

The Discipline of Communication

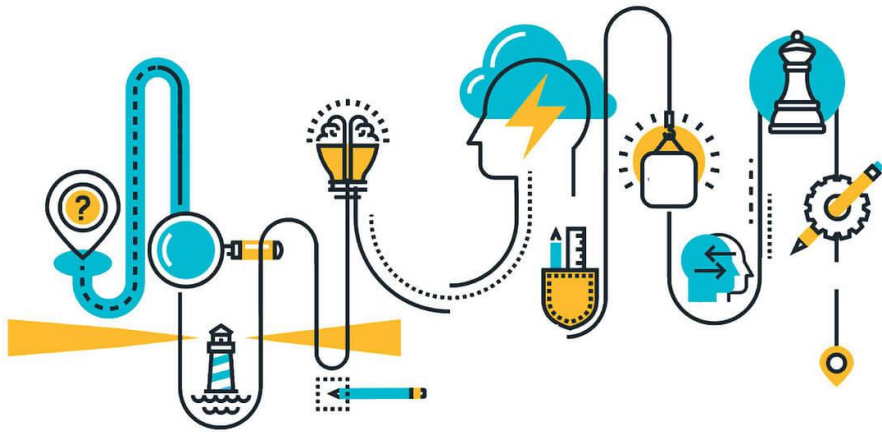
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COMMUNICATION DEFINED

- **Communication has been called the most practical of the academic disciplines (Jones, 2013).**
- Communication can be interpreted in 2 ways:
 1. That our everyday communication experience can be used in building our knowledge and skills to make us effective and ethical communicators; and
 2. That this “ordinariness” of communication may lead us to take it for granted.
- The word **communication** was derived from the Latin word ***communicatus***, which means **common** – establishing commonness between participants of communication.

- As Wood (2015) claimed, **meaning** is the heart of communication. Meanings may be either suggested (implied) or literal (explicit).
- Whether you like it or not, you are innately communicators and thus are **creatures of expressions**.

- Communication is both a **process** and a **practice**.



Perspectives of Communication

1. Communication may be regarded as a **simultaneous exchange of codes** among people who have consensus on the meanings of such codes.
2. Communication is **abstract** and **requires interpretation** of every word or utterance as these are merely representatives of one's thoughts.
3. Communication **guides** people in **creating** both their **subjective realities** (personal beliefs, opinions, and life views about the world) and **objective realities** (the rules and conventions that govern daily human living).

GOALS IN COMMUNICATION

- **Self-presentation goals** – presenting oneself in specific ways so that others will view oneself the way they want to.
- **Instrumental goals** – practical objectives one wants to achieve or tasks one wants to accomplish.
- **Relationship goals** – building, maintaining, or terminating bonds with others.

ELEMENTS OF COMMUNICATION

1. **Source** – imagines, creates, and sends the message
2. **Message** – meaning produced by the source for the receiver
3. **Channel** – path that messages go between the sender and the receiver
4. **Receiver** – acquires the communication, analyzes, and interprets it in ways intended and unintended
5. **Feedback** – response to the source, whether intentional or unintentional
6. **Environment** – physical and psychological context in which signals are sent and received is the environment
7. **Context** – setting, situation, and expectations of the individuals engaged all contribute to the context of the communication engagement
8. **Interference** – known as noise, anything that obstructs or alters the message's intended meaning

LEVELS OF COMMUNICATION

- a. Intrapersonal Communication
- b. Interpersonal Communication
- c. Small Group Communication
- d. Mass Communication
- e. Computer-mediated Communication

