

# COM10007 PROF. COM. PRAC.

LECTURE 06.03.18

WEEK 2

## Communication:

- Transmission of messages
- Social interaction through messages
- Reciprocal creation of meaning in context – meeting in the middle of understandings between several parties
- Sharing of meaning through mutual understanding of information, ideas & feelings

## Dimensions of communication

- **Intrapersonal:** monitoring your own communication
- **Interpersonal:** communication w others
- **Group:** dealing w diff. audiences
- **Public:** one-to-many
- **Intercultural:** across diff. beliefs
- **Mediated:** appropriate use of media

## Meaning

- Meanings are in people, not words
- Is embedded in cultural & historical
- **Denotation:** the literal meaning of a word
- **Connotation:** the subjective meaning of a word, often socially ascribed

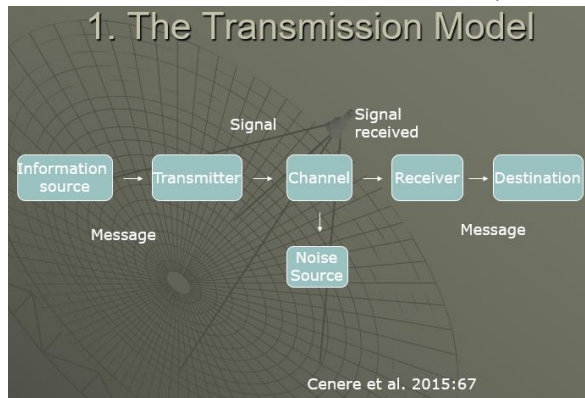
## Channels of communication

- Setting the channel (sensory base) as important as context
  - **SENSORY BASES:** plays a role in which we receive & transmit communication
  - Eyes, ears, taste, smell, touch– used to achieve information
- All about the appropriateness of the medium (Cenere et al. 2015)
  - Choosing which medium to tap into our senses
  - Eg. A video can rely on – eyes & ears, or eyes
- Content appropriate for which channel
  - Applying for a job – online
  - Conducting an interview – face-to-face
  - Arranging a business meetup – electronically (eg. Email) – in text – print
  - Breaking up a relationship

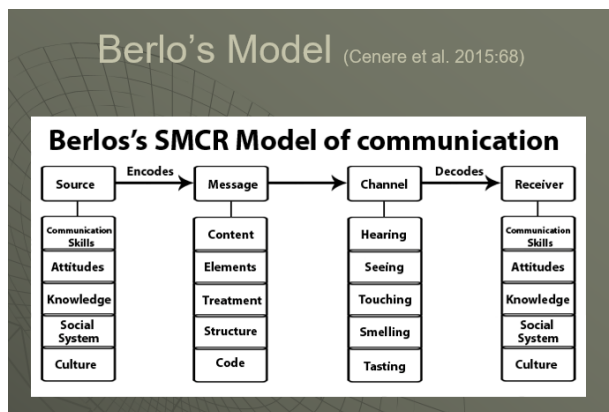
## Transmission model

- Linear – straight forward
- Message moves in one direction
- Message has context
- Channel is the delivery of the message

- Communication only when reaching destination
- Noise – interference w the delivery

