Lecture 1 – The basics of communication

Ch 1

Communication – any behaviour – verbal, nonverbal or graphic that is perceived by another.

Forms of communication

- Verbal
- Non-verbal
- Graphic – shapes, diagrams

Types of communication

- Intrapersonal – processing within
- Interpersonal – with others (1 on 1 or small group)
- Public – number of receivers at once
- Mass – message transmitted to large group of people

Process of communication

- Sender
- Message
- Receiver
- Feedback – receiver's response
- Channel – communication medium
- Context – situation or setting which communication takes place
    o Contains three dimensions
        ▪ Physical – tangible items in environment
        ▪ Socio-psychological – roles, norms of the society
        ▪ Temporal – position of communication in a sequence of events
- Noise – physiological (hearing disorder, illness), psychological (attitudes, assumptions), external (traffic, bad smell)

Theories and models

- Dance's helical spiral (1967)
    o Communication –
        ▪ Flexible and dynamic process
        ▪ Continuous and accumulative
        ▪ constantly evolving from birth to present
        ▪ affected by past communication – dependent on the past as it moves forward – what occurred before influences what happens now
- Dwyer – uses all elements of process of communication
    o Concept – encode – send – channel – receive – receiver – send feedback – sender receives feedback
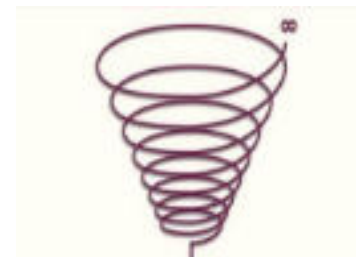
Pristley's paradox – the more people elaborate their means of communication – the less they communicate

Communication and ethics

- 5 obstacles to ethical decision making
    o False necessity trap – people believe they have no other choice
    o Doctrine-of-relative-filth trap – compare actions to worse actions
    o Rationalisation trap - excuses
    o Self-deception trap – exaggerate success
    o Ends-to-justify-the-means trap – unethical actions to achieve goal
- Ethical theories

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- o Utilitarian
  - Greatest benefit for the greatest number of people
    - Compare consequences
    - Individual rights
- o Theory of rights
  - Rights set forth by society are protected and given highest priority
- o Virtue approach
  - When judging unethical behaviour – morals, reputation and motivation taken into account
- Rationalisations – everyone is doing it, not illegal, they did it to me, if I don't do it someone else will