

SPC3210 EXAM 1 Study Guide

CHAPTER 1

Communication: is a social process in which individuals employ symbols to establish and interpret meaning in their environment.

Key Terms (SSEPM):

Social: Involving people and interaction either face-to-face or online. Normally involves two people who act as senders and receivers.

Symbol: A label for an object or a representation of phenomena. Concrete Symbols represent objects (chair) and Abstract Symbols represent ideas/thoughts (love).

Environment: The situation or context in which the communication occurs. Time, place, historical period, relationship, and people's backgrounds and views.

Process: No beginning/end, an ongoing never-ending occurrence. We are always communicating, even if it is non-verbal.

Meaning: Adaptive, what people extract from a message.

Linear Model of Communication: One-way view of communication; the source sends a message to a receiver through an auditory channel.

Key elements:

- Source: Speaker.
- Message: Verbal/nonverbal.
- Receiver: Listener.
- Channel: Pathway to the senses (visual, olfactory, auditory or technological channels).

-Communication also involves noise (anything not intended by the source) that affects how messages are received.

Types of noise:

- Semantic: A lack of understanding.
- Physical: Leaf blower outside, everyday noise.
- Physiological: Don't feel well, body is telling you you're sick.
- Psychological: The little voice inside your head.

Communication as an Interaction: A person can only be a sender OR a receiver. It is a circular process.

-People have to perform either the role of sender OR receiver during communication.

Key elements:

- Feedback: The response to a message. Verbal or nonverbal (88% is nonverbal).
- Field of Experience: A person's background and all of their experiences.
Communication overlaps fields of experiences. This is how all conversations start.

Communication as Transaction: It considers the simultaneous nature of communication.

- The sender and receiver are mutually responsible for how effective the conversation is.
- All communication is past, present and future. It is simultaneous.
- All communicators play roles.
- All messages influences each other and build upon each other.
- Focuses on verbal and nonverbal elements of communication.
- Says that we can but simultaneously send and receive messages.

Ethics and Communication:

Ethics: Perceived rightness or wrongness of an action or behavior; some suggestions from philosophy.

"The way we ought to live."-Socrates

- Ethics create a framework in which to make decisions about ethical behavior.
- When things impact a person there is an ethical consideration.

Theory: Why should we care?

- Fosters critical thinking skills.
- Aids in understanding the scope of research.
- Helps us understand our own life experiences.
- Essential to becoming aware of who we are and how we function in the world.

CHAPTER 2

- Intellectual Traditions are what guide our approach to the study of communication.
- Robert Craig believed that separating the studies of different traditions would make it easier to understand their complex natures.
- These traditions can often overlap with each other.

The Rhetorical Tradition: Talk as a practical art.

- Focuses on most types of public speaking.
- The rhetorical tradition necessarily involves elements pertaining to language and the audience.

Topics within Rhetoric:

- Persuasion.
- Effect of emotion on the audience.
- How audiences are affected by mass media appeals.

The Semiotic Tradition: The study of signs; focus on meaning making.

- Meaning is achieved when a common language is created and shared among the people.

Topics within Semiotic:

- How words change as the people using them change.
- Multiple meanings associated with words and how they come about.
- Use of words with racial types.

The Phenomenological Tradition: A personal interpretation of everyday life activities.

- Looks at a message or situation from a personal perspective.
- Works to eliminate biases or personal beliefs to uncover the authenticity of a message.

Topics within Phenomenological:

- How people with different backgrounds interpret a message.
- How gender difference impacts communicative style.

The Cybernetic Tradition: The study of communication as an information science (system).

- Looks at the broader, systematic nature of communication as a process and focuses on elements within that process.
- Focuses on what “noise” is going on and how it interferes with a message.
- How technical ability influences communication in computer-mediated situations.

The Socio-Psychological Tradition: How interactions with people affect us psychologically (throwing softball story).

- Seeks to understand the causes of behavior as a result of an aspect of communication.
- Focuses on underlying relationships, why some people are confident and other are shy

Topics within Socio-Psychological:

- How message construction influences recall of a message.
- How our entertainment choice influences our moods.

The Socio-Cultural Tradition: Looking at cultures and social structures and how those influence communication.

- How existing shared culture and social structures, which are already in place, influence communication.
- Scholars here advocate individuals points of view.

Topics within Socio-Cultural:

- Studying the development of cliques in schools.
- Breaking patterns of communication to highlight individual experiences in the communication process.

The Critical Tradition: Focuses on social order and how it negatively impacts society (challenging the power).

- Seeks to expose the underlying beliefs and values within a society that impact decision-making and actions.