

# SOCIAL TOOLS NEWSLETTER

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The following is from an unpublished manuscript titled "Social Tools" by Franklin H. Ernst Jr., M.D.

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## SPECIAL POINTS OF INTEREST:

There are four types of social tools.

- Management of Self
- Dealing With Others
- Tickets, Talents, Hellos, Education, Trades, Techniques
- Money

## SOCIAL TOOLS DEALING WITH OTHERS

### CLASS #2 of SOCIAL TOOLS: DEALING WITH OTHERS (DWO)

#### LOCATION

Much of what determines how a person deals with another in a day comes from the circumstances in which the meeting takes place - in your home, in their home, on the street, while shopping, at City Hall, at a reunion, political rally, a convention, professional meeting, union meeting, church, their office, your office or in the hallway at work. It could be at a private meeting of the symphony association or the neighborhood watch. It could be at a public meeting, called by the city planning director to discuss rezoning in the neighborhood.



#### PERSONAL APPEARANCE

Other elements determining how a meeting with another will go include your personal appearance, facial expression,

dress, gait, physical attitude. It is not unusual for a woman to spend considerable time on her dress, grooming, hair and cosmetic make up before going out. The Governor of one State usually looked as if he had had a special hairdresser come in every morning before he went out. His hair was routinely dressed in a manner to add an inch or two to how tall he looked.

For many they want to appear as if ...they are a distinguished person, a calm person, a courteous person or a knowledgeable person, etc. Some appear that way naturally. Others work at it.

#### ACCOMODATING OTHERS

Some accommodate themselves easily to the situation at hand, are inclined to give the other the benefit of the doubt. Some on the other hand are seen colliding with another going through a doorway, talking to others apparently unaware of blocking the aisle at a convention.

The same traits are also seen as a person drives the highways. There are the "road

hogs" (like the aisle blocker), the driver darting in and out of lanes (like colliding going through a doorway). Then there are the drivers who let a faster car go (past him) by moving over into a slower lane of traffic, drivers who slow down to let another passing car get into your lane if he wants to (give the benefit of doubt).

#### PEDESTRIAN RIGHT-OF-WAY AND THE MOTORIST

In many of our multiculturally integrated communities motorists are in the habit of having the "right-of-way" crosswalks contested at the last minute by a pedestrian as the motorist approaches. What to do? STOP! We know what these "pedestrian" invaders are thinking as they encroach into oncoming traffic on their way, sacred way. "Hit me! Hit Me! I need the money." We have heard them say it often enough.

Leon lived on Reo Alley. He was not surprised one morning as he approached Sutter Street to see a 19 year old mother and her two children coming up within five feet of the alley intersection on the sidewalk as they walked north and Leon was 15

## DEALING WITH OTHERS

feet from the same intersection. Without any heed her 4 year old son continued skipping into the intersection, no warning sound from the mother as she and her 2 year old watched Leon. Half way across he (the 4 year old son) turned and stopped when he saw Leon's stopped car. Mother continued to fix her glare gun on Leon. After three or four seconds she started slowly across the intersection with her two year tagging along behind her and the son standing bewildered directly in front of Leon's car. The four year old boy crossed beside his younger sister. Nobody held anybody's hand.

Parenting? Leon was clear what his position was. He knew the goal of the intersection invaders was to force him to give them get-nowhere-with moment of recognition in his travel while the mother with her children crossed in front of him during her continuing get-nowhere-with day. These episodes of invasive sauntering into oncoming traffic require that extra alertness that makes driving in-town an adventure.

The pedestrian walkways are regarded as their sacred possessions by this type of pedestrian.

### INTUITION

Each person develops methods for coping with others (DWO). In earliest life much of this ability to understand and cope with others is called intuition.

### SEARCH FOR A NAME

When you are visiting with a person you know, you may start looking for his name in your memory rolodex if you can't remember it, especially if the other person gives you your name. Some few individuals who can't find the person's name may decide to save time by asking the other person what his name is by the question "I don't remember your name at the moment. Will you tell it to me so I can say it to you?" From that point the conversational exchanges can go ahead, whether in a pastime about the weather and the like, or to take care of some business, to a conclusion.

### INTRODUCTION OF SELF (DWO)

How you introduce yourself can determine the direction of your encounter with another.

For some period of time (years) Mr. Davis had been answering his telephone with his first name, "Hello, this is Ed." During some reading he

came across references to what a person could expect from others, especially at work, when he used his first name compared to what to expect when he used his last name, his business name. He learned that a person's matter-of-fact-self, his Adult-self would more likely be expected by others when he used his own grownup name, his last name, especially in the opening of a business conversation. He also recognized that his first name was his childhood name, that the use of his first name opened up access to his Child-self to be "played with."

After reflecting on this he did initiate a change in his procedure for answering the telephone. "Hello! This is Mr. Davis." A few "friends" noticed he was "more formal." No one complained. After a few months he felt that generally he was being taken more seriously by those he worked with.

