

PURPOSIVE COMMUNICATION

L1 Understanding Communication Process, Types of Communication, and Communication Model

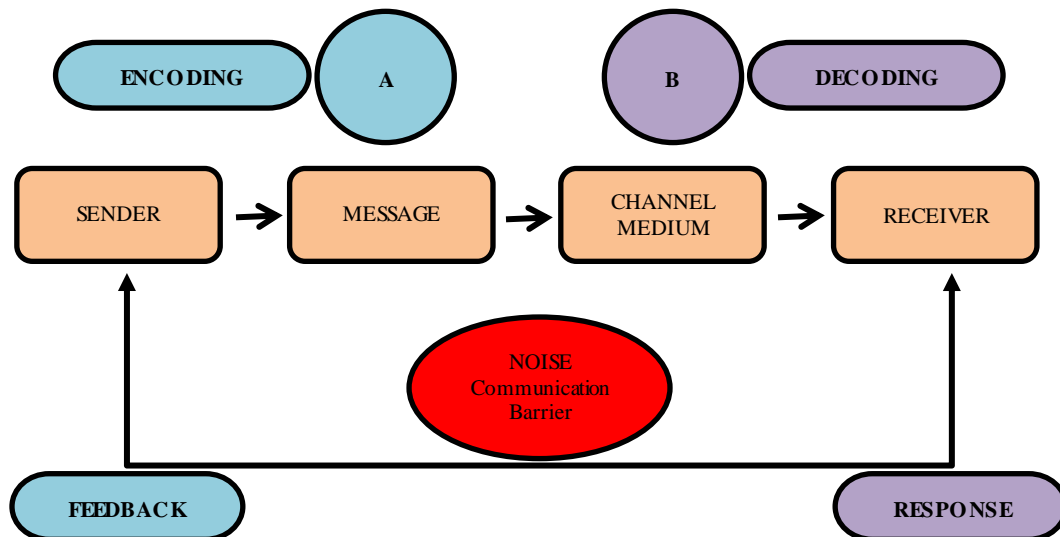
Communication

- Communication was defined as **the process of *interacting, sharing, and transmitting thoughts and ideas*** from person to another.
- *And there's a lot of ways or method* we can use to transmit our ideas, such as through **Verbal, Non-Verbal** or even through **Communicating Platforms** like *Messenger, Zoom, MS Teams* and so on.

Communication Breakdown or Failure

- This is caused by **misunderstanding**. But what are the factors of misunderstanding? One example that Ma'am gave was the **Cultural Barrier**. Every country has their own **Customs, Norms** and **Culture**, and if we don't know this kind of differences it may turn onto **misinterpretation**.

Understanding Communication Process



SENDER – is *person who initiates the conversation* to convey his/her idea to others.

ENCODING – is the process where the sender uses certain type of words or non-verbal **method** to **translate the information to message**. [*Basically, it happens within the Sender's/Speaker's mind*]

MESSAGE – is the **product of encoding** that *will be conveyed to the receiver*. It can be convey through **written, oral, symbolic** or **non-verbal** form.

COMMUNICATION CHANNEL – It is the *Medium that the sender will use to convey the message* to the receiver. It can be through **written, oral, symbolic** or **non-verbal** form

RECEIVER – is *the recipient of the message* from the sender/speaker

DECODING – is the process on *how the receiver interprets the sender's message*.

FEEDBACK – is the *response of the receiver* on the message from the sender.

Type of communication

1. Intrapersonal Communication (Self)

- Is communicating with one's self, in simple word, just talking to yourself.
- Ex. Talking to yourself in front of the mirror

2. Interpersonal Communication (Interacting with others)

a. Dyadic Communication

- Involving **2 participants** only, person or partner.
- Only the Sender and the Receiver.

b. Small Group Communication

- **Composing of 3 to 15** participants, persons/peoples.
- Studying an issue or problem to solve
- Has an **Agenda**

c. Public Communication

- 1 Speaker and a specific audience
- NO interaction between speaker and listener

d. Mass Communication

- Carried out with the use of **Mass Media Technology**.
- News casting
- Radio broadcasting

Two Kinds of Communication

1. VERBAL

- Uses spoken language/word to send an intentional message to a listener.

