

# COORDINATED MANAGEMENT OF MEANING

One of the earliest and most influential of the rules-based or human interaction theories of communication.

C A 1 9 7 0 s

By some professors named Pearce + Cronen

A practical theory for different communication contexts.



Criticized for distorting “the distinction between constitutive and regulative rules”

basically....

*“People use rules to coordinate their meanings and actions as they communicate with each other”*

- ↳ People receive information from different sources and have to find ways of managing all those different messages

*“The world and our experience of it is more than any of the particular stories that make it coherent or any of the activities in which we engage”*

- ↳ To understand someone’s interpretation of an event, we need to understand the ways these different messages interact

CMM researchers particularly seek to uncover two particular types of rules:

**Constitutive rules**- rules of meaning used to interpret/understand messages

**Regulative rules**- rules of action that help individuals determine how to respond/behave

## Food, Culture, and Family: Exploring the Coordinated Management of Meaning Regarding Childhood Obesity

Mozhdeh B. Bruss, Joseph R. Morris, Linda L. Dannison,  
Mark P. Orbe, Jackie A. Quitugua, Rosa T. Palacios

“ My mother says my 6-year-old son is really, really thin. He only likes greens and vegetables. He does not like anything else. We try to force him to eat and it is hard. ”

MARIANA HIERARCHY:

1. Sociocultural
2. Familial
3. Nutritional

Among the participants in the study, how did the hierarchy of sociocultural messages, familial messages, nutritional messages affect how parents defined healthy eating?

### Evaluative Criteria

- ☐ Testable
- ☐ Heuristic
- ☐ Replicable
- ☐ Parsimonious
- ☐ Logically Consistent
- ☐ Test of Time

CMM SIX BUILDING BLOCKS:

- Content
- Speech acts
- Contracts (relationships)
- Episodes
- Life scripts (self)
- Archetypes (culture)

How can we apply these six CMM building blocks to the participants in the study? E.G. archetypes within the community dictate guidelines for healthy eating (like “eat lots of rice”)