### EXCHANGE OF WORDS

Whether with a family member, a casual acquaintance, or the boss at work, the dealings with other people rely heavily on the exchange of words of recognition between the parties. Beyond the words you exchange with another, these dealings also include the selection of tone of voice, gestures, attire,

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## STROKES

Your dealings with others (**DWO**) are done primarily by the **strokes** you give or withhold from them. A **"stroke"** is a word, touch, look, eye contact, set of movements or a gesture given to a person indicating recognition of that person. Like in business transactions, the stroke you get back completes the social transaction. You "touch" the

**The dealings you have with others, the strokes given to and received from others can be "devious, straight-forward, manipulative, vindictive, playful, protective, caring, coercive, platitudinous", etc.**

other person with your words and he "touches" you back to let you know you have "reached" him. The eye contact given or withhold is a significant part of that stroking recognition. A stroke is a stroke: good - bad, positive - negative, cutting or caressing. For some a digging (putdown) stroke is preferable to being ignored. As one man put it "There was nothing worse at home than when mom quit talking - as if you didn't even exist."

Some stroking takes place in the form of a procedure; some during rituals, in pastimes, in games and some during an occasional intimacy event. Some stroking is done with platitudes. But it is stroking.

An example of social stroking intimacy: Dave got infuriated beyond measure at Earl one evening at a convention for reasons unknown to Earl. True, Earl had politely dismissed Dave from an earlier private conversation he was having with Bill. When Dave saw Bill and Earl were finished talking, Dave came to

Earl and stood with his face less than 12 inches from Earl to then start screaming at him for some 15 seconds. Dave moved around to stay in front of Earl as Earl turned to not face him head on. For both people it was an eidetic, never to be forgotten moment. It had all the specifications for being called a moment of intimacy as they both experienced each other fully and in a manner not since reproduced between them.

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## IMPACT WORDS

### I LOVE YOU

Beyond cuss words and the use of a person's name, there are phrases with major impact. "I love you" can readily be said without erotic connotation. When intoned slowly while looking at the other, the words often are returned.

They can convey "agape" or "phileo", in either case profound respect. At the telephoned request to her, Bolina testified against the Chinese Communists being allowed to come onto Mare Island at the same City hearing as Peter. At the conclusion of the hearing, Peter came over to thank Bolina for her timely and telling words. He noticed her regard for him. He seized the moment and shaking her hand told her "Bolina, I love you." Without embarrassment she reached to hug him and he returned it. They see each other about every year or so.

### I HATE YOU

At a public meeting of a regional government commission, Peter spoke briefly at the public forum time. He wanted

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## DEALING WITH OTHERS

to slow down the pace at which non-elected officials were taking over the governing of a five county area in California. On this occasion of speaking he chose to focus on the State Lands Commission representative on the five county ruling commission. His presentation included "Next to BCDC the State Lands Commission and its members are the most hated by the people of California." The effect on the entire commission was dramatic.

It was the first time this particular member of the State Lands Commission had ever heard anything like this. He resigned the five county regional government commission within a few months of hearing this, having been on the commission 3 years. His limp (when walking) after that event was more noticeable.

Mean? Cruel? Harsh? Yes it was.

Merited? Yes. Each member of that ruling commission had volunteered, even applied to be on that **unelected** commission; governing the personal affairs and private property of 1,000s of now disenfranchised Californians.



"BCDC" is short for SFBCDC, San Francisco Bay Conservation District Commission. Of course, the expression of dislike for BCDC was a local one. The people along the coasts of California have had to put up with the arbitrary dictatorial rulings of the coastal commissions of California since the 1970's. And they have their own local views of this coastal land commission.

In summary a stroke includes the words, touches, gestures, eye contact by which recognition is given to (and received back from) a person.

Your dealings with others include those you enjoy seeing. They also include those with whom you remain formal and those from whom you withhold any talk or other recognition, if possible.

### JONAS WITHHOLDS STROKES

Jonas was a recently activated civic activist. Periodically in his civic activities his path would cross that of Marlowe, a known devious liberal acquaintance known from years before. Both attended in the same civic arena.

When, as would happen, their paths did cross, Jonas withheld words from Marlowe to the extent social etiquette would permit and if unavoidable recognition given was

then very formal. He never gave Marlowe either his first or his last name. Marlowe was one of those groupies who much preferred you address him by his first name, - so that indirectly you would have given him permission to address you in the same manner, with familiarity.

Jonas did not offer his handshake and if Marlowe extended his hand in a public setting (a public shakedown) Jonas would slowly respond with a limp hand. Marlowe's zest in his political power was fractionally diminished when Jonas was around. Marlowe then knew that his propensity for personal betrayal was known by at least one other person looking on.

This is an example of withholding approval of a person as a method for dealing with them. The withholding of disapproval stroking could be compared to the value of holding your "social mud."

### WITHHOLDING DISAPPROVAL

Once it is identified to you, the act of withholding strokes becomes easier to do, to withhold the giving of disapproval comments (You are NOT-OK, U-)" back to people who are trying to intimidate and bait you. These can be handled by 1) no answer or response (withhold any response); 2) change the sub-

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### HANK AND GEORGE

(See also OKC explanation in the "Social Tools Newsletter" Vol. 1, Issue 4)

Hank asked for help from George in working on a political problem. The problem: "swindlers" were absconding with the state constitution and substitute California State government with a much more centralized one. Hank had laid out the general parameters to George about what might counteract the efforts of these swindlers. Then he turned over the management of that project to George. George was a good project manager, caught on fast. From his past experience he understood the "political psychology" of the state legislators, ie how to approach them. He understood the strategy laid out by Hank.

After turning the project over to George, Hank still had what he thought were "more good (bright) ideas" to

replay to George. From Hank's perspective he was using a combination of his "expertise" in matters of this nature (Class #2 tool) (DWO) and the presentation of himself (Class #1 of Social Tools, Management of Self) (MOS).