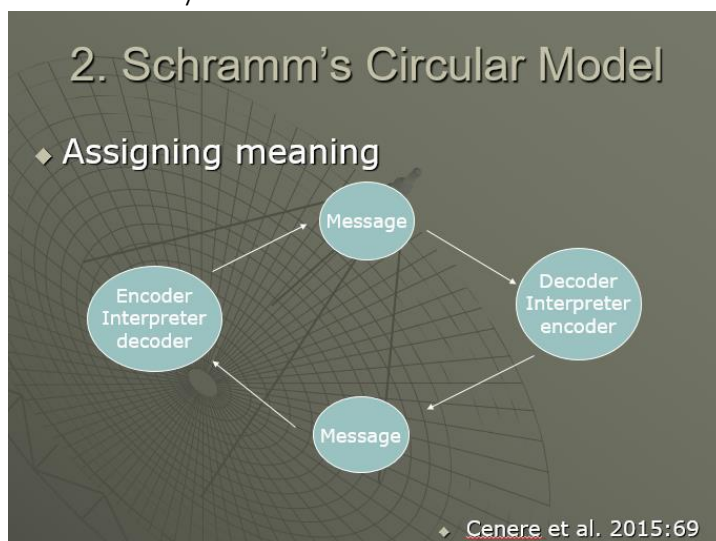


### Berlo's Model



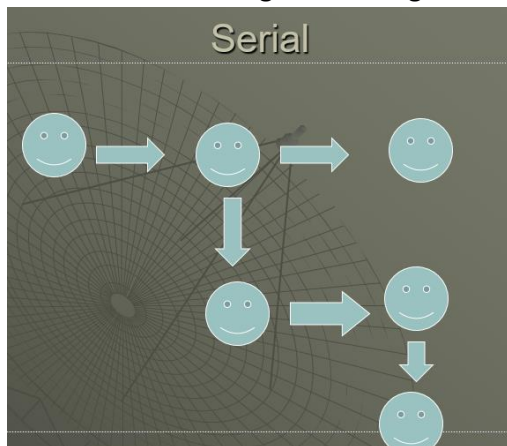
### Schramm's circular model

- Circular model
- Communication is symbolic
- Meaning assigned to non-verbal, visual & aural (cultural input)
- Message (usually words) encoded into language & decoded by receiver
- Circulatory & feedback



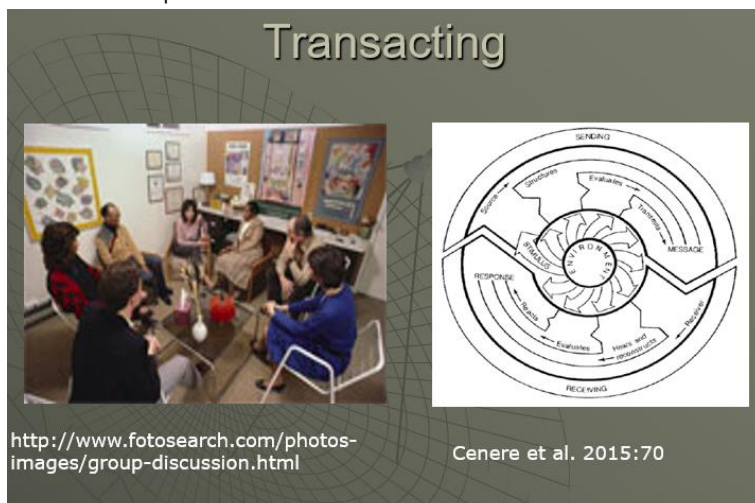
## Serial communication

- Messages flow from one party to another in a chain, series or relay
- Information may be received 2<sup>nd</sup>, 3<sup>rd</sup> or 4<sup>th</sup> hand
- All applying considerable interpretation
- Details omitted, altered or added
- Distortion of original message



## Transacting

- Occurs where there is a lot more consideration
- Meaning is in the interpretation of words
- Human systems are spontaneous & discretionary (moods, distractions & impulses)
- Meaning is created – not set
- Meaning can change from person to person, from time to time
- Communication seen as a broad experience (voice, body, language, attire)
- Communication in
  1. Dynamic
  2. Continuous
  3. Circular
  4. Unrepeatable
  5. Irreversible
  6. Complex



### **Totality of communications**

- Must not underestimate the importance of 'good' communication
- Keep all models in mind
- Transmission for logical sequence (scientific), transaction for environment (humanities)
- Research (planning process) before communication:
  1. Scope
  2. Audience
  3. Message
  4. Environment

### **Constructions of reality**

- Personal context
  - Based on how you see the world
  - Influenced by physical surroundings
  - Affected by personal beliefs
- Social context
  - Social context influences world view
  - Gender & cultural influence
  - Predictability through conditioning
  - Professional applications

### **Professional context considerations**

- Communication occurs in different professional contexts
  - Corporate, NGO, government, small business, consulting
  - Within professions (law, medicine, finance)
  - Professional bodies (PRIA, CPA, AMA)
  - Associations – common link not necessarily professional
  - Media

### **Personal contexts considerations**

- Everything you have ever read, every place you have been, everything you have ever done
- Individuals communicate through a process of transaction
- Meaning is produced on both sides – battle for meaning
- Physical & cultural environment is vitally important

### **Summary**

- Cannot assume every message will be received as intended
- Different contexts require adaptation of content & channel
- Encode/decode is a useful start
- Research & familiarise w audience
- Personal & professional context overlap/ contradict sometimes
- Evaluate your message

**Theory in practice:**

- Transmission model – explains directions, instructions advertising propaganda (logical sequence)
- Transaction model – complexity of communication results in mutual meaning, but can complicate
- Sender – recognise ambiguity in text
- Receiver – recognise context and intent