

COMM 1100 EXAM CHAP 1-5 STUDY GUIDE

Ten misconceptions about communications

1. Meanings are not in words but in the mind of the receiver
2. Communication involves both verbal and nonverbal messages
3. Telling is only half of the communication process. The other half is listening and providing feedback
4. Communication cannot solve all our problems. It solves or creates them
5. Communication is neither a good nor a bad thing. It can be used for positive or negative purposes
6. More communication is not always better. Quality counts over quantity
7. Human communication never stops or breaks down. It is simply ineffective
8. Communication isn't a natural ability but a life-long skill that can be learned
9. Interpersonal communication does not equal intimate communication
10. Communication competence and effectiveness are two distinct concepts. Competence is 'knowing content' effectiveness means delivering it successfully

Chapter 1: A First Look at Communication

- Most important qualities companies look for in a job applicant
 - Effectively communicates orally
 - Works effectively with others in teams
 - Effectively communicates in writing
 - Practices ethical judgment and decision-making
 - Uses critical thinking and analytical reasoning skills
 - Applies knowledge and skills to real-world settings
- Communication is a foundation of many spheres of your life:
 - Personal life and identity
 - Personal relationships that you develop with others
 - Professional success
 - Civic life and a healthy society
- Communication is a systematic process in which people interact with and through symbols to create and interpret meanings
 - Process: ongoing and always changing
 - Systemic: occurs within systems of interrelated and interacting parts
 - Openness: the extent to which a system affects and is affected by outside factors and processes
 - Homeostasis: state of equilibrium
 - Symbolic: symbols are arbitrary, ambiguous, abstract representations of other things
 - Meanings: content level meanings vs relationship level meanings
- Traces: imprinted records of individual experiences registered in the brain by activities of its nerve cells

- Schemata: a structured cluster of pre-conceived ideas and experiences (traces); recalling things when someone mentions those
- Models of the communication process
 - Linear models such as Harold Lasswell's and Shannon and Weaver's describe communication as a one-way process (least sophisticated model)
 - Interactive models added a feedback feature to linear models to depict a circular flow of communication
- Noise: anything that interferes with the intended meaning of communication, may distort understanding
- Transactional models improve on linear and interactive models by considering communication as simultaneous that varies over time

Chapter 2: Field of Communication

- Area of study in the discipline of communication
 - Intrapersonal communication: communication with ourselves, or self-talk
 - Interpersonal communication: a continuum that ranges from quite impersonal to highly interpersonal.
 - Group and team communication: communication in decision-making committees and work teams; focuses on leadership, member roles, group features, agendas for achieving group goals, and managing conflict.
 - Public communication: public speaking, important, sub-areas include argumentation and political communication
 - Organizational communication: enhance professional success; moral, productivity, and commitment to organization
 - Organizational culture: the understandings about an organization's identity and codes of thought and action that members of an organization share.
 - Mass media: how mass media represent and influence cultural values; awareness of how media shape and distort our perceptions of ourselves and society.
 - Mediated Communication: facilitates building community; fundamentally transform how we think and process information
 - Intercultural communication: increases our insight into different cultures' communication styles and meanings; research on different social communities within a single society.

Chapter 3: Perceiving and Understanding

- Perception: the active process of selecting, organizing, and interpreting people, objects, events, situations, and activities.
 - Selection: a number of factors influence which stimuli we notice, selectively attend to what you define as important in a given moment, can't attend to everything in our environment because there is too much and some of it isn't

relevant - can be deliberate, influenced by self-concepts, needs, interests, and motives

- Organization: organize our perceptions in meaningful ways
 - Constructivism: theory that states we organize and interpret experience by applying cognitive structures called cognitive schemata: prototypes, personal constructs, stereotypes, and scripts
 - Prototypes: the most representative example of a category, ideal or best example of a category (i.e. teacher, people in India, etc.)
 - Personal construct: a bipolar, mental yardstick we use to measure people and situations (i.e. intelligent-not intelligent, kind-not kind, trustworthy-not trustworthy)
 - Stereotype: a predictive generalization about individuals and situations based on the category in which we place them (i.e. frat/sorority members, athletes, people from other cultures, etc.)
 - Script: a guide to action in particular situations (i.e. meeting someone new, talking to a professor, etc.)
- Interpretation: the subjective process of creating explanations for what we observe and experience
 - Attribution: the act of explaining why something happens or why a person acts a particular way, we attribute our own and others' behaviors to causes.
 - Self-serving bias: construct attributions that serve our personal interests
- Influencing factors on perception:
 - Physiological factors: people differ in our sensory abilities and physiologies; the five senses are not the same for all of us; if you are tired, stressed, or sick you're likely to perceive things more negatively than when you are well and rested.
 - Expectations: your predisposition to characteristics about someone or something will influence your reaction to them
 - Positive visualization: a technique used to enhance success in a variety of situations by teaching people to visualize themselves positively; works because we act as we see ourselves.
 - Expectancy violation theory: become more cognitively alert as we struggle to understand and cope with unexpected behaviors or events when our expectations are violated
 - Cognitive abilities: how elaborately we think about situations and people, and the extent of our knowledge of others, affect how we select, organize, and interpret experiences.
 - Cognitive complexity: the number of personal constructs used, how abstract they are, and how elaborately they interact to shape perceptions.
 - Person-centeredness: the ability to perceive another as a unique individual.
 - Empathy: the ability to feel with another person - to feel what he or she feels in a situation.