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Communication Analysis Paper #1

As a person who is a part of the millennial generation, I can tell you personally that interaction, acknowledgment, and feedback on social media is very important to us. We are constantly checking our various social media platforms, more specifically Instagram. While this communication is nonverbal, it’s an interaction that is incredibly important to us. What we post on Instagram as well as the likes and comments we receive impact both our negative and positive face wants.

Last Halloween I went to James Madison University with my friends. I wore a basketball jersey, tall Nike socks, and white converse. I knew I wanted to get a really good picture of just myself that night, especially because I hadn’t posted a picture of just me in a while. I knew if I could get at least one good picture, in a cool setting, I would most likely get a lot of likes and a lot of positive comments. So, I stood in front of a brick wall in some dorm on the JMU campus, took my picture, posted it, and waited for the feedback.

On one hand, I was going to post whatever kind of care free picture I wanted to, without paying any attention to anyone’s two-sense because it’s my Instagram account. This is where the Negative Face Wants comes into play. A person’s Negative Face Wants is someone’s want to do and acts as they please without interference from others. In this example, as I stated above, I initially wanted to post a picture of myself because it was my Instagram and I hadn’t posted a picture of just me in a while. So, for me, I took one picture, I didn’t care how it looked, and posted I then posted it.

On the other hand, I wanted positive feedback. I had hoped that others would like my picture as well as leave positive comments on my picture. As I mentioned earlier, this nonverbal interaction on Instagram is extremely important to people of my generation. This is where my Positive Face Wants affect me. Positive Face Wants is a person’s want to be both approved and valued by others. When I did get the positive feedback that I was looking for, such as the likes and upbeat, encouraging comments on the picture, it was appealing to my Positive Face Wants. For example, I got a lot of comments from other girls complimenting me. Approval from a fellow female is something that is very encouraging.

I gained insight from evaluating my Negative Face Wants in this situation was that I was much happier when taking pictures, as well as posting them, when I didn’t really care how others would feel about my picture. If others on Instagram were able to interpret this carefree feeling, they might feel more comfortable posting. For the Positive Face Wants, I’ve learned that maybe people would feel more comfortable with posting what they wanted when they wanted if they knew that all their peers would like their pictures as well as leave positive feedback. If I was to receive very little likes and no positive commentary on my picture I probably wouldn’t have felt the approval from my peers that I was looking for.

When on social media, it’s important to remember to take into account a person’s negative and positive face wants. Remember to give honest feedback, but when it isn’t always positive, it might hurt a person’s positive and negative face wants. Go by the rule “if you don’t have anything nice to say, don’t say anything.”