

CHAPTER 1

Communication: A **social process** in which individuals employ **symbols** to establish and interpret **meaning** in their **environment**

Social: the notion that people and interactions are part of the communication process

Process: ongoing, dynamic, and unending occurrence

Symbol: concrete symbols represent objects & abstract symbols represent ideas or thoughts

- Concrete: An avatar of yourself
- Abstract: The notion of love

Meaning: What people extract from a message

Environment: situation or context in which communication occurs (time, place, historical period, relationship, cultural background of speaker/listener)

Palo Alto Team: group of scholars who believed that a person “cannot NOT communicate”. (eye contact, etc.)

Models: simplified representations of the communication process

Linear model of communication: one way view of communication that assumes a message is sent by a source to a receiver through a channel

Source: originator of a message

Message: words, sounds, actions, or gestures in an interaction

Receiver: recipient of a message

Channel: pathway to communication

- Correspond with visual, tactile, olfactory, and auditory senses
- Ex. You use the visual channel when you see your roommate and use the tactile when you hug your mom

Noise: distortion in channel not intended by the source

- Semantic: linguistic influences on reception of message; pertains to slang, jargon, or specialized language used by individuals or groups (ex. Medical report says “papillary conjunctival changes” —outside of medical communication, these words have no meaning really)
- Physical (external): bodily influences on reception of message (exists outside the receiver)
- Psychological: cognitive influences on reception of message (refers to a communicators prejudices, biases, and predispositions toward another or the message)
--- you may experience psychological noise if youre listening to the views of a politician who you do not support, and you may be experiencing physical noise from the people nearby who may be protesting the politicians presence)
- Physiological: biological influences on reception of message (exists if you or a speaker is ill, fatigued, or hungry)

Interactional model of communication: two-way communication process between communicators—communication goes in two directions: from sender to receiver and from receiver to sender. - Communication is ongoing. View of communication as the sharing of meaning with feedback that links source and receiver

Feedback: response to a message; communication given to the source by the receiver to indicate understanding - can be verbal or nonverbal, intentional or unintentional

Field of experiences: how a person's culture and experiences influence his or her ability to communicate with another.
Overlap of senders and receivers culture, experiences, and heredity in communication

Transactional model of communication: view of communication as the simultaneous sending and receiving of messages.
The process is cooperative- sender and receiver are mutually responsible for the effect of communication

Communication as a transaction

Considers the simultaneous nature of communication

Messages influence each other

Looks at both verbal and nonverbal elements of a message

Ethics: perceived rightness or wrongness of an action or behavior.

- "The way we ought to live." Socrates
- "Every action and choice is thought to aim at some good; and for this reason the good has rightly been declared to be that at which all things aim." Aristotle
- "Modern philosophers see the study of ethics primarily as a search for the basic criteria by which we can identify right action." Brickhouse and Smith
- Ethics is best seen as a rational inquiry into the fundamental questions about value, justice, dignity, obligation and the proper ends of human life – the big, meaningful questions in life." Frederik Kaufman
- We condemn communication that degrades individual and humanity.
- We are committed to the courageous expression of personal convictions in pursuit of fairness and justice.
- We advocate sharing information, opinions, and feelings...while also respecting privacy and confidentiality.
- We accept responsibility for the short- and long-term consequences of our own communication and expect the same of others.
- Ethics in: business & industry, religion & faith, entertainment, higher education, medicine, politics, technology

Why we care about theory: Fosters critical thinking skills, Aids in understanding the scope of Research, Helps us understand life experiences, essential to becoming aware of who we are and how we function in the world

CHAPTER 2

Traditions in the field...

- Robert Craig believed that separating the study of theory into different traditions (categories) would help us understand the complex nature of theory development
- It is important to note that these traditions are not steadfast; they change just as the field changes
- many theories often cross over traditions or are not easily categorized

rhetorical tradition: "talk as a practical art"

- Focuses on most types of public speaking or public address and their roles in society
- Can also include any elements that relate to language and the audience
- -Some topics within the rhetorical tradition:
 - persuasion in public address
 - the effect of emotion on audiences
 - how audiences are influenced by mass media appeals

Semiotic Tradition: "rethinking what is natural"

- Deals with the study of signs and their role in society; the primary focus is on meaning making
- Meaning is achieved when a common language is created and shared among the people
- Some topics within the Semiotic Tradition:
 - how words change as the people using them change
 - the multiple meanings associated with words and how they come about
- Ex.) an adult crying at a funeral is a SIGN of sadness

Phenomenological Tradition: "experiencing otherness"

- Looks at a message or communicative situation from a personal perspective
- Works to eliminate biases or personal beliefs to uncover the authenticity of a message or dialogue
- Some topics within the Phenomenological Tradition:
 - how people from different backgrounds or ethnicities interpret a message
 - how gender impacts communicative style
- a personal interpretation of everyday life and activities

Cybernetic Tradition: "information-processing"

- Considers the study of communication as an information science
- Looks at the broader, systematic nature of communication as a process and focuses on elements within that process
- Some topics within the Cybernetic Tradition:
 - how noise interferes with message understanding/processing
 - how technical ability influences communication in computer-mediated situations

Socio-Psychological Tradition: "casual linking"

- Seeks to understand the causes of behavior as a result of some aspect of communication
- Focuses mainly on the underlying relationships between variables that exist and how those variables differ depending on the individual or situation
- Some topics within the Socio-Psychological Tradition:
 - How message construction influences recall of a message
 - How entertainment choice influences mood

Socio-cultural tradition: "from another's view"

- Existing shared culture and social structures which are already in place influence communication
- Scholars in this area advocate for the co-creation of social reality to encourage individual points of view
- Some topics within the Socio-Cultural Tradition:
 - breaking through the established patterns of communication to highlight individual experience in the communication process
 - studying the development of "cliques" in school