But George saw it differently. George called for a time-out. He told Hank he would be better able to use his own particular expertise (technique) (Class #2 Social Tools) (DWO) in managing that project and himself if Hank would back off from so many "helping" comments about details of what George was doing. George asked Hank to slow down acting like a sidewalk job superintendent. In this case, George knew what he was talking about. He was a professional project manager. That's why Hank asked for his able assistance, to start with.

During this discussion Hank did recognize the validity of George's insistence; that Hank "back off" without any "bruised ego." He did have confidence in George's technical skills, talent and job training (George's Class #3 of Social Tools: Tickets, Talents, Hellos, Education, Trades, Techniques).

It was not many minutes later when George inquired about strategic plan details regarding incentives of some groups involved. Hank's "expertise" was in this area and he furnished these details in the format requested

by George. George (now) understood the plan and began the implementation of it. No problem. Both George and Hank understood the goal was to get at least 15 California Senators and/or 30 Assemblymen to vote "NO" on, (to oppose) the radicalizing of the California State Constitution (when voting time came).

### STROKING RECOGNITION CAN BE GIVEN OR WITHHELD

This is typified by the act of giving or withholding a named hello to some of those you see and know. Giving (or not giving) a person's name to him when talking to a particular individual can be quite a powerful social tool. It is also less than obvious to others in whose presence the two of you are with.

How you stroke, talk to, give recognition to others determines in large measure how you are stroked back by them, what you get back. It's "dangerous" to go by an acquaintance several times in a day without giving any recognition at all to him when he is used to you ordinarily giving him at least ONE hello in the day. He will think you are being mean to him OR you are personally having a bad day. Either way, by not giving the expected hello back either he is Not-OK with you or maybe you are Not-OK with yourself. One of the two of you is Not-OK.

**Care with pronouncing the other person's name shows respect for their person as does the correct spelling of that person's name. Showing respect for the other is one way to get it back to yourself. When you show respect to another you increase the odds of respect for yourself coming back to you.**

## DEALING WITH OTHERS

Your stroking of another can be based on an authentic commitment to him and to your word; you will do what you say you will do. You will keep your word to him. You do mean what you say. You do say what you mean. This would also be an example of a person with intact personal values. This could be compared with (contrasted to) a person with a talent for talking convincingly to others whether based on personal conviction or not. This talent is an example of a specialty within Class #3 of Social Tools (tickets, talents, trades, techniques, hellos); a specialization in the learned technique of a specialized dealing with others.

This is to say there are people who earn their living by use of specialized techniques in their dealings with others (Class #2 of their own Social Tools) (DWO). Such are on-stage actors, some politicians, some used car salesmen, etc.

### NAMES AND THEIR USE (DWO)

Care with pronouncing the other person's name shows respect for their person as does the correct spelling of that person's name. Showing respect for the other is one way to get it back to yourself. When you show respect to another you increase the odds of respect for yourself coming back to you. Thus

you can reduce your own being at ready to do battle about a possible insult coming at you.

Taking care how the other person spells your name reflects a desire for getting the respect of the other person.

Vicki C is careless how she spells the names of others she doesn't like. Although highly competent in real estate appraisal work, she infrequently gets called for a job because of having alienated so many "competitors," fellow realtors.

### NAMES (MOS)

By **using the last name** of a person to him you can increase the chances of getting him to be matter-of-fact with you. While he may think you are being standoffish, more formal (and you are), the use of last name does cut down on a person being tempted to try to be playful with you.

First names are for familiarity. Last names are for business, for being business-like, are for inviting the other person to be business - like with you.

### NAMES (DWO)

First names are for "being warm" with the other person. Use of a person's first name is "to open him up" to

yourself. You increase the chances 10 fold of getting the other person to give you back a smile when using his first name compared to last name.

The use of the other person's first name is one key to unlocking a person's emotional self, his Childself. A person's expression of his emotionally based behavior is intimately interwoven with his given, his first name.

Linda Benton was an efficient and attractive bureaucracy executive. After knowing her more than ten years as somewhat aloof but always proper and polite, and first getting her OK talking alone to her, the non-governmentally connected Joseph began, in non-official settings, to call her by her home given name Linda Lucille. Almost routinely thereafter he would get a beaut of a smile and pleasant words. He did not use this pair of names when they would be at cross purposes in her office, nor in her public duties.

Want a smile from someone? Your chances go up tenfold by using the person's first name to him with your opening "hello." The potential rewards for using a first name to the person go up, BUT so do the risks. Yet that's what "opportunity" in the land of the free is about.

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**First names are for familiarity. Last names are for business, for being business-like, are for inviting the other person to be business - like with you.**

**A SMILE MEANS “YOU ARE OK”**

A smile usually indicates an acceptance of you (as you are) and a corresponding opening up to you. Once you are (your Child, emotional self is) opened up, then you are more ready to be playful, to "play."

While playfulness is the road to a more friendly encounter, playfulness in the hands of some is the road to getting yourself exploited, angered, intimidated, betrayed.

**THE NAME “YOU GO BY”**

"Business-like" good-will can be and usually will be different from a "warm (fuzzy?)" friendship. A business-like friendship in the longer run is more reliable and enduring. This has to do with the overall reliability of the friends you choose, for

example one who keeps his word, his intent (results of actions) is also reflected in his words. This increases when last names are used at least in initial greetings.

