

Chapter 1 – The communication process

1. Define communication and explain it as a process
  - a. Communication is any process in which people, through the use of symbols, verbally and/or nonverbally consciously or not consciously, intentionally or unintentionally, generate meanings (information, ideas, feelings, and perceptions) within and across various contexts, cultures, channels and media.
  - b. Communication is a process means = it is always changing.
  - c. The process of communication is made up of various elements:
    - i. Sender-receivers, messages, channels, noise, feedback, and setting
    - ii. Sender-receivers: sharing is not a one-way process in which one person sends ideas and the other receives them. Most communication has sender-receivers – both sending and receiving at the same time
    - iii. Message: made up of ideas and feelings that sender-receivers want to share. Meaning is created jointly, there is no message if there aren't common symbols
    - iv. Channel: the route traveled by a message; it is the means a message uses to reach the sender-receivers ex. (Sound, sight, the senses)
    - v. Feedback: the response of the sender-receivers to each other. Sensory acuity means paying attention to all elements in the communication environment
    - vi. Noise: interference that keeps a message from being understood or accurately interpreted
      1. External noise: comes from the environment, keeps the message from being heard or understood (ex. Yelling)
      2. Internal noise: occurs in the minds of the sender-receivers when their thoughts or feelings are focused on something other than the communication at hand. (ex. Thinking about something else)
      3. Semantic noise: caused by people's emotional reactions to words
    - vii. Setting: the environment in which communication occurs (communication will change when setting changes)
    - viii. All communication is made up of sender-receivers, messages, channels, feedback, noise and setting.
2. Explain communication as a transaction and how the three principles relate to effective communication
  - a. Transactional Communication: involves three important principles.
    - i. Communication is continuous and simultaneous
      1. You are always involved in sending and receiving messages, no matter what
    - ii. Communication events have a past, present, and future

1. You respond to every situation from experiences, moods, and expectations
    2. Future influences communication. If you want something to continue, you will say and do things to make this happen.
  - iii. Participants in communication play certain rules
    1. Roles are parts you play or ways you behave with others
    2. Roles do not always stay the same, they vary with moods, setting, and noise. Communication changes to meet the needs of each relationship and situation
3. Describe the types of communication
  - a. Four different kinds most used: intrapersonal, small-group, and public communication
  - b. Intrapersonal communication: language use and/or thought that occurs within you, the communicator. Involves your active internal involvement in the symbolic processing of messages.
    - i. You are your own sender and receiver and provide feedback to yourself. (ex. Daydreaming, talking to yourself)
  - c. Interpersonal communication: communication on a one-to-one basis, usually in an informal, unstructured setting.
    - i. Occurs mostly between two people, but may include more
    - ii. Each person is a sender-receiver
    - iii. Offers great opportunity for feedback
  - d. Small-group communication: occurs when a small number of people meet to solve a problem.
    - i. Group must be small enough so each has a chance to interact with all other members
  - e. Computer Mediated Communication: technologies that facilitate both human communication and the interactive sharing of information
    - i. Is asynchronous
  - f. Public Communication: the sender-receiver (speaker) sends a message (the speech) to an audience.
  - g. Intercultural communication: The communication that occurs whenever two or more people from different cultures interact
    - i. Culture: the ever-changing values, traditions, social and political relationships, and worldview created and shared by a group of people bound together by a combination of factors (common history, geographic location, language, social class, and/or religion)
    - ii. Co-culture: people who are part of a larger culture but also belong to a smaller group that has some different values, attitudes, or beliefs.
    - iii. Inherent cultural issues associated with any form of communication
4. Explain the elements of communication competence
  - a. Competent communication: The ability to communicate in a personally effective and socially appropriate manner. Three Components:
    - i. Knowledge: recognize what communication practice is appropriate
    - ii. Skill: have the ability to perform that practice
    - iii. Motivation: want to communicate in an affective and appropriate manner

- b. Strategic Flexibility: expanding your communication repertoire (your collection or stock of communication behaviors that can readily be brought into use) to enable you to use the best skill or behavior available for a particular situation.
    - i. Without SF you approach situations with limited resources
    - ii. 6 Steps of SF: Anticipate, Assess, Evaluate, Select, Apply, Reassess and reevaluate
    - iii. Creativity: capacity to synthesize vast amounts of information and wrestle with complex problems.
      - 1. Drives successful Strategic Flexibility
  - c. Active Open Mindedness (AOM)- intent of opening your mind
5. Discuss the principles of ethical communication and the foundation out of which ethical conduct is most likely to grow
- a. Ethical Communication: a component of each of the six types of communication, it is communication that is honest, fair, and considerate of other's rights. Communication is honest when communicators tell the truth; it is fair and considerate and when they consider listener's feelings.
    - i. No excuse is good enough to justify unethical conduct
    - ii. Unethical communication threatens the quality of all communication and consequently the well-being of individuals and the society in which we live
    - iii. Ethical issues are inherent

## Chapter 2 - Self, Perception, and Communication

1. Explain the role of self and perception in communication
  - a. Both self and perception are foundations for effective communication
  - a. Self-concept: how you think and feel about yourself
  - b. Perception: How you look at others and the world around you
  - c. How you look at the world depends on what you think of yourself, and vice versa.
  - d. Self-concept can set limits on behavioral possibilities
  - e. You will perceive the world in ways that are in keeping with your self-concept
  - f. Doesn't take much change in self-concept or in your perceptions to influence your communication
2. Describe self-concept and how to improve a weak or poor self-concept
  - a. Self is mobile, personal, self-reflexive, and subject to change
  - b. Self concept is not a single impression that remains static and unchanging, but an array of often conflicting impressions, sensations, and behaviors, is made up of three distinct elements:
    - i. Reflected Appraisals
      1. Messages you get about yourself from others. Most reflected appraisals come from things people say about you.
      2. Scripts: lines you are given to speak, that tell you how to play future scenes and what is expected of you