**Chapter 1: Communication: Essential Human Behavior**

* Communication
  + The act of exchanging information between two or more individuals in several forms such as gestures, speech and body language
* Function Perspective
  + How communication behaviors work together to accomplish goals in relationships, group settings or public situations
* The Six Characteristics of Communication
  + Symbolic
  + Code is shared
  + Culturally bound
  + Intentionality
  + Channel
  + Transactional
* Competent Communicator Criterias
  + Effective and appropriate for the given situation
* Communication Models
  + Linear Model
    - Sender transcodes the message and is sent through a channel. This message can get lost in translation as it is being sent through the channel. Not the most effective way of communication
  + Interaction Model
    - Communication that is seen as two directional. Feedback is given between both sides. Similar to the linear model, there is noise that occurs along the way
  + Competent Communication Model
    - A complex web of methods of communication between individuals. It not only includes feedback but an ongoing transactional process and their actions are interdependent, affecting one another throughout the conversation. This model also takes into account each communicators thoughts, influences and cultural context.
* Cognitive Complexity
  + An attribute that allows a communicator to formulate multiple theories of a given situation, considers multiple scenarios, and make interpretations of encoded/decoded messages

**Chapter 2: Communication in the Digital Age**

* Mediated Communication
  + The use of technology to deliver messages between sources and receivers. Think of it as a middleman between the two parties
* Digital Communication
  + Transmission of digitally encoded data in the form of texts, emails, etc over an electronic network
* Digital Origins
  + Vint Cerf and Robert Kahn developed HTTP in the early 70’s to allow communication for military bases. This was later adopted by universities to send student records
  + 1990’s → illuminated Vatican manuscript from library of congress was loaded. It took 25 minutes
  + 2000’s → many strides allowed for more growth in the industry and ultimately got a lot faster
  + Present Day - Two-Thirds of the world have high speed broadband access
* Ongoing Dynamic Changes
  + Volatile
  + Companies keep buying each other
  + Nothing remains constant
* Media Synchronicity Theory
  + Different channels of communication support different levels of synchronicity [the ability for people to communicate at the same time in a coordinated behavior]
  + Examples
    - Group chats, online forums, texting, emailing, etcetera.
  + Ramifications
    - We expect immediate responses from an individual in conversations that are less casual
* Media Richness and Naturalness
  + The degree of visual, vocal, and personality cues that are possible as well as opportunities for feedback
  + Example
    - Managers would much rather have a face-to-face conversation rather than communicate via text message

**Chapter 3: Perceiving the Self and Others**

* Perception
  + A cognitive process where an individual recalls past experiences and comes to their own unique understanding
* First Impressions and their importance
  + It is crucial to have a good first impression as it is the first time you meet someone who might have a say in your future. A firm handshake is a good example of what you should do when you first meet someone. Weak handshakes feel gross and have a negative impact on your likeability.
* Perception Process
  + Selecting information
  + Organizing information
  + Interpreting information
  + Improving information
* Schemas
  + A mental structure that arranges independent but related bits of information
* Interaction Appearance Theory
  + People will changes their opinions and communication behavior towards an individual (particularly physical attractiveness). Pretty baristas get all of the tips...not salty, not salty
* Mindlessness vs. Mindfulness
  + Mindfulness → being focused on the task at hand
  + Mindlessness → not being focused on the task at hand, often seen as being rude
* Selective Perception vs. Distorted Perception
  + Selective → Hearing what you want to hear
  + Distorted → Not gathering the correct information entirely
* Undue Influence
  + Giving an individual or something more credibility than is needed
  + Undue - unneeded
* Fundamental Attribution Error
  + Overemphasizing the internal details, neglecting the external context
* Self-serving bias
  + Touting yourself when it comes to your success and blaming external situations to be the root of your failure
* Perceptual barriers
  + An attitude that does not allow us to properly communicate between each other
    - Examples: Sexism, racism, prejudice, etcetera
* The 3 Selfs
  + Self-concept
    - How you think about yourself influenced by one’s thoughts
  + Self-esteem
    - How one feels about themselves
  + Self-efficacy
    - The ability to gauge how well one will do in communication based on their self-concept and self-esteem
* Social Comparison Theory
  + How we compare ourselves to each other based on perceptions from media influences.