One school district Assistant Superintendent, Dr. Humphrey, in charge of school construction, decided he needed to change something he had been doing with Nick. Nick's performance as contractor superintendent had become sloppy and casual. Dr. H. decided he could stop using Nick's first name when addressing him and instead use Nick's last name, "Hancock" or "Mr. Hancock." Hancock slowly became more reliable, eventually even cutting back on his belittling Dr. Humphrey on the job, behind his back.

**RICHARD HOWELL**

Richard, well known in his community, after twenty-five

years of being looked up to in town found he was becoming "politically incorrect" as new administrations came into office and onto the newspaper staff. Richard's views about local government, social and planning programs had become more biodegradable.

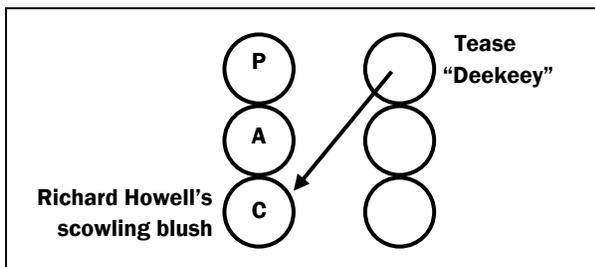
The pronunciation of Richard's nickname "Dick" had been corrupted to his face as "Deekeyy."

He stopped smiling for the corruption of his first name early on. Yet, too, a scowl meant the bugging and teasing had reached him.

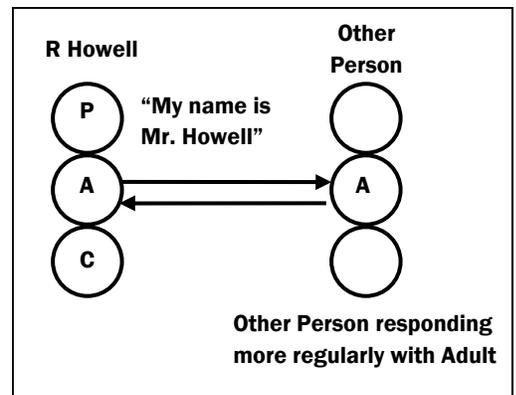
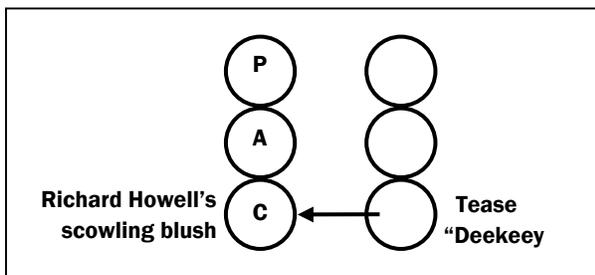
He began to introduce himself to new acquaintances by his surname, "Mr. Howell" or "Howell" or by an old nickname "Hap." He did this systematically, including when being reintroduced by third parties to those whom he might have met before. For example, Jack Curtin, good host that he was, not knowing Ben Selser knew Richard from before, introduced them to each other "Ben Selser, I want you to meet Richard Howell." Even though Ben was ready to tell Jack they already

knew each other, Richard promptly extended his hand to Ben saying "I'm Mr. Howell. It's good to see you again Mr. Selser."

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OR



## DEALING WITH OTHERS

Richard developed the habit that when introduced by first name only he would volunteer his full name. At meetings he continued to attend, when called upon he would open by introducing himself with first and last name, "My name is Richard Howell ..." or last name only. The implicit correction began to have effect after several months.

When answering the telephone he changed from "Hello" to "This is Mr. Howell." He worked actively at reducing the amount of aliveness in his tone when addressed by his first name. In signing letters or notes he discontinued "Dick", instead used "R H", "R Howell", or the full "Richard Howell."

His reasoning was that, while on the surface it was clumsy, especially at first, the amount of personal respect for him in the community would stop going down and in time, the trend would reverse. Although a few acquaintances teased him about "taking on airs" that passed as "Howell" stayed cordial in his well known, business-like manner.

Multi-syllable names are harder to play with. In the case of Richard Howell the so-called "clumsiness" in reality came from the extra two tenths of a second it took his acquaintances to collect their thinking in order to ad-

dress him by name. He knew that the two-tenths of a second delay was the key. You are not very likely to tease **someone** whom you first have to think about.

Howell knew about Adult reasoning and Child feelings and the more basic hunger in most people, the hunger for personal, individualized stroking recognition. He had reasoned that most people do feel more personally recognized when their name, either first or last is given to them. Howell himself kept up his usual and well known pattern of giving people their names when talking to them.

And then too, he, Howell remembered his own Junior High School days. Then if you gave someone your name and they didn't remember yours they would turn things upside down to find it out so they could return it to you next time, equal for equal, something about being "fair," he wasn't sure. But it worked.

From his business experience Howell knew that some name recognition with a greeting counts much more than whether it is first or last name.

"Hap" Howell's goal was to regain respect for himself and reduce the amount of social teasing pleasure others had gotten before when they called him "Deekeyee." He was rather sure that how

he was referenced in conversations away from himself, as much as anything, was done by shifting the naming references to himself.

