

Chapter 1: Basic Principles of Communication

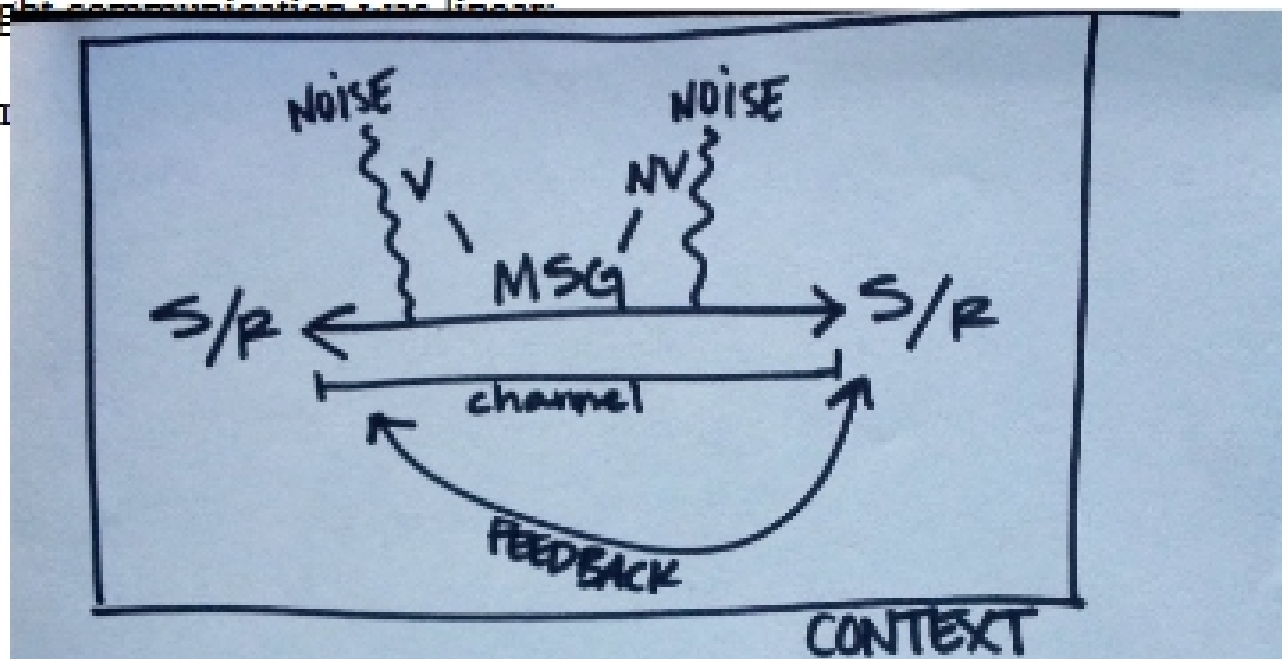
- **Communication** – any process in which people, through the use of symbols, verbally and/or nonverbally, consciously or not consciously, intentionally or unintentionally, generate meaning (information, ideas, feelings, and perceptions) within and across various contexts, cultures, channels, and media.
 - Abstract, social process
 - Communication is always changing
 - 67-93% of what we communicate is nonverbal
 - You cannot not communicate
 - Transaction with a past, present, and future
 - Complex!

(3) principles of communication as a transaction

1. Continuous/simultaneous – cannot not communicate
2. All communication has no definite beginning or ending – past present future
3. All communicators play roles

Elements of Communication

- Thought communication is linear
- Comm



- S = sender; R = receiver; MSG = message; V = verbal; NV = nonverbal
- **Sender-receivers:** People get involved in communication because they have information, ideas, and feelings they want to share. Not a one-way process, both sending and receiving at the same time
- **Message:** made up of the ideas and feelings that senders-receivers want to share, Can be verbal and nonverbal
 - **Symbol:** something that stands for something else, 2 kinds:
 - # **Verbal symbols:** words in a language
 - # **Nonverbal symbols:** ways we communicate without using words such as: facial expressions, gesture, posture, vocal tone,

appearance, etc. Can sometimes be misleading when we cannot control our nonverbal behavior (yawning, etc.)

