Why do we Communicate?

- To fulfill practical needs (to give or get information)
- To fulfill physical needs
- To fulfill identity needs

What is Communication?

Beebe & Beebe’s Definitions:
- Communication: The process of acting on information
- Human Communication: The process of
  - Making sense out of the world
  - Sharing that sense with others by
  - Creating meaning through the use of
    - Verbal and nonverbal messages

Communication

- We’ve been “communicating” for years
- We take it for granted
- AND we don’t do it very well.
- Communication has an inherent tendency to deteriorate
Communication Models

Communication involves the use of ...

SYMBOLS

Stand for something else (referent)
- Nonverbal
- Verbal

What is a model?

In communication, it is a graphic depiction of questions:

? ? ? ?

Message

Nonverbal

Verbal

"What the @%^##%* are you doing?!"
Simple Model

Understand the Elements

Model progression

Linear = 1-way communication
- Communication as Action / Message Transfer
- Source encodes a message to send through a channel where it is decoded by a receiver, affected by noise
- NO FEEDBACK!

Interactive = 2-way communication
- Message Exchange
- Included feedback, changed “encode” to behave, added environment / context

Transactional = simultaneous communication
- Message Creation
- Viewed as most realistic

SMCR Model (David Berlo 1960)
“Noise”
- Any forces that interfere with effective communication:
  - External (physical) noise
  - Physiological noise
  - Psychological noise

Revised Definition:
**Communication**
- A **continuous, transactional process** involving participants who occupy different but overlapping environments and create a relationship by simultaneously sending and receiving messages through channels, many of which are distorted by noise.

Principles of **Communication**
- Communication can be **intentional or unintentional**
- It is **impossible not to communicate** (you cannot not communicate)
- Communication is **irreversible**
- Communication is **unrepeatable**
Misconceptions of Communication

- What you say is what you mean
- More communication is better
- Communication will solve all problems
- Communication is a natural ability (maybe...consider Communibiological approach)

Types of Communication

- Based upon audience size
- Based upon immediacy of the exchange
  - Synchronous vs. Asynchronous
- Based upon proximity and channels
  - Close/Distant for Communicators
  - # of sensory channels: visual, auditory, tactile, etc.
  - Face-to-face, mediated

Why do we have problems communicating?

- Language misinterpretation
  - Words pronounced the same but have different meanings
  - Language is not gender-free
  - Lack of words for situations
  - We don’t speak the way we write or think