2. NON-VERBAL

- Uses facial expression, gesture, sign, symbol and body language.

(3) TECHNOLOGY

- Uses platforms and applications such as Messenger, MS Teams, Zoom and more.

Model of Communication

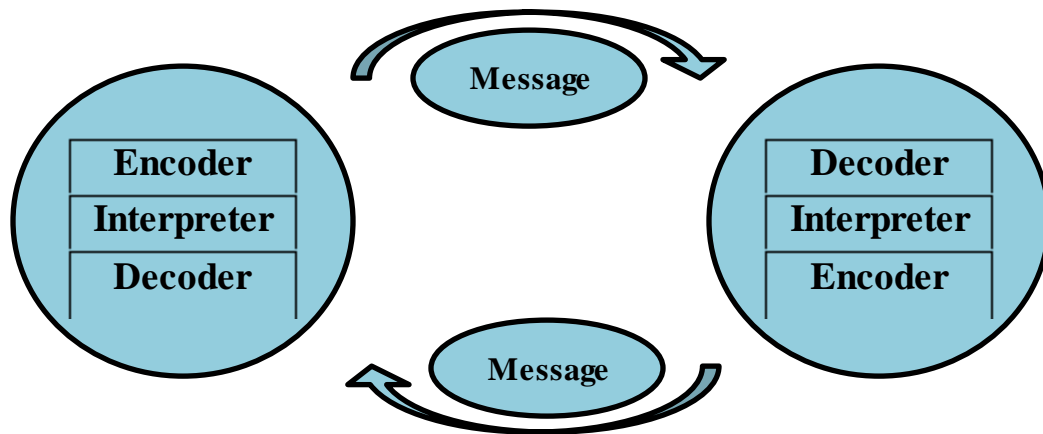
1. Linear Communication (Aristotle Model of Communication)



This process is called Linear, which means a **one way communication**. Since the receiver/listener does not have the chance to share his/her thought.

- Speech
- TV and Radio broadcasting

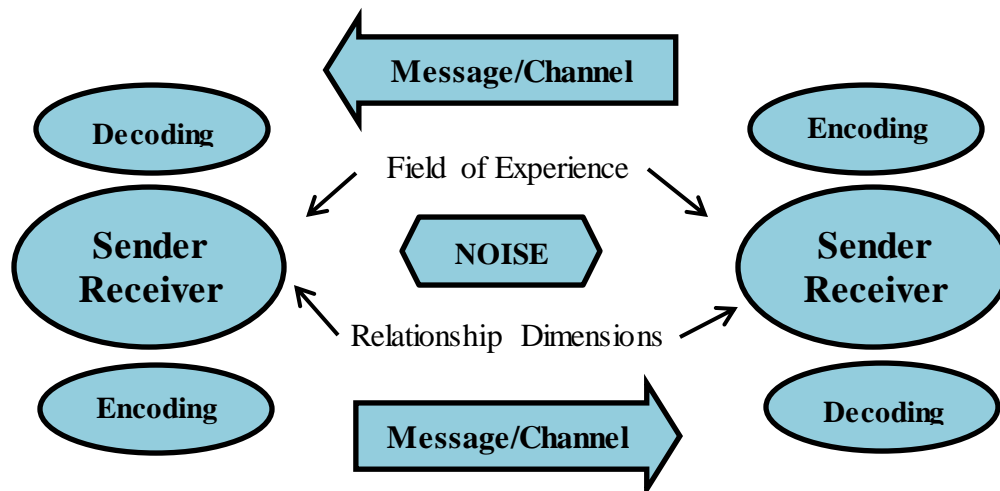
2. Schramm's Model of Communication (Inter-exchanging Communication)



This process is a two way communication, where any of the participants can be a sender or receiver.

- Teacher is teaching using **Engalog**. *Other students may appreciate* this way since they can understand the lesson easily, *but others may not* because they want to master the English speaking.

3. Transactional Model (General Model of Communication)



This process is also **two way communication**, where any of the participants can be a sender or receiver. But in this process, *there are more elements or variables are included* such as the **Field of Experience**, **Relationship Dimensions** and the **Communication Barrier**.

- Social Context is involved.
- Society has a great impact in shaping our Communication Experience.
- Cultural Differences
- Relation with other people whom are we talking to.

