 2018](#)

[May 2018](#)

[April 2018](#)

[March 2018](#)

[February 2018](#)

[January 2018](#)

[December 2017](#)

[November 2017](#)

[October 2017](#)

[September 2017](#)

[August 2017](#)

[July 2017](#)

[June 2017](#)

[May 2017](#)

[April 2017](#)

[March 2017](#)

[February 2017](#)

[January 2017](#)

[December 2016](#)

[November 2016](#)

[October 2016](#)

[September 2016](#)

[August 2016](#)

[December 2015](#)

[November 2015](#)

[October 2015](#)

[September 2015](#)

[August 2015](#)

[April 2015](#)

[March 2015](#)

[February 2015](#)

[January 2015](#)

[December 2014](#)

[November 2014](#)

[October 2014](#)

[September 2014](#)

[August 2014](#)

[November 2013](#)

## TAGS

[Africa](#) [Body Language](#) [Change](#) [Climate](#)

[Change](#) [Commitment](#) [Communication](#)

[Cultural Synergy](#) [culture](#)

[Diversity](#) [Eastern Bloc](#) [Germany](#) [global](#)

[Global Leadership](#) [government programs](#)

[Hello](#) [How to](#) [Inclusion](#) [integration](#) [intro](#)

[Introduction](#) [Japan](#) [lady gaga](#)

[Leadership](#) [learning](#) [Learning and](#)

[Change in a Global Setting](#) [Lesson 6](#) [life](#)

[Maddy BigAngel](#) [Middle East](#) [minorities](#)

[OLEAD](#) [olead410](#) [OLEAD 410](#)

[OLEAD497B](#) [OLED](#) [OLED 410](#) [Posting](#) [public](#)

[sector](#) [Saudi Arabia](#) [school](#) [social](#) [social learning](#)

[synergy](#) [thermodynamics](#) [Western Europe](#)



Copyright 2021 © The Pennsylvania State University [Privacy](#) [Non-Discrimination](#)  
[Equal Opportunity](#) [Accessibility](#) [Legal](#)