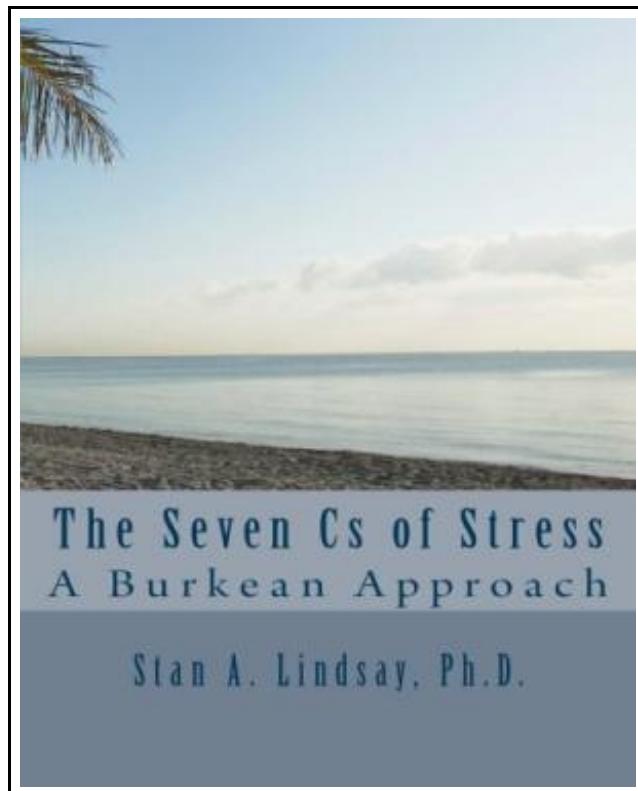


## The Seven CS of Stress: A Burkean Approach



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Say Press. Paperback. Book Condition: New. Paperback. 158 pages. Dimensions: 10.2in. x 8.2in. x 0.5in. Stress is like a balloon. When one inflates the balloon enough to stretch its membrane to the point at which it resembles a sphere, oval, or whatever shape it is designed to have, it loses that limpness which it originally possessed. This is stress. The same amount of pressure that it takes to inflate a paper bag would still demonstrate the existence of observable stress. The level of stress that is observed in an inflated paper bag or in an equally inflated balloon is actually a good type of stress. In the balloon example, even though the balloon is inflated, the rubber membrane has so much give or flexibility that you can actually squeeze it firmly without the balloon bursting. This level of stress is actually more desirable than the absence of stress. Interpersonal Communication specialists call this desirable stress eustress. In everyday life, we notice times when we are in need of eustress. Although some stress is enjoyable, too much stress can be experienced negatively. Consider the balloon discussed earlier. When it is inflated further, it is less accommodating to poking and prodding. Even with this medium-inflation, however, it would take strong prodding to cause it to burst. This is called managing stress. When humans, in a similar state, feel less willing to give in to pokes and become more rigid in their attitudes, they are frequently experiencing heightened stress in their lives. Taking the process of inflation to the limit, we envision a balloon that has become so stretched to contain the air pressure that it can be stretched no further. This is called distress. At this stage, even the lightest finger poke will produce an explosion. In human terms, we have all witnessed...

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