PRINCIPLES OF COMMUNICATION

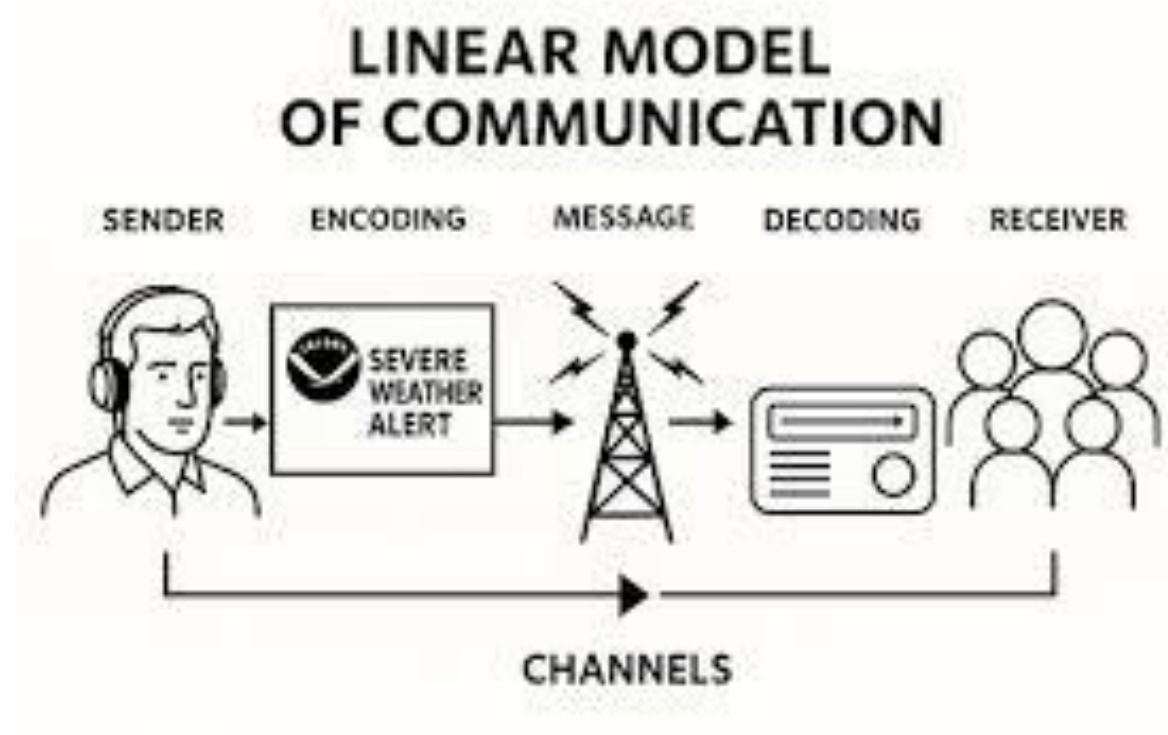
- Communication is **dynamic**.
- Communication is **unrepeatable and irreversible**.
- Communication has **no opposite**.
- Communication is **affected by culture**.
- Communication is **influenced by ethics**.
- Communication is **competence-based**.
- Communication is being **transformed by media and technology**.

METHODS OF COMMUNICATION

- **Verbal Communication** – is communicating with spoken words.
- **Nonverbal Communication** – is a process of generating meaning using behavior other than words.
- **Written Communication** – is a method of communication that makes use of written symbols, such as standard script (e.g. English alphabet) and numbers.

