

MAND

”In a given verbal community, certain responses are characteristically followed by certain consequences” (p 35)

A: Deprivation/aversive stimulation

B: Behavior = mand

C: Characteristic consequence

Verbal episode

- What controls speaker behavior?
- What controls listener behavior?

Verbal episode involving a mand:

What control's **SPEAKER** behavior?

A: deprivation/
aversive stimulation

B: mand

C: characteristic consequence

What control's **LISTENER** behavior?

A: mand from speaker

B: behavior that reinforces
the mand

C: reinforcer?

Mands are primarily beneficial for the speaker...



What controls the listener's behavior
of reinforcing the speaker's mand?



Mand categories:

- **Request** listener already motivated to reinforce the speaker
- **Command** "Reinforce or suffer consequences!"
- **Prayer** generates emotional disposition in the listener
- **Question** specifies verbal action (might be request/command/prayer)

Extended mands

- extended stimulus control

- **Superstitious mand** – accidental reinforcement
- **Magical mand** – never reinforced, analogies to old mands
- **Mand in literature**

Traditional classifications translated

MEANING – the “meaning” of a mand is the reinforcer that follows the mand

INTENTION – the “intention” is in the contingencies; for a mand, that is the reinforcer mediated by the listener.

FROM UNLEARNED TO LEARNED – history of reinforcement!