Sure his, Howell's personal pleasure was not what it had been before the belittlement had begun, for his political incorrectness. BUT he did stem the tide of being socially dismissed with its attendant decline in his personal morale. And his political views began to carry more weight. If the person he was talking to didn't like his going by "Hap", an older nickname, or "Howell" he could go find someone else to talk to.

One businessman in the same town is called "Doc." He was a medic in a past war. Nobody ever belittled him. His views were not really that politically correct either.

Come to think about it, can anyone recall a person nicknamed "Doc" who does not retain respect for himself in town. Even "Doc" in the cowboy movies, at times characterized as the town drunk, was still respected.

Howell was tough. He concentrated especially on "Withholding disapproval" when his nickname and its corruption was brought up. Whenever belittled with "Deekeyee" to his face he got to where he was able to play deaf.



The Rosetta Stone.

## BABS AND RICHARD

With Babs, Howell announced to her in words that he would be going by "Hap" from then on. He continued to talk to her when she was around, exchanged ideas with the same animation, began using her first and last name together or last name only when identifying her personally.

A coincidental bonus was the discontinuance of the occasional frictions they had previously experienced in their exchange of ideas about the political matters on which they shared essentially the same views. As time went on she did chill off more. Her blemish hunting went on in its usual manner, but its progression with Howell was slowed after he switched to being "Hap" to her.

Sure there was some "chilling", Childself to Childself, both ways, but Babs also reduced her involvement in discussions about Howell, ie apologizing for him and excusing him to her "friends" who belittled him.

It is true that an occasional friend just will not tolerate this change to a more matter-of-fact, businesslike, more predictably reliable responsiveness. They may be unable to accept that you have your reasons for this. You may well have to sacrifice a friendship in order to maintain your

respect and integrity in your community.

## TO SUMMARIZE (MOS)

The use of last name is not as "friendly." It is, however, the road to increased reliability of both yourself and the other person.

If you want to have people quit dismissing what you say, one solution is go by your last name when you introduce yourself. No big dealing necessary. Just use their last name when you talk to them. It does take some more self-regulating of yourself to (remember to) use their last name. In this instance, the self-regulating is in the form of thinking ahead about what you are going to say, how you intend to approach the other person before-hand. Often thinking about the other person before you address him is **NOT TOO BAD AN IDEA.**

## NAMES

Shy when you are in public? A problem with public speaking? Did you know that the more people you can give a named hello to the less your shyness will trouble you. The more people you do give named hellos the better your composure will be when called on to speak before a group.

Is someone you know having a problem with his

school grades? Find out how many of his classmates he can name for you in one of his classes. Start with any name or nickname he can give you. You'll discover he doesn't know the names of very many in his classes. See if you can get him to learn the names of some more in that class, maybe the names of all of his classmates in one class.

How many of his fellow students does he give a hello to when he sees them? Do they give a hello back to him? You will probably find out that not very many say hello back and that's the reason he doesn't say hello to them. Therefore the number of friends he has there will be limited. SO --- school is an unfriendly place to be in and an unpleasant event.

Elementary and secondary school students do keep close track of those who say hello to them and especially those who say hello by name. As a rule, by the time a fellow classmate has been given his name with the hello four times by the same person within a fortnight, he will have found out the name of the one giving the hello and start returning the hello, usually with the particular person's name attached.

The use of last name is not as "friendly." It is, however, the road to increased reliability of both yourself and the other person.

## DEALING WITH OTHERS

### DYNAMICS OF GIVING A NAME WITH A HELLO

For the most part a "Hello" ("Hi") given in passing to an acquaintance conveys a generic good will, is a generic "You Are OK" stroke. Tacking on the individual's name, as with "Hi Debbie", multiplies the specific good will of the stroke, the positive dynamic energy value (the "You Are OK" value) to Debbie by about X5. "Hi Debbie" repeated a few times in a week is likely to stir Debbie to some form of favorable action, eg start giving Jeanne back a "Hi Jeanne."

The procedure carried out in the "riotous" high school described in "The I'm OK - You're OK Classroom" was to amplify this amount of goodwill toward each other among those in the classrooms of that high school. It was hard for a class member to carry a grudge, a hurt feeling, a sneer, a mischievous (Child) intent completely through when there was a show of that amount of good will toward himself by the 30 others who opened that class period by exchanging named hellos. This was in addition to the amount of Adult goodwill he was shown by those other 30 in the room.

It is hard to not get a bit committed to having some goodwill to others when 30 others are showing it to him. This show of good will di-

luted, if not stopped, the "grudge", "hurt feeling", "contempt" or "mischievous" intent of the individual who came to class with it.

In other words, these specific class sessions with 30 students and one teacher each opened with over 900 action (stroking) events of a Get-On-With nature being carried out. 900? Each of 30 students and the one teacher (31 people) each had 30 GOW events at the start of the class.  $30 \times 30 = 900$ .

"I hate school" was not heard any more from those students. "Nobody likes me" and "I don't have any friends" disappeared in those classrooms. These people began to trust each other, rely on each other in the face of trouble, had more confidence in talking to each other away from the classroom setting, ie were instrumental in defusing and "detoxifying" the assortment of "contention cells" being recruited preparatory to the "annual" school riot. Even one young "minority" eleventh grader, woman who probably had already been recruited for the scheduled riot began to exchange named hellos with a handful of classmates the first time and by the end of the second week of practicing this exchanged named hello procedure was well on her way to exchanging named hellos with the bal-

ance of her classmates, according to her teacher Irene.

