Communication Code of Ethics - Good communication is:
- Clear
- Honest
- Democratic
- Sincere
- Respects its audience
- Logical

Communication is:
- **The transmission of messages** – the sender encodes a message, it is sent through a medium, and decoded by the receiver. The interaction of the sender and the 'packaging' of the message affect the efficiency of communication.
- **Social interaction through messages** – comm. is a behaviour that helps people relate to each other. People interact/exchange ideas/experiences to develop understanding. Parties take turns at sending/receiving. All take responsibility for reaching an agreement.
- **The reciprocal creation of meaning in a context** – emphasises 'meaning' rather than 'message'. We make sense of the world by relating to each other. Meaning relates to context.
- **The sharing of meaning through information, ideas and feeling** – meaning consists of information, ideas, feelings. Symbolic forms are accompanied by non-verbals to add further meaning. Messages are encoded or decoded by the individual/group.

The Transmission Model – emphasis on conveying a message, and explaining the success/failure of comm.
Critiques:
- Places too much emphasis on message and channel of comm.
- 'Reductionist' model
- Assumes communication is linear
- Analogy between the mechanical and human is misleading
- Ignores meaning, and how it is created, sustained and shared

Shannon & Weaver: **Message (source and transmitter) -> signal -> channel -> received signal -> message (receiver and destination).**
Message = a message has content, structure and code(s).
Channel = sensory base for conveying/transmitting messages (e.g. speech, pictures, music, body language).
Noise = anything that distorts the signal. *Mechanical noise* = physical interference; *Semantic noise* = breakdown in meaning from misuse/misinterpretation of language; *Psychological noise* = emotional barriers.
Feedback = the response to our message.

Schramm: **Message -> decoder-interpreter-encoder -> message -> decoder-interpreter-encoder.**