

# HERBERT BLUMER'S THREE BASIC RULES of SYMBOLIC INTERACTIONISM

- HUMANS ACT ON THE BASIS OF MEANING
- MEANINGS EMERGE OUT OF SOCIAL INTERACTIONS
- MEANINGS ARE INDIVIDUALLY INTERPRETED  
VIA A COLLECTIVELY ESTABLISHED, MAINTAINED, AND  
CONSTANTLY CHANGING LANGUAGE...

That language, especially the spoken/written native language of any particular group becomes the dominant vehicle for articulating and communicating the meanings resident in the group's culture. That culture, in turn, is the collectively held beliefs and values – the groups “is's and the ought's” – that guide the pragmatic behavior of the group's members.

PRAGMATICALLY, WHAT THINGS ARE IS

- HOW WE ARE TO ACT TOWARD THEM AND
- WHAT TO EXPECT FROM THEM