

Dan S. STOICA
“A.I.I. Cuza” University of Iași (Romania)

Wisdom and the Cultural Dimension of Appropriateness

Abstract: In any book on Communication we find rules or even maxims, guiding us in being efficient. The idea of this text is that there is no rule in communication. There can be just one acceptable principle and it says: “Be appropriate!”. People have to do what they have to do in different situations, in different contexts, in order to get their intentions through. A good starting point could be the phrase of Ivan Preston: Meanings are in people, not in messages. From there, all one needs is wisdom, and our approach is not more encouraging on defining that then defining appropriateness.

Keywords: appropriateness, wisdom, rules in communication.