

Profs Say A Compliment Is Best Way To Motivate People

By Bob Cairns
Special To The Post

If paying compliments is such a simple way to win friends and influence people, why are they so awkward to give and hard to take?

There's more to the give and take of positive feedback than meets the eye, but it's a communication skill anyone can learn, say two North Carolina State University speech communication professors.

Dr. Rebecca Leonard and Dr. Ruth D. Anderson, who teach

positive feedback to interpersonal communication students at NCSU, consider the compliment one of the best ways to motivate people.

"Whether it's manager to employee, parent to child, or friend to friend, positive feedback is reinforcement for good behavior," Leonard said.

Because society has taught us to be humble, however, we often reject the positive feedback, she said.

A typical response to a compliment about a new dress might be,

"Oh, this old thing, or, 'Gee, I've always thought it looked like something my mother would wear,'" Leonard said.

Anderson said these inadvertent putdowns make us reluctant to offer positive comments again.

"When we respond in a negative way, we haven't been modest at all. We've suggested that the person lacks judgment or has poor taste," she said. "A more appropriate response to a compliment is a simple thank-you."

But for most people, reacting to a compliment doesn't come easily, so Leonard and Anderson teach N.C. State students basic techniques that will help them be more comfortable when giving and receiving compliments.

A good compliment is one that is specific and can only apply to the recipient.

"The specific compliment says that we're paying attention to the person. Don't just admire a friend's golf swing, tell him what you liked

about it," she said. "Say, 'Great swing, you really kept your head down and followed through that time. Have you been taking lessons?'"

The tag line or question, "Have you been taking lessons?" makes the feedback personal and gives your friend an opportunity to respond without feeling obligated to return the compliment, she said.

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Alice Parkman
...Transferred to Memphis

Eastern Names

Alice Parkman

Sales Manager

Eastern Airlines has named Alice M. Parkman, manager, passenger and cargo sales for Memphis.

Her most recent position was as account executive in Ft. Lauderdale.

Ms. Parkman will work with travel agencies, commercial accounts, military bases, group and convention sales in western Tennessee and a portion of north Mississippi. She will report to Richard Haller, regional sales manager in Atlanta.

Ms. Parkman joined Eastern in 1969 as a reservations agent in her hometown of Charlotte. In 1970 she transferred to Philadelphia where she held several positions - secretary, agent, ground hostess - before her promotion to Ft. Lauderdale in 1976.

Prior to joining Eastern, she worked as an executive secretary. She attended Camden Community College in New Jersey.

She is active in Women in Sales, Bonvivants, Womens' Executive Club, and was named to "Successful Business Women" in 1976.

Ms. Parkman has a daughter, Heather, 13.

"Just For Kids" Is

Unique Holiday

Gift Store

"Just For Kids" is a unique holiday gift store for "little Charlottes" under the age of 12 years to purchase holiday gifts for family and friends. The store, open to the entire community, will offer an assortment of gifts - something for everyone - at a price "little budgets" can afford. There will be Sesame Street placemats, Michael Jackson posters, decorator note pads, ceramic mugs, games and much more all ranging in price from 50 cents to \$7.

Parents will be invited to wait in the reception area while their children are escorted through the store and assisted with their gift selections. All of the gifts will be individually wrapped and placed in the child's very own shopping bag.

"Just For Kids" is being sponsored by the Ha Lillah Chapter of B'nai B'rith Women. The store will be located at the Randolph Park Apartment Community Room, 4516 Randolph Rd.

"Just For Kids" will be open Sunday, December 9 through Sunday, December 17. Weekday hours are 11 a.m. to 1:30 p.m. and 3 p.m. to 7 p.m. Sunday hours are 1 p.m. to 5 p.m. The store will be closed Saturday, December 16. Special arrangements can be made for groups or those with special needs by calling Lizzann Taylor at 366-8234.

Charlotteans Named


To Wingate College's

Who's Who List

Jackie Denise Ellis and Cathy Lynn Gardner, both of Charlotte, are among 32 Wingate College students selected for inclusion in "Who's Who Among Students in American Universities and Colleges."

Ellis, Echo Glen Rd., daughter of Ms. Annie Ellis and Mr. Otis L. Lewis, is a cheerleader, a member of the Black Awareness Club, and vice president of the W club. For four years she has been team captain of the volleyball team of which she was named the "Most Valuable Player" her sophomore and junior years. Ellis is also a member of the drama club.

Gardner, daughter of Mr. and Mrs. J. W. Gardner, Daleview Dr., is a Trustee Scholar, a member of Alpha Chi (a national honor society), and Phi Eta Sigma (a freshman honor society). She has been president and program director of the Biology Club and a member of Young Republicans.



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