

Chapter 9

Transactional Analysis

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ABSTRACT

Transactional Analysis (TA) chapter offers a thorough examination of the late 1950s psychological framework created by Dr. Eric Berne. TA was first used technique in psychotherapy, it has since developed into widely used paradigm for understanding human behavior and communication, in the fields of education, coaching, and organizational development. Chapter explores the core ideas of TA, including games, transactions, strokes, ego states and life scripts. It provides insights into how these components affect interpersonal dynamics and communication. We look closely at the historical background of TA's creation, how it was incorporated into coaching techniques, and how relevant it is to contemporary digital communication and organizational coaching. While providing case examples that highlight TA's practical applications in leadership, conflict resolution, and personal development, chapter also examines the drawbacks and criticisms of TA. Future research and application including its potential in AI-driven coaching platforms and its integration with other psychological models.

HISTORICAL CONTEXT AND DEVELOPMENT OF TA

With the introduction of TA, psychology underwent a dramatic transition from the deterministic perspectives of Freudian psychoanalysis to a more approachable and humanistic methodology. A psychiatrist from Canada, Eric Berne was greatly

DOI: 10.4018/979-8-3693-7959-2.ch009

impacted by Sigmund Freud's work, especially his structural model of the psyche, which separated the mind into the id, ego, and superego. Berne, however, aimed to develop a model that was more realistic and immediately useful in daily life. Berne established the idea of the ego states in his ground-breaking work 'Transactional Analysis in Psychotherapy' (1961), laying the groundwork for a model that would gain popularity and recognition in the fields of communication studies and psychotherapy.

The 1960s social and cultural shifts had an impact on the development of TA as well. During this time, there was an increasing focus on personal development, self-awareness, and the need of good communication in reaching these objectives. TA aligned with these principles by providing a useful framework that people could apply to gain a deeper understanding of both themselves and other people. Berne's later work, *Games People Play* (1968), established the use of TA in popular psychology and reached a wider audience. Readers were moved by the book's examination of the unconscious games people play in social situations, which helped to establish TA as a household name and an invaluable resource for anyone looking to improve their communication abilities (Stewart & Joines, 1987).

TA's examination of interpersonal exchanges is based on a number of fundamental ideas. According to the theory, people function from the Parent, Adult, and Child ego states (Berne, 1968). The adult ego state is grounded in reason and objective data processing, the child ego state is shaped by childhood experiences and emotional reactions, and the parent ego state is influenced by outside forces and authority figures. Since each of these ego states can affect how communications are sent, received, and understood, understanding them is essential for evaluating communication patterns.

Berne (1968) put out the concept of "transactions," which are the fundamental components of communication. A transaction occurs when two individuals communicate, and the communication is analysed based on the ego states of those involved. When a parent and child are transacting, for example, a directive communication style may be used, but when an adult and child are transacting, the focus is more on rational and objective debate (Berne, 1968). Communication can be improved by recognizing these interactions and modifying them to fit the situation and desired outcomes.

CORE CONCEPTS OF TRANSACTIONAL ANALYSIS

A framework for comprehending and examining human behavior and communication is provided by a number of fundamental ideas that form the basis of transactional analysis. Ego states, transactions, strokes, games, and life scripts are some of the ideas. Anybody wishing to use TA in their personal or professional life must

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