

SPC3210 EXAM 1 Study Guide

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

KEY TERMS:

Social- No beginning/end nothing can be taken back once said; does not require 2 people

Symbol- Concrete symbols represent objects & Abstract symbols represent ideas/thoughts

Meaning- Adaptive, how we make sense of messages

Environment- Impacts message making and meaning; cultural difference effects impact

Process- Sending and receiving messages simultaneously: Source & Receiver

- Source
- Message
- Receiver
- Channel- The senses, when one is closed you miss some of the message, but another channel becomes more sensitive
 - o Technological channels
- Noise
 - o Semantic (lack of understanding)
 - o Physical
 - o Physiological
 - o Psychological

EMOTIONAL INTELLIGENCE

- Connects action with consequence (60-90% of com. non-verbal)
- Credibility has 4 tenants:
 1. Expertise
 2. Trustworthiness
 3. Charisma
 4. Ethics

COMMUNICATION MODELS:

INTERACTION:

- Circular communication- speaker and listener are one and the same
 - o *Feedback-* people should be coachable
 - o *Field of experience-* Common understanding, Fluidity of conversation, Allow vulnerability

TRANSACTION:

- Considers the simultaneous nature of communication
- Messages influence each other
- Looks at both verbal and nonverbal elements of a message

IMPORTANCE OF 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

ETHICS

- Ethics create a *framework* in which to make decisions about ethical behavior.
- We advocate truthfulness, accuracy, honesty, and reason as essential to the integrity of communication.
- We endorse the freedom of expression, diversity of perspective, and tolerance of dissent.
- We strive to understand and respect other communicators.
- We promote access to communication resources and opportunities.
- We promote communication climates of caring and mutual understanding.

TRADITIONS

Robert Craig- Separation of theories into different traditions to make it easier to understand, even though these theories are not fixed and can cross over multiple traditions

RHETORICAL:

- Public Speaking and elements that relate to language and the audience
- Some topics within the rhetorical tradition:
 - Persuasion in public address
 - Effect of emotion on audiences
 - The way the audiences are influenced by mass
 - Media appeals

SEMIOTIC:

- Study of signs and their role in society; Focused on *meaning making*
- Meaning is achieved when a language is created & shared among the people
- Some topics within the Semiotic Tradition:
 - How words change as the people using them change
 - Multiple meanings associated with words and how they arise

PHENOMENOLOGICAL:

- 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:
 - Message interpretation with differing cultural backgrounds
 - Gender impact on communicative style

CYBERNETIC

- Considers the study of communication as an information science
- Communication as broad, systematic process (Focus on elements in process)
- Some topics within the Cybernetic Tradition:
 - How noise interferes with message understanding/processing
 - Influence of technical ability in computer- mediated situations

SOCIO-PSYCHOLOGICAL

- Seeks to understand the causes of behavior as a result of communication
- Relationships between variables and how those variables differ based 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

- Existing shared culture/social structures influence communication
- Co-creation of social reality to encourage individual points of view
- Some topics within the Socio-Cultural Tradition:
 - Breaking established patterns to highlight individual experience
 - EX: Studying the development of “cliques” in school

CRITICAL

- Focuses on the current social order in society and how it negatively impacts society
- Seeks to expose the underlying beliefs and values within a society that impact decision-making and actions
- Some topics within the Critical Tradition:
 - Impact of consolidation of media ownership on entertainment choices
 - Environment are used to drive consumerism

CONTEXTS IN COMMUNICATION

- A context is the environment in which some type of communication takes place
- Contexts are limited by several factors:
 - The number of people involved
 - The space between those people
 - The type of feedback available
 - The channels of communication that exist within the environment

TYPES:

- **IntRApersonal:** communication with oneself
 - How we make sense of ourselves and our actions
- **IntERpersonal:** communication with another person
 - How we form and maintain relationships with others
- **Small Group:** Communication with more than one person (3-5)
 - How a small group forms and functions
- **Organizational:** Communication in and among a larger, often extended environment
 - How an organization functions as an entity and the variety of relationships and types of communication that occurs within
- **Public/Rhetorical:** Communication to a large group or audience (usually in person)
 - Usually involves speechmaking or dissemination of a specific type of message from one to many
- **Mass/Media:** Communication to a large audience through some type of mediated format
 - Television, radio, internet, newspaper
- **Cultural:** communication between people whose cultural backgrounds are different
 - This type of communication does not necessarily mean different countries; for example, people from different parts of the U.S have different backgrounds

THEORY:

- An abstract system of concepts that uses relationship explain a phenomenon
- Important to consider:

LEVEL OF GENERALITY

- Explains how broadly a theory can be applied