- # **Concrete symbols:** symbol that represents an object
- # **Abstract symbols:** stand for ideas
- # *Although we attach certain meanings to symbols, those meanings may differ depending on the person*

- **Channel:** the route traveled by a message, the means a message uses to reach the sender-receiver. Primary channels = sound and sight, but channels can be all senses such as: touch, taste, sight, sound, smell
- **Feedback:** the response of the receiver-senders to each other. Example: you tell a joke, they smile.
 - o How we response o feedback determines how good of a communicator you are ** Good communicators know how to read feedback and respond to it
- **Sensory acuity:** paying attention to all elements in the communication environment
- **Context:** environment in which the communication occurs
- **Noise:** interference hat keeps a message from being understood or accurately interpreted
 - o Impedes the system of communication

4 Types of noises:

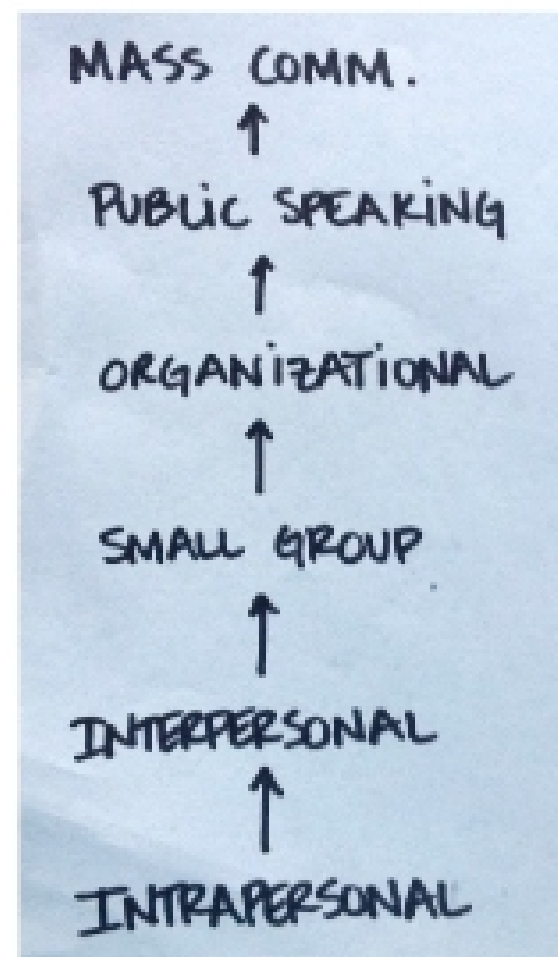
1. **Physical noise:**
 - a. Examples: cell phone, fire alarm, etc.
2. **Psychological noise:**
 - a. Examples: Bad text or phone call before class, financial aid, paying rent
 - b. How to take care of it: talk about it, write it in a journal
3. **Physiological noise:**
 - a. Examples: illness, hungry
4. **Symantec noise:** emotional reaction to words
 - a. Example: words you do not understand

** Key to public speaking: find elegant ways of accepting distractions **

Example: mower outside making noises, stepping closer to the crowd

Types of Context:

1. **Intrapersonal:** language use and/or thought that occur within you, the communicator. where communication begins, thoughts in your head
2. **Interpersonal:** communicate with a one-to-one basis. talking with doctor, friends, advisor
3. **Small group:** small number of people meet to solve a problem. defined as 3-12 people. **5-7 is the optimal number for group work
4. **Organizational:**
5. **Public speaking:** sender-receiver (the speaker) sends a message (the speech) to an audience. must have an audience
6. **Mass comm.:** tweets, social media, prints, TV

Communicating Effectively

- Communication skills needed to communicate?
- Where am I lacking?
- How can I get practice?
- Where can I get help?
- Timetable to set? (baby steps)

- **Strategic flexibility (SF):** expanding your communication repertoire to enable you to use the best skill or behavior available for a particular situation

Chapter 2: Self, Perception, and Communication

- **Self concept:** how you think and feel about yourself
 - based on the values of the culture and the community you come from
- **Perception:** how you look at others and the world around you
- **Self-perception:** the way you see yourself

** Good public speakers have good self concept

(3) Pieces to contribute to self-concept:

1. **Reflected appraisals:** messages you get about yourself from others
 - a. Snapshot of self
 - b. Little kid wakes up, mother greets him, kid walks away happy
 - c. More important to women than men
2. **Social Comparison:** comparing yourself to others to see how you measure up
 - a. More important to men
 - b. **Downward comparison**
 - i. Study for a test, 85% on exam, happy with grade, neighbors got 87% and 91%, not happy with your grade anymore
 - c. **Upward comparison** = psychological risk