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Chapter 1 – Communication Foundations

**Communication** is any behaviour – verbal, non-verbal or graphic – that is perceived by another

Forms of Communications
- Communication is an ongoing process by which people represent their feelings, ideas, values and perceptions with symbols.
- These symbols are in the form of verbal communication (either spoken or written), nonverbal communication and graphic communication
    - **Verbal communication** can be in the form of spoken words between two or more people or written words in written communication
    - **Nonverbal communication** is communication sent by any means other than words or graphics. Nonverbal components exist in oral, written and graphic communication or, independently of words, in face-to-face contact.
    - **Graphic communication** represents ideas, relationships or connections visually with shapes, diagrams and lines. Graphic communication can have both verbal and nonverbal components; e.g. 'no smoking' signs in public areas

Types of Communication
- **Intrapersonal communication** is communication within oneself through the processes of thinking and feeling. His style of communication creates a person's self-concept and processes information. By taking the time to think, plan and interpret ideas and messages, individuals learn more about self, others and the situation because they have the time to absorb new ideas and plan actions
- **Interpersonal communication** involves interaction between two people on a one-to-one basis or in small groups. Staff instructions, briefings, feedback and customer relations are examples of this style.
- **Public communication** occurs when an organisation communicates with a number of receivers at the same time. This communications can be either to receivers within the organisation – e.g. in the form of the staff newsletter o intranet – or to others outside the organisation in the form of reports, meetings or YouTube video clips. Communication is the public face of a company.
- **Mass communication** refers to the process of transferring or transmitting a message to a large group of people. Mass communications contacts the organization's publics – e.g. public relations, annual reports, advertising and webcasts. Mass communication through traditional media such as newspaper and television broadcasting is now complemented by the newer electronic and technologically mediated communication technologies.
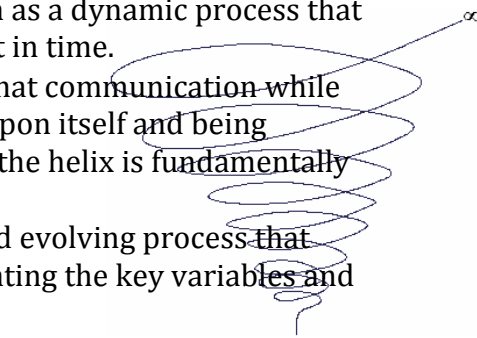
Process of Communication

Process of Communication
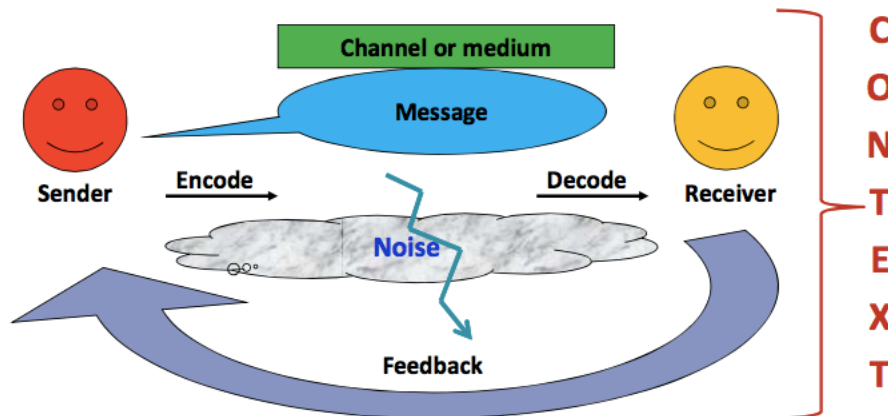
- People can do a great deal to influence the communication process, but they cannot control the other person's **perception**, outlook, values and attitudes; these affect the way communication is received.
- The seven main elements in the communication process are sender, message, receiver, feedback, channel, context or setting and noise or interference.
  - **Encoding** is putting a message into words, pictures or actions that that it can be sent
  - **Decoding** is interpreting a message to achieve understanding
- Communication begins with the **sender**, the individual who reacts to situations from a unique vantage point, interpreting ideas and filtering experiences through their own perceptions. The sender transmits a message to the receiver
- The **message** is the idea or feeling transmitted from the sender to the receiver to achieve understanding. The message has verbal and nonverbal elements. It makes a connection between the sender and the receiver and may be made up of signs, words or movements. The tone of voice, inflection, the rate of speech, facial expressions, touching and body movement may be misinterpreted by the receiver, or a poorly constructed message may lead to misunderstanding. The message the sender meant to send is not always the message received
- The **receiver** decodes or interprets the sender's message to achieve understanding
- **Feedback** is an essential part of successful interpersonal communication. It is the receiver's response to the sender's message, telling the sender how their message is being received and helping the receiver to confirm whether their perception of the message is correct.
- In the workplace most people communicate face-to-face with their leaders, supervisors and colleagues, so the ability to provide appropriate feedback can assist the development of effective working relationships. Feedback:
  - Provides continuity in the communication
  - Stimulates further communication and discussion
  - Indicates effective understanding or misunderstanding of the message

- A communication **channel** is the means or technique used to signal or convey a message, such as a conversation, a letter, an email, a webpage, a television program, a YouTube clip or a tweet.
  - Communication may pass along more than one channel, e.g. an interaction in a meeting may include speaking and listening along a vocal channel, nonverbal gestures received through a visual channel and instructions via a digital channel such as a podcast.
  - The communication context and purpose, the needs of the sender, the type of message and the needs of the receiver all influence the choice of channel.
- **Context** is the situation or setting within which communication takes place, or that circumstances that surround a particular piece of communication. A message may have completely different meanings depending on the physical, social-psychological and temporal dimensions in different situations.
  - The physical environment contains the tangible or concrete items in the environment
  - The roles, norms and mores of the society make up the social-psychological dimension
  - The temporal dimension describes the time in history as well as the position of the communication in the sequence of events.
- **Communication barriers** result in a misunderstanding or misinterpretation of the message. **Noise (interference)** is an interruption to the message or communication flow that can lead to misunderstanding.
  - External noise – physical noise e.g. traffic, rain/thunder, phone ringing, crowds, machinery noise, bad phone line, smells, insects, etc.
  - Physiological noise – e.g. hearing disorders, illness, pain, tired, hangover, etc.
  - Psychological noise – e.g. pre-occupation, prejudice, assumptions, defensiveness, guilt, hostility, egotism, fear, etc.

Communication Models and Theories
- Communication is a dynamic, complex, interactive process.
- **Dance's helical spiral (1967)** depicts communication as a dynamic process that evolves in an individual from birth to the current point in time.
- The helix gives geometrical testimony to the concept that communication while moving forward Is at the same moment coming back upon itself and being affected by its past behaviour, for the coming curve of the helix is fundamentally affected by the curve from which it emerges.
- The model implies that communication is an integrated evolving process that enhances learning, growth and discovery without isolating the key variables and relationships.

Priestley's Paradox
- **Priestley (1957)** suggests that the rapid increase in communications technology has reduced effective communication
- 'The more we elaborate our means of communication, the less we communicate'
- New technologies are creating ways to instantly and easily contact others, though it is cutting out the personal, face-to-face communication