COMMUNICATION

Is a process which occurs around us all the time. Every sound, sight, tone, colour, language, intensity – everything – has a meaning (even when there's NOTHING – there is meaning). We cannot escape from communicating, try as we might, but we are communicating all the time.

Communication is a process whereby **meaning** is defined and shared. It requires a **sender**, a **message** and an **intended recipient**.

Types of Communication

1) **Nonverbal Communication**
   - Non-word messages
   - Gestures, body language, posture, facial expression and eye contact
   - Objects: Clothing, hairstyle, architecture, symbols and pictures
   - Paralanguage - Rhythm, intonation and stress (Example: Soft "ehem" – please do something. Loud "EHEM!" do it NOW)

2) **Verbal / Oral Communication**
   - Words both spoken and written, with non-verbal elements supporting the conveyance of meaning
   - Oral communication includes: Discussion, speeches, presentations, interpersonal communication and others
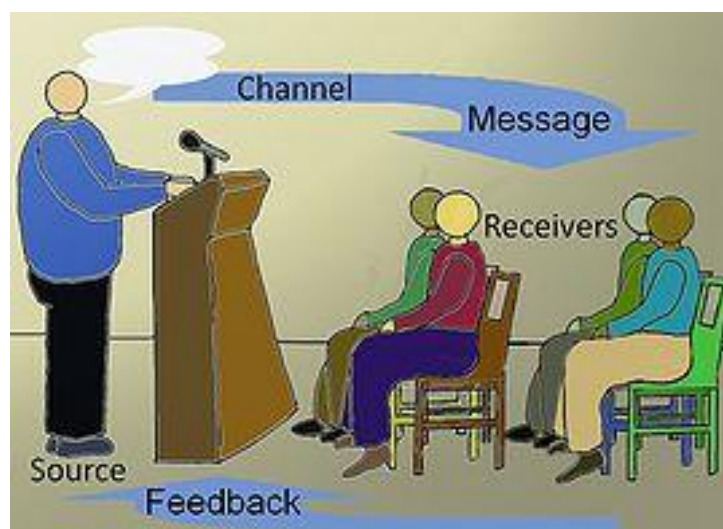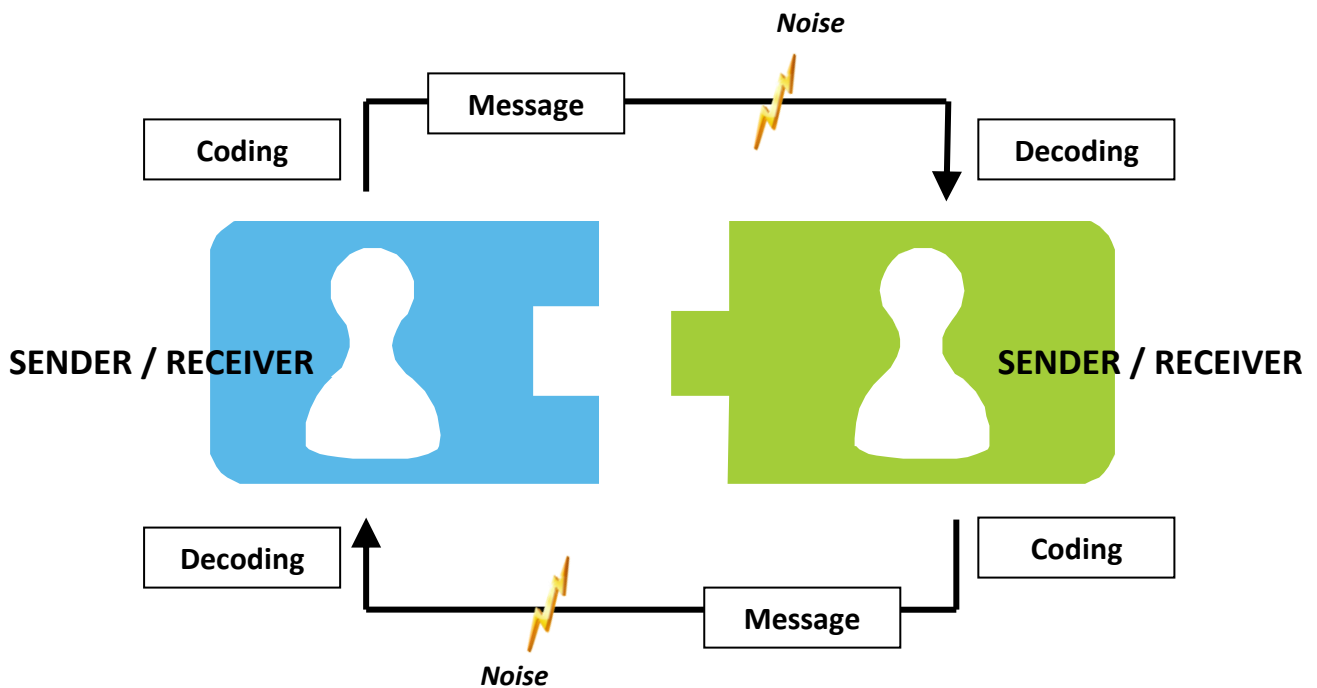

Illustration of the Communication Process

COMMUNICATION MODEL

Sender – An information source which produces the message

Receiver – Decodes or reconstructs the message from the signal and applying meaning to the message

Message – Intended information or content

Channel – The method of how the message is adapted/changed and sent

Noise – External and internal elements which distort/affect the effective transmission of an intended message. There are several types of noise:

Environmental Noise: Noise that physically disrupt communication – example: loud music
Physiological-Impairment Noise: Physical defects – like deafness/blindness which prevent the message from being received properly
Semantic Noise: Different "decoding" of meaning. Example: "So gay" can mean So homosexual, so undesired or so happy, depending on how it is applied.
Organisational Noise: Poorly structured communication which affect accurate interpretation. Example, bad directions can make receiver more lost.
Cultural Noise: Stereotyping assumptions which may cause misunderstanding due to cultural differences and understanding. For example, wearing black during Chinese New Year is rude according to Chinese customs but is "cool" in other parts of the world.
Psychological Noise: Attitudes which can lead to misinterpretation of message and meaning. For example, when you are sad or angry, you can lose focus on miss the point of a meaning.

MEDIA

Media is the <u>process of storage and transmission,</u> or tools used to store and deliver information.

Mass-Media – Delivering a message to a <u>massive</u> audience

Think about how you want to send a message to a group of people, perhaps in the thousands – how would you do it?

Some of the methods you might use are:

3) **Speech** – just using yourself to send the message (example: Radio announcements)
4) **Press** – Or print media – communicate through written word (Example: Newspaper)
5) **Picture** – Communicating your message through photographic data (Example: Road signs)
6) **Video** – Moving pictures which often come with audio (sound) - Television
7) **Computer Media** – Website, PowerPoints – Internet and the use of Computer Technology

Types of Media