PROCESS OF COMMUNICATION

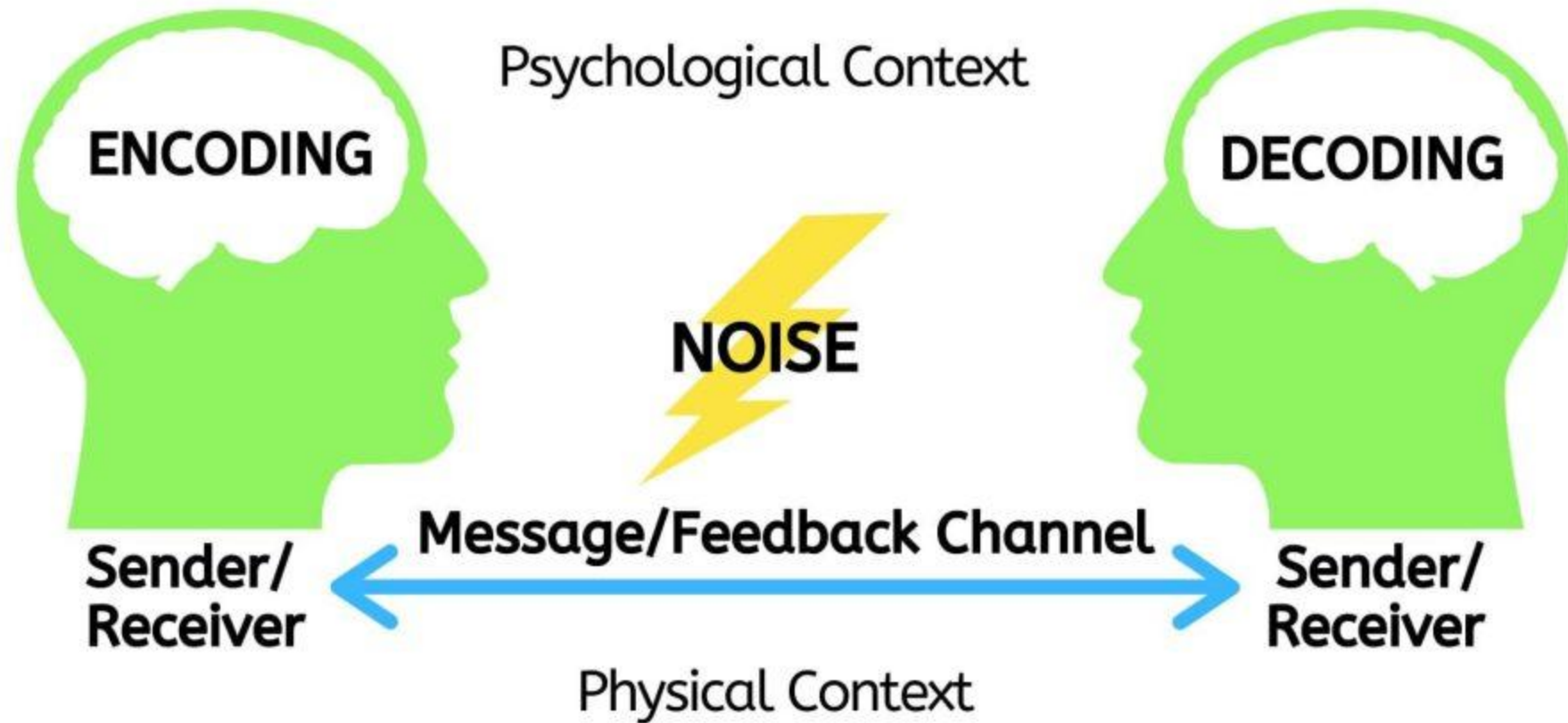
- To explain how these elements interact during the process of communication, communication models were made:



