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## COMMUNICATION: A FIRST LOOK

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### What's To Come

- Why We Communicate
- The Nature and Types of Communication
- Dispelling Some Communication Myths
- Building Your Communication Competence

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### Why We Communicate



- Physical needs
- Relational needs
- Identity needs
- Spiritual needs
- Instrumental needs

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## The Nature and Types of Communication

- Scholars have used three models to demonstrate how the process of communication works:

- Action Model
- Interaction Model
- Transaction Model



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## The Nature and Types of Communication

- The Action Model treats communication as a one-way process
  - A **source** formulates an idea
  - The source **encodes** the idea in the form of a **message**
  - The message is sent through a communication **channel**
  - A **receiver** **decodes** the message
  - Interpretation is affected by **noise**

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## The Nature and Types of Communication

- The Interaction Model treats communication as a two-way process
- Includes all elements of the Action Model, and also suggests that:
  - Receivers provide **feedback** through verbal and nonverbal behavior
  - The **context** of communication affects its meaning

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## The Nature and Types of Communication

- The Transaction Model treats communication as a multi-way process
- Includes all elements of the Interaction Model, and also suggests that:
  - Both parties in conversation are simultaneously senders and receivers
  - Communication flows in both directions at once

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## The Nature and Types of Communication

- Communication has many characteristics
  - Relies on multiple channels
  - Passes through perceptual filters 
  - People give communication its meaning
  - Has literal meanings and relational implications
  - Sends messages, whether intentional or unintentional
  - Governed by rules

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## The Nature and Types of Communication



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## The Nature and Types of Communication



- Five types of communication
  - Intrapersonal
  - Interpersonal
  - Small group
  - Public
  - Mass

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## Dispelling Some Communication Myths

- Myth: Everyone is a communication expert
- Myth: Communication will solve any problem
- Myth: Communication can break down 
- Myth: Communication is inherently good
- Myth: More communication is always better

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## Building Your Communication Competence

- Competent communicators are effective and appropriate
  - **Effectiveness** describes how well your communication achieves its goals
  - **Appropriateness** describes how well your communication complies with the rules and expectations of the social situation

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## Building Your Communication Competence

- Competent communicators share many characteristics and skills
  - Self-monitoring
  - Adaptability
  - Empathy
  - Cognitive complexity
  - Ethics



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## For Review

- What needs does communication help us meet?
- How does communication work, and what misconceptions do we have about it?
- What particular skills characterize competent communicators?

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