

WHAT IS COMMUNICATION?

- a process by which information is exchanged between individuals through a common system of symbols, signs or behavior. (Webster)
- an intentional or conscious use of any sign or symbol to transmit a fact, an idea, a feeling, or an emotion from one individual to another. (Greene and Petty)

VALUES OF COMMUNICATION

at the core of humanness

grow into greater maturity

a road to success

oils the wheels of productive change

promotes mental health

FUNCTIONS OF COMMUNICATION

We communicate in order to:

- increase our store of information. We can better predict what they feel, think and act if we know them well.
- build context understanding. The words we say can have varied meanings depending on how and to whom they are said.
Content Messages – refer to the surface level of meaning
Relational Messages – refer to how a message is said.

ELEMENTS OF COMMUNICATION

Communicator A

- sender or source of the message
- receiver or interpreter of the message
- also referred to as the encoder

Communicator B

- sender or receiver of the message
- Also referred to as the decoder

Encoding

- process of deciding how best to convey the message
- words, gestures, volume, tone

Decoding

- process of interpreting the exact meaning of a message
- process of attaching meanings to language symbols
- consider the person's background when giving meaning to messages

Message

- idea or feeling

Code

- symbols that carry the message
 1. Non-verbal – facial expressions, gestures, appearance, and posture
 2. Language – spoken or written words used to communicate thoughts and feelings
 3. Paralanguage – refers to tone, pitch, rate, volume, stress

Channel

- medium selected to convey the message

- telephone or mobile phone, radio, television,
- magazine, newspaper, face-to-face, etc.
- select the medium or channel that would BEST carry your message

TYPES OF COMMUNICATION

1. Intrapersonal Communication
 - communication within yourself
 - involves thinking and analysis
2. Interpersonal Communication
 - communication among a small number of people
 - includes both dyadic and small group