**Chapter 4: Verbal Communication**

* Language
  + System of words that we use to communicate
* Communication Accommodation Theory
  + How language and identity shape communication in various contexts
* How does language help people communicate?
  + It is a system of a symbols that society collectively agreed upon so we all can effectively talk to each other
* Semantics Vs. Pragmatics
  + Semantics → When we pick and choose the words we say
  + Pragmatics → Words mean something that is not abstract, grounded.
* Abstraction Ladder
  + A model that has a hierarchy of what is important in communication, which ensures clarity.
* Slang Vs. Jargon
  + Slang → Words that are shortened to be made easier to say and are region specific.
  + Jargon → Incomprehensive speech that has no meaning
* Problematic uses of language
  + Hate Speech: Used to attack a certain individual based on a characteristic that they posses and the attacker does not. Also to make the other feel awful.
  + Complementing: The act of pointing out success or a positive aspect of an individual to make the other feel good.
* Sapir-Whorf Hypothesis
  + The words used in a culture does not shape their thinking, negating the idea that some races claim to be superior based on language

**Chapter 5: Nonverbal Communication**

* Nonverbal Communication
  + Using language other than explicit verbal communication to express oneself. Commonly in the form of body language; the gestures you make when you react to verbal communication
* Functions of Nonverbal Communication
  + Repeating: Communicating something over and over again to make their point clear
  + Complementing: Communication that does not mirror the other communicator but matches what they’re saying
* Kinesics
  + Emblems: Gestures and movements that have direct meaning to individuals in a certain culture
  + Illustrations: Complementing gestures that reinforce what the communicator is trying to convey.
* Paralanguage
  + Pitch: Stresses or intenations in certain words that give context to the conversation at hand
  + Volume: How audibly loud your voice is
* Proxemics
  + The study of how we use and communicate with space
* Haptics
  + The study of touch as a form of communication
* Chronemics
  + The study of time as it pertains to communication
* Contact vs. Noncontact
  + Whether contact is okay in communication
    - America = NO
    - Saudi Arabia = Yes
* Public-Private Dimension
  + How physical space will affect our nonverbal communication
* Informal-Formal Dimensions
  + How much space we give someone based on how well we know the person

**Chapter 6: Communication and Culture**

* Intercultural Communication
  + How different cultures talk to each other
* Culture
  + A learned system that typifies a large group of people
* Seven Variables
  + High vs Low Context
    - High: Conversations are built from other conversations and interactions
    - Low: What is happening in the current conversation is what matters
  + Collectivist vs Individualistic
    - Collectivists: The society acts as a unit and individuals have inalienable rights
    - Individualistic: Everything pertains to the success and work of the individual
  + Comfort with Uncertainty
    - High uncertainty avoidance: These cultures do not encourage risk taking behaviors (Japan, Greece, Portugal)
    - Low uncertainty avoidance: These culture do encourage risk taking behaviors (U.S, Great Britain, France)
  + Masculine and Feminine Orientations
    - Societies that differ based on which gender rules
      * Masculine: Achievement culture
      * Feminine: Nurturing culture
  + Power Distance
    - Who is regarded as authority
      * Parents and teachers are held to a higher degree of respect than the pupil because of the age difference. This is normally found in collectivist societies such as Japan and Greece
  + Time Orientation
    - Is being on time important
      * Individualistic Societies: Yes
      * Collectivist Societies: No
  + Value of Emotional Expression
    - How do people in each society show their feelings
* Communicative Power of Group Affiliations
  + Co-cultures
    - Groups whose members share at least some the general culture’s system of thought and behavior
  + Generation
    - Group of people who were born around the same time period
* Behaviors that Contribute to Intercultural Competence
  + Intercultural Sensitivity
    - Acknowledging other cultures and not assigning them a value of superiority
  + Intergroup contact theory
    - If more cultures interact, there will be a positive outcome. Understanding
* Ethnocentrism
  + Feeling of superiority towards another culture

**Chapter 7: Listening**

* Listening vs Hearing
  + Listening: Actually understanding what is being said
  + Hearing: Acknowledging that the other person has spoken but did not understand what they said
* Cognitive vs Behavioral Components of Listening
  + Cognitive: Mental process of selecting messages to focus on, give them attention and trying to understand them
  + Behavioral: Giving feedback to acknowledge that you have heard the other person
* Active vs. Passive Listeners
  + Active: Usually use cognitive and behavioral cues to convey that they understand the given situation
  + Passive: Do the complete opposite
* Types of listening that helps us accomplish goals
  + When both parties feel like they have been heard
* Listening Barriers
  + A factor that interferes with the ability to accurately comprehend information and respond appropriately

**Chapter 13: Preparing and Researching Presentations**

* Different types of speeches
  + Persuasive: Get people to agree with you
  + Informative: Give information about a certain topic
  + Special Occasion: Weddings, graduations, etc.
* Audience Analysis
  + Getting to know one’s listeners relative to the topic and speech occasion
    - Time and place
    - Context
    - Subject
    - Situation
    - Event
* Types of Information
  + Testimony: Formal document, normally found in a court hearing
  + Statistics: Information gathered over a period of time, determining a trend
  + Anecdotes: brief personal stories that have a punch or a point
  + Quotations: The words of others

**Chapter 16: Informative Speaking**

* Goals