### REUNIONS (DWO)

Readying to go to a reunion, whether class or other, the question asked is "Will I remember them? Will I recognize her/him?" When you get to the reunion a new problem arises. It's been so long since you saw your ex-classmates, called them by name, that you have either forgotten their name or are, at least, unsure of it when you see them again. Often the print on name badges given out, if they are given out, are printed in very small size,

**in this size (7 point)**

while eyesight of many of those attending has begun to require

**this size in order to be readable (20 point).**

## LUKE AT HIS 50TH CLASS REUNION

As a participant in preparing for his 50 year high school class reunion Luke volunteered to compile a name directory of those who attended the classes for whom the reunion was planned. He began compiling known names from old yearbooks he had saved, both currently living and those not surviving. Possessing both a photocopier and computer he began sending out preliminary copies of a directory as compiled versions began to have some degree of current accuracy. He sent copies to some others for proofing, corrections, additions, more current addresses, marital status, etc with a request for responsive corrections. By the 10th revision of this directory it had become well known that a "directory" was in preparation and requests began coming to him for a copy of the most recent version.

By "Reunion Day" minus 60 he had mailed the most recent version of such a directory to all those being invited and for whom an address was known. It included three features 1) invitees by year of class graduation, 2) an absolute alphabetic listing of the combined classes and 3) a listing of these same people by ranked ZIP code mailing addresses.

Luke also prepared the name badges. His own eyesight was not what it had been 50 years before. So he had printed up badges with type as large as he could find on his late 1980s computer/printer.

# NAME BADGES LOOKED SOME-THING LIKE THIS IN SIZE.

They were readable from more than 18 inches away.

The reunion was a success. Most of those attending were looking for at least five others about whom they also had some current expectations. Several had begun again corresponding with others they had lost track of during the years. They had gone over their copy of the directory. Then too, as part of the pleasure of again seeing the one whose name they recognized on a badge they could also ask "What ever happened to good ole ---?"

## NAMES AND ACCOUNTABILITY (DWO)

To use the name of a person to him is to increase the meaning, the intensity of the friendship. To use a person's name when talking to him is also to ask for an increased importance of yourself to the named person. To invoke the use of a person's name when talking to him is to identify him as an accountable individual and to make yourself an accountable person. "Poor" people are much less inclined to talk about or to a person by name because to do so would call attention to themselves as accountable, even possibly blameworthy, as if there were some reason to blame them. They appear fearful of another person laying a claim on them when they use their name to them. They seem to want to avoid that, if possible.

## NICKNAMES

"Slim", "Shorty", "Whitey," "Little John" - these are not given names. Nicknames are not for accountability of the person. They are for informality. Personal identity can be concealed behind a nickname. People addressed by a nickname are more readily dismissible, can be taken lightly, are for "being friendly with."

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## DEALING WITH OTHERS

### LETTERHEADS OF ORGANIZATIONS

As a rule letterhead stationary of organizations includes on it a list of the names of its officers, board of directors. Some include names of sponsors and names of others who might lend added credibility to the message in the letter. The printed names stand for the people themselves. If a particular person's name is wrongfully included, without his permission, the organization is liable.

### THE WORD "NAME" IN THE BIBLE

The word NAME occurs 914 times in the King James Bible according to The Exhaustive Concordance of The Bible by James Strong. When variations of the word "name" are added, the total is 1,131. Variations are "name's" (29), "names" (84), "named" (87), "nameth" (1), "surname" (8) and "surnamed" (8).

A person's name is the representation of himself, the speaking of which calls the person to mind. A person's written name is a legal and social representation of the person.

Libel is a written statement of defamation with the person's name included. Slander is a spoken state-

ment of defamation with the person's name included. A person's name is the representation (and symbol) of the person on his birth certificate and his death certificate and those other certificates, licenses, diplomas, etc., in between.

For some, the saying of a person's name is to invoke (the memory of, the spirit of) his presence. Most Protestant Christians conclude their prayers with something like "Heavenly Father we ask (pray) this in the name of Jesus Christ."

### A PERSON'S NAME REPRESENTS, STANDS FOR THE PERSON

### PROTECTING YOUR FRIENDS

(from criticisms of others?)

Eleanor fired off an angry fax to the sender of a book gift and copy of a letter by gifter. She found the phrase "hired lackey" in the letter, unrelated to herself or any friend of hers, as somehow worthy to blast the gifter about. Reflecting on it, the gifter figured Eleanor was apparently super touchy about some friends she was protecting herself from, becoming aware of, as betraying her ideals and herself. Apparently she had traded in the use of her personal judg-

ment about them in order to preserve the value of their strokes, the flattery and vanity boosting she got from them.

### PSYCHOLOGICAL WARFARE

If you are a teacher dealing with a noisy, disruptive, back talking, adolescent student by trying to out-duel him with words in his language and tactics, you will lose. That's his turf. He's had a lot more practice working that turf, dealing with that form of discipline and criticism about his behavior than you can muster in any confrontational efforts.

The classroom disruptor's goal (whether conscious or not is immaterial) is to distract you from the management of yourself (toward your objectives) and get you instead onto concentrating on managing, dealing with him, giving him recognition stroking of the kind he is familiar with.

It is better to wage any war on turf you know than on the "enemy's" turf.