Transmission model

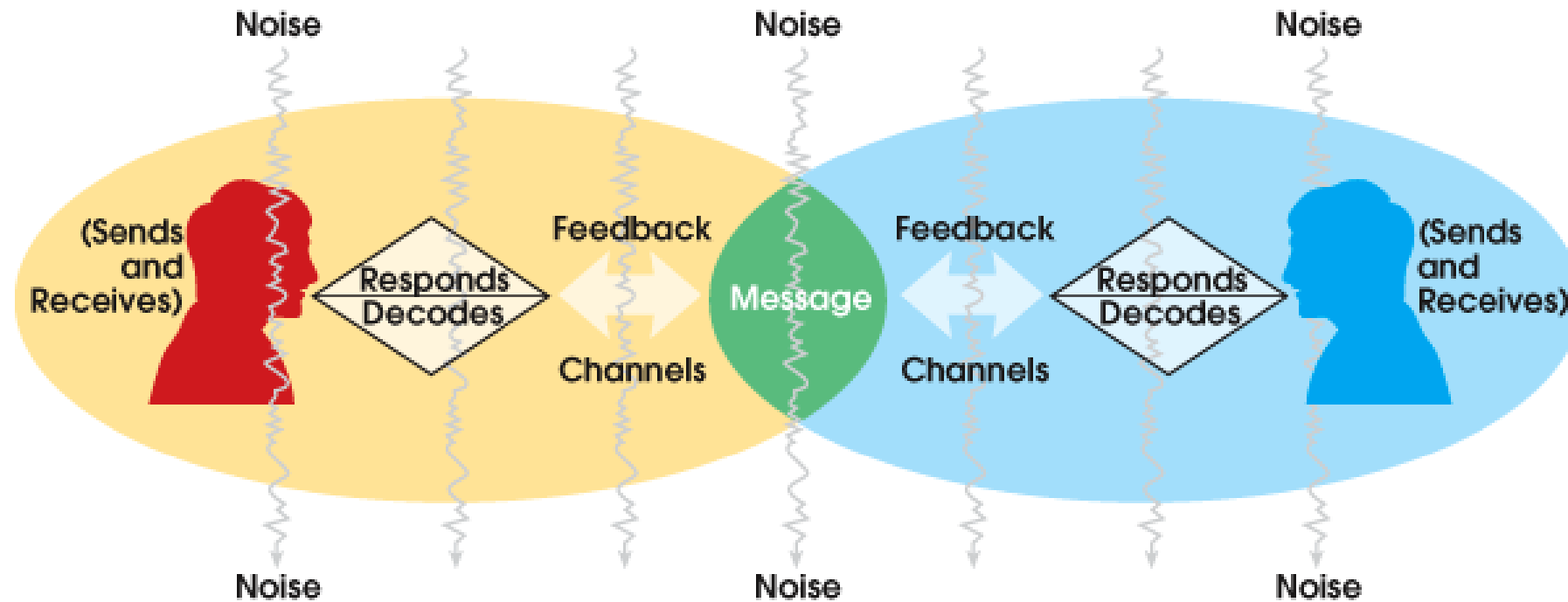
- Also known as **linear model** of communication
- This simple and underdeveloped communication model was used in the examination of communication process which led to the creation of more complex communication models and theories
- It describes communication as a linear, **one-way process** in which a message is transmitted from sender to receiver. The model also acknowledges the effect of noise in the process of communication.

The Interaction Model of Communication



Interactional Model

- Also known as **circular model** of communication
- It describes communication as a **two-way** process.
- It shows the alternating role of communicators as sender and receiver in encoding and decoding messages – **cyclical** process.



Transaction model

Transaction Model

- It reflects communication in the real world.
- It highlights the **continuous negotiation of meanings**.
- It recognizes that people come into communication with **preconceived** ideas, beliefs, past experiences, and social influences among others – referred as the field of experience (yellow and blue surrounding the person)



- **Critical thinking** – the ability to think clearly and rationally about what to do or what to believe (and) to engage in reflective and independent thinking... (thus) is not a matter of accumulating information.

PROBLEMS/ISSUES

Relations with politics and the state • Political campaigns and propaganda • Citizen participation and democracy • War, peace, and terrorism • Making of foreign policy • Oppression, liberation, and revolution instates	Cultural and social issues • Cultural and economic globalization • Quality of cultural life and cultural production • Questions of identity • Definition and mediation of social experience • Crime, violence, pornography, and deviance • Civil peace and order and disorder • Emerging information society • Problem of information inequality • Consumerism and commercialism • Use and quality of leisure time
Normative questions • Freedom of speech and expression • Social and cultural inequality, class, ethnicity, gender, and sexuality relations • Media norms, ethics and professionalism • Media policy and regulation • Media concentration and diversity	Power and effects • Communicating effectively • Shaping of fashion and celebrities • Formation and change of public opinion