PURPOSIVE COMMUNICATION

L2 Communication Ethics and Communication Principle

ETHICS

- Deals with the moral values relating to the human conduct with respect to the rightness and wrongness of a certain action. This may include the perception of the people on the specific action of others.

COMMUNICATION ETHICS (Ethics of Interpersonal Communication)

- Is how a person uses language, media, journalism, and creates relationships that are guided by an individual's moral and values. These ethics consider being aware of the consequences of behavior and consequences; it's to "respect other points of view and tolerate disagreement".

Principle - a fundamental truth or proposition that serves as the foundation for a system of belief or behavior or for a chain of reasoning.

Key Principles of Communication

1. Interpersonal Communication is **Inescapable**

- **It is not possible for us to not communicate with others.** Even we don't want to communicate with others, we are still sending them message that "We don't want to speak with them." This is because we can **understand words** and **body language or behavior** of a person.

2. Interpersonal Communication is **Irreversible**

- We can't take back the words we have spoken. Its effect will remain.
- **The way we communicate** with others may *affect our relationship with them* and *their perception to us*.

3. Interpersonal Communication is **Complicated**

- Since **misunderstanding is unavoidable**, we might *misinterpret* the message we're receiving from others. And other might *misinterpret* the message we are sending to them.
- "**Mood**" can affect our communication with others.

4. Interpersonal Communication is **Contextual**

- Psychological Context* – Is the factor that is based on who you are. This includes our **needs, desires, values, beliefs, personality** and more.
- Relational Context* – **The way we communicate with others may vary depending on our relationship to the person** we are talking to.
- Situational Context (Self Explanatory)* – Depends on where the interaction or communication **takes place**.

- d) **Environmental Context** – Has to do with the physical environment where we are communicating. This includes **objects in the room, arrangement, location, noise level, temperature, season and time of the day.**
- e) **Cultural Context** – This is related to the society where individuals are raised in and at how the culture affects behavior. That is why other country has different **body movement, facial expression, gesture and eye contact.** [For example: Differences in Language; Indian move their head left and right when their talking and; Accent may vary from places to places.]

Moral and Ethics

Morals – Are **PERSONAL**. This is our own set of rules. This may vary from *person to person*.

Ethics – Is **SOCIETAL**. Rules that are accepted and approved by the society. This may vary from *places to places*.

ETHICAL FACTORS SIGNIFICANT IN THE COMMUNICATIONS ETHICS

1. Building an Information Network

- The goal of Communication Network is to establish array (a **collection of** similar **data** elements stored at contiguous memory locations.) of communication network that have an open access to the various of information shared by the participants.

2. Engaging and Participating

- Is the action of being active in a discussion
- Engaging and Participating is having part of the discussion
- Helps to avoid Monopoly (One idea)
- Gives choices, possibilities and suggestions

3. Speaking with a Heart

- Guard your mind and watch your words in order to have an effective communication
- Being responsible and careful while speaking with others
- Proverbs 12:18 – There is one whose rash words are like sword thrusts, but the tongue of the wise brings healing

4. Condemning Discrimination

- **Avoiding** any kind of communication that may lead to **distortion, intolerance, intimidation, stereotyping, hatred, coercion and violence.**

5. Respecting and Understanding each other

- Respect the differences of every individual.
- Being open to other's perspective

GUIDELINES ON HOW TO BE AN ETHICAL COMMUNICATOR

1. Ethical Communicators are **Respectful of their Audiences**

- As a speaker, it is important analyze the background of the listeners, this helps to know on how we can communicate to them respectfully and effectively.

2. Ethical Communicators **Respect Truth**

- Trust is an essential when it comes in communication. Which means, the message that we convey to others should be **based on facts, credible** and **feasible**.

3. Ethical Communicators **use Information Properly**

- Ethical Communicators *must know what information they can covey* and *information that they cannot give*. This guideline will **protect the personal privacy of the audience**, as well as their **culture, customs** and **nomrs**.

4. Ethical Communicators **do not Falsify**

- Ethical Communicators **gives the credentials** in order to respect the sources of information and to **avoid any form of Plagiarism**. Proper citation is required and avoid claiming other's idea.
- Intellectual Theft