### Psychological warfare:

### Battlefield warfare:

### Courtroom warfare:

### City Hall warfare:

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## NAMES TO PASS ON TO OTHERS

As you can, do get and record the names of your black hooded assailants, SWAT team members, criminal terrorists, police or deputy sheriffs cruising your local streets looking at you, etc. These names you get are the same names they have when they are at home, with their spouses, their families and colleagues, with their lovers, friends, parents.

Get the names of the criminals and the judges who abuse you, the police who beat you, hold guns on you, interrogate you. Pass these names along to others you know.

## TYRANNY HAS A HARDER TIME STANDING WHEN THE COMMUNITY KNOWS WHO AMONG THEM ARE THE AGENTS OF THE TYRANTS.

## PROTECTION OF SOCIAL SELF: GET THE NAMES OF THE PEOPLE WHO RUN OVER YOU

Who is your neighborhood “accredited secret witness?”

Nothing is quite so destructive of mutual trust among neighbors in a community as the sense of not knowing who you can trust to keep your confidence, of knowing some unknown person is talking about you to authorities, to the police about your conversations

with other neighbors, about your dog barking “too much” at night when nighttime vandals and predators invade the neighborhood.

A neighborhood watch group discovered that one of its neighbors, Bob, was spending hour after hour watching, watch, watch, watching, sitting in his pickup truck, staring at the home of one good neighborhood watcher after another. Then the particular watch neighbor would instigate a siege by one department after another (city and county inspections), inside and outside the residence, ultimately resulting in that good watcher moving away. Eventually the other neighborhood watchers figured out that Bob thought the ones he was driving away were undesirable, in terms of decreasing the value of his home.

An accredited “secret witness?” One of the neighbors who also attended City Hall meetings reported finding Bob’s name in one of the Council meeting minutes as a spokesman for the neighborhood. Bob had not been to any meeting at City Hall let alone the one which the City Clerk had recorded him as spokesman for the neighborhood. Bob was, however, known for his frequent contacts with locally roving policemen. He enjoyed riding around in their police cars. When Bob began to be referred to as “the

neighborhood accredited secret witness” he heard about it and his spying on neighbors “came way down.”

## TERROR IN THE LAND (DWO)

Current U.S. society has to contend with Waco and federal agents burning people alive including 13 children under the age of four. So also our society has the memory of Ruby Ridge where a federal sniper killed Vickie Weaver with a shot through the head as she held her child in the doorway. The final story has yet to be written on the bombing of the Oklahoma City Murrah Federal Building. True, Timothy McVeigh was finally executed after a very tightly controlled federal trial. But the questions continue. The local Grand Jury looking into that matter got rid of the one of its Jurors who wanted to ask his own questions.

## TO RESPECT AUTHORITY OR QUESTION AUTHORITY (DWO)

These need not be mutually exclusive, but they often are in the minds of some.

On February 2, 1996, Dallas tauntingly asked “Why can’t a tree and a constitution both be just as important?” in response to a question about which was more important. She was dismissed with “You’re being a Pollyanna now.” It was important that her defiance and disrespect for authority in that conversa-

When Bob began to be referred to as “the neighborhood accredited secret witness” he heard about it and his spying on neighbors “came way down.”

## DEALING WITH OTHERS

tion be promptly trimmed. She was the one who a few years later, as a member of a city beautification commission, asked the city council to pass an requiring that all privately owned trees in the city more than 45 inches in circumference be subject to control by the city. No trimming or cutting down a tree without a permit, on private property. Her presentation to city council on that subject contained so many political errors it was summarily dismissed by council.

Self-governing often does come down to personally making a hard choice between keeping your own self-governing or compromising it to keep a “friend.”

The more-free-person will be more involved in choosing and deciding who his friends will be, whose personal good-will toward him counts. Personal good-will of a person whose smile you can count on most of the time, who means what he says, who says what he means and who doesn't continually flatter you, may be continually important to you.

### IKWITA and IKWID (DWO)

Dealings with some can be quite touchy if they think you are inferring that they don't know what they are doing, that they don't know what they are talking about.

See “Self-Rekidding” by F.H. Ernst Jr., M.D.

Some people are ready to duel to the death defending that “I know what I'm talking about” (IKWITA), and/or “I know what I'm doing (IKWID). The more vigorously they defend themselves about something involving the matter under discussion, the more obvious the error.

On the other hand, for some, a favorite putdown is “I don't understand you.”

### FRIENDS AND IKWID (“I know what I'm doing”)

Harmon was befriended by PeggyJane during a local election campaign. She wanted his well known church-going reputation to rub off on her and she arranged for him to invite her to some of his campaign get-togethers. Bill asked Harmon if he knew about PeggyJanes support of Redevelopment. Harmon was opposed to re-development. Harmon's irate response cited the fact that she went to church. He had already declared himself a friend of hers, therefore, was not about to allow anyone to question his judgment as to his selection of a friend.

It reminded Bill of the times he tried to persuade his adolescent children that maybe one of their friends did not have the child's best

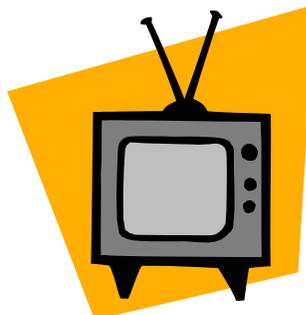
interest at heart. On those home occasions the intensity of the response dad got back was as if he had told his offspring “You don't know what you are doing.” And they responded with a vigor that “I do too, know what I'm doing. You don't know what you are talking about.”

