

Chapter 1

Introduction to Communication

What Is Communication? (1 of 3)

- **Communication**
 - Process of creating messages
 - Conveying meanings within and across contexts

What Is Communication? (2 of 3)

- Process that unfolds over time
- **Messages** convey meaning
- **Interactions:** a series of exchanged messages

What Is Communication? (3 of 3)

- Occurs throughout many different **modalities**
 - Face-to-face interaction, social media
- Conveyed through various sensory **channels**
 - Sound, sight, touch
- Happens in a variety of **contexts**
 - Class, parties, work, home

Why You Communicate

- **Self-presentation goals**
 - Deliberately presenting yourself in certain ways
- **Instrumental goals**
 - Achieving practical objectives/accomplishing tasks
- **Relationship goals**
 - Building, maintaining, or terminating bonds

Communication Models (1 of 4)

- Historical evolution of scholarly thought
- Examples include:
 - **Linear communication model**
 - **Interactive communication model**
 - **Transactional communication model**

A Brief History of Communication (1 of 5)

- Communication in Antiquity
 - Ptahhotep's book for improving communication (2200 B.C.E.)
 - **Rhetoric** formally studied in Greece and Rome
 - Theory and practice of persuasion through speech
 - Socrates and Plato debated nature of rhetoric

A Brief History of Communication (2 of 5)

- Aristotle's requirements for persuasion:
 - Demonstrate credibility
 - Provide logical reasons
 - Appeal to emotions
- Cicero's objectives of public speaking:
 - Instruct, persuade, honor

A Brief History of Communication (3 of 5)

- Cicero's five requirements of speech crafting:
 - Invention
 - Arrangement
 - Style
 - Memory
 - Delivery

A Brief History of Communication (4 of 5)

- Communication in the Early Twentieth Century
 - Harold Lasswell
 - Four persuasive aims of governmental propaganda
 - Elton Mayo
 - Effects of coworker interactions on productivity
 - Jean Piaget
 - Children's ability to perspective-take

A Brief History of Communication (5 of 5)

- Communication after World War II
 - Explosion of interest in communication field
 - Became standard course offering
 - Communication majors pursue various careers

Types of Communication (1 of 2)

- **Mediated communication**
 - Separated by technological device
- **Interpersonal communication**
 - Between two people, significant impact on both

Types of Communication (2 of 3)

- **Small group communication**
 - 3+ persons who share common identity
 - Common goals or purposes
- **Public communication**
 - Preparing, delivering message to audience
 - Specific purpose

Communication Competence (1 of 3)

- **Appropriateness**
 - Expectations regarding how to communicate
 - Achieved through **self-monitoring**
- **Effectiveness**
 - Ability to accomplish goals through communication
- **Ethics**
 - Moral principles that guide behavior

Communication Competence (3 of 3)

- Putting competence into practice
 - Translate knowledge into **communication skills**
 - Repeatable goal-directed behaviors
 - Be motivated to improve communication

Choices and Connections (1 of 2)

- Communication skills
 - Communication choices affect outcomes you experience
 - Our communication is irreversible
 - Others' behavior affects our outcomes
 - To improve outcomes, practice communication skills

Choices and Connections (2 of 2)

- Communication connections
 - Our communication skills connect us to others
 - Communication is the primary vehicle for:
 - Exchanging meaning
 - Achieving goals
 - Connecting emotionally
 - Building personal, professional relationships