Contents

PREFACE		vii
1.	Assertive Communication: What More Can Be Said?	1
	Research and Training on Assertion	1
	Reconceptualising Assertive Communication	4
	Assertion or Effective Communication?	9
	Plan of the Book	10
2.	Overview and History of Assertive Communication	13
	History of Assertion	14
	Assertive Communication and Common Usage	29
	Sex Roles and Assertive Communication	34
	Conclusions	37
3.	Definitions and Dimensions of Assertive Communication	39
	Generating Definitions of Assertion	40
	Structure of Dimensions of Assertion	48
	Implications and Conclusions	62
4.	Social Rules and Assertive Communication	65
	How Appropriate is Negative Assertive Communication?	66
	Social Rules and Social Goals	68
	Effect of Sex on Perceptions of Assertive Communication	74
	Social Rules and Sex Roles	78
	Socially Appropriate Behaviour in Assertive Contexts	79
5.	Identification of Social Rules and Goals	81
	Methodological Issues	81
	Conceptualising the Domain of Assertive Communication	83
	Identification of Social Rules and Goals for Negative Assertion	87
	General Social Rules and Goals	94

v

vi Contents	S
-------------	---

	Rules and Goals for Response Classes	96
	Rules and Goals Specific to Men or Women	100
	Sex Differences in Rules and Goals	104
	Conclusions	106
6.	Importance of Social Rules about Negative Assertion	109
	Validation of Social Rules	109
	Following Rules about Assertion	115
	Conclusions	124
7.	Comparing Definitions of Assertion and Socially	
	Appropriate Behaviour	127
	The Relationship of Social Goals, Social Rules and Definitions of Assertion The Relationship of Interpersonal Effectiveness to Social Goals and	127
	Definitions of Assertion	138
	Social Skill and Assertive Behaviour	147
	Conclusions	152
8.	Training Assertive Communication in its Social Context	
	(written in collaboration with Alf Lizzio)	155
	Definitions of Assertion	155
	Socially Appropriate Behaviour in Negative Situations	157
	Comparing Assertion and Socially Appropriate Behaviour	158
	Issues in Training Assertive Communication	159
	A Model for Training Assertive Communication in its Social Context	162
9.	Conclusions: The Social Contexts of Assertion	171
	What is Assertion?	171
	Social Rules and Assertion	173
	Sex Roles and Assertive Communication	174
	Social Power and Assertive Communication	176
	Intergroup Aspects of Assertive Communication	177
	Directions for Future Research	178
	Conclusion	180
R	EFERENCES	181
A	uthor Index	195
Su	JBJECT INDEX	203