Some say

### TELEVISION IS THE NEW MOTHER OF THE NEW WORLD

Television “news” tells instantaneously about anything that happens that is important anywhere in the world (in their opinion). The TV station managers will even interrupt the Super-Bowl game to keep us up to date if we need to be told about other “fast breaking events in the world.” Television is the source of much of the news which people carry around in their heads.

Television is the most convenient source of entertainment invented to date. It is the source of much, if not most of the “baby sitting” done. Television is the



Self-governing often does come down to personally making a hard choice between keeping your own self-governing or compromising it to keep a “friend.”

source of a lot of both education and “education.” Television tells us who deserves sympathy, who the evil ones in society are, who needs protecting from whom and what.

Television is the television network owners way of dealing with others, the masses of people. It is the message media; it is the massage media.

Who you hate, who you have sympathy for is based on your beliefs. And it is the goal of the media to influence how you feel, what you believe, which is often contrary to (Adult) verifiable information.

The commercial public television networks way of dealing with, handling, manipulating viewers is first by giving something free, free entertainment. The overall goal of both free commercial public television and government public television bear more than a passing similarity to “Want some free candy little girl?”

The goal is to influence you, your behavior toward another party whether it is about purchasing an advertised product or about a particular set of events in society. For many the “TV news” is the sole method of learning about world events. What is not talked about on the “TV news” is not known to many a viewer.

TV offers almost endless

entertainment, drama, humor, adventures and dramatically presented documentaries. There are almost endless numbers of public shows presenting couples in trouble with each other. These are to pull your heart-strings this way and that way, while trying to figure out who the villain is and who the victim is.



#### GETTING SOMETHING FOR FREE

What to do with the temptation for “a free lunch?” In early 1995 a taxpayer association was persuaded to purchase a new photocopier with member dues. The inevitable happened. Staff and officers began to use it for personal copying.

“Sure, if something is free go for it!” To whom will you be indebted for the “free lunch.”

Anything “given” to another for free is privately given by a private philanthropic institution or person. If something is given by one person to another, it can be free by private agreement or contract.

Nothing given by government or its agent is free. The string (condition) may not be immediately evident, but it will show up. A governmental

organization can “entitle” by written contract, but it cannot “give.” If it does “give” without something in writing it doesn’t count. Government can only entitle or obligate the members of society living within its jurisdictional control, both contributor and contributee.

#### CHEWING SOMEBODY OUT (DWO)

“Chewing somebody out” is different than putting somebody down. In a “chewing out” the recipient has the opportunity to correct an action and thereby come back into favor within the context in which the “chewing out” occurred. With a “put down” the recipient will not be able to come back into favor within the context of the action which resulted in the “put down.”

Dianne sent the wrong photocopier toner. Ted promptly called her back and told her of the error and what he wanted. Her response “I can’t find – your card. Just a moment.” She still couldn’t find it. Ted told her to send the correct toner, and named it to her. She began to apologize. Ted overrode her, it was the toner he wanted not an apology and further “This error could be very expensive to your employer.” She agreed to get the toner sent. Ted told her he would call her when he got the toner. And he did call her, with thanks to her, for getting the job done.

Television is the most convenient source of entertainment invented to date. It is the source of much, if not most of the “baby sitting” done. Television is the source of a lot of both education and “education.” Television tells us who deserves sympathy, who the evil ones in society are, who needs protecting from whom and what.



**Mastery of the Universe is Proportional to the Symbols Man Has by Which to Represent His Universe.**

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**"Reach for the stars."**

**GASLIGHTING**

Olga, as president of a local taxpayer group, had been systematically harassed for some 6 months. For unknown reasons some of the taxpayers seemed to coalesce against her after her second election. She was competent in her position. In the background she had been properly elected to be the president and then reelected.

Olga's social behavior had not changed from before. She had a knack for rousing antipathy in some others and this had not changed after she took that office.

Some of the members had begun to call her several times a day on her private telephone to yell and scream at her without allowing her to respond. After a few weeks of this she stopped answering her telephone. Next, these same callers started calling her number to let it ring endlessly. The calls would be repeated

several times a day. So, she began to leave her phone off the hook except when she called someone. Another of her harassers, instead of visiting her at her home, began to hunt her up at her senior center when she was lunching with friends, and loudly berate her in front of her friends demanding, for example, she sign an association check.

One of her continuing friends, on a visit suggested to her "It sounds like they are 'Gaslighting you.'" She did remember the old time movie "Gaslight" with Ingrid Bergman, Charles Boyer and Gregory Peck. "Yes, they are trying to make me look crazy." Being able to get one other person to hear her through, gave her a lot of relief, especially when she could put the name "Gaslight" to what was being done to her.

**TEASING AN OLD MAN who knew how to take care of himself.**

Reuben had been forced to give up skiing a few years before, but he still enjoyed going with his family on their trips to the chairlifts. He would wait in the lodge, reading or visiting. On one occasion two children about 8 and 10 were left behind by their mother while she skied some more. The two children began to fill their time by teasing Reuben, by gently bumping into him as he read, spilling liquids on the table where he had his book. Efforts to befriend them were unsuccessful.

Reaching into his bag of "Child Psychology 1A" disciplining knowledge, Reuben eventually asked them if their mother had not loved them enough to teach them good manners. The teasing stopped. Contrite and sobered they settled down to wait for mom's return.

to be continued

