

UNIVERSITY OF THE PEOPLE

BUS 1105-01 Business Communications- AY2024-T1

Written Assignment Unit 1

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Chapter 1 of the textbook delineates five communication contexts: Intrapersonal, Interpersonal, Small Group, Public, and Mass Communication. Intrapersonal communication refers to our inner dialogue during self-reflection. Interpersonal communication pertains to exchanges between two individuals. Small group communication involves interactions within groups of 3 to 20 members. Public communication encompasses messages delivered by speakers to an audience. Lastly, Mass Communication entails disseminating information to a remote audience via media like newspapers, television, and radio.

Communication stands as an indispensable skill in navigating the complex web of human interactions. As McLean (2010) aptly points out, its significance transcends personal relationships, extending into the realms of career success and lifelong effectiveness. Communication unfolds in five distinct contexts, each exerting its influence on the communication process. The first context worth delving into is ***intrapersonal communication***, often referred to as self-talk. This facet, as defined by McLean (2005), encapsulates our inner dialogue, encompassing self-talk, creative ideation, imaginative musings, and the retrieval of memories. The crux of intrapersonal communication lies in its profound impact on our perceptions, responses to events, and interactions with others. Our unique cultural backgrounds, native languages, and life experiences invariably shape our interpretation of external communication. In my view, intrapersonal communication stands as the most pervasive form of communication one encounters. As an introvert, I frequently find myself engaged in introspective dialogues. Acts of kindness from others often trigger my skepticism, leading me to ponder whether hidden motives lurk behind such gestures. Additionally, I employ self-motivating self-talk to propel myself towards task completion, with phrases like "you can do it" or "just 5 more minutes."

Interpersonal communication forms the second context within the vast landscape of communication. According to McLean (2005), this mode of communication typically unfolds between two individuals and can span the spectrum from casual, deeply personal exchanges to formal, detached interactions. Interpersonal communication serves as a conduit for the exchange of information, employing

a blend of verbal and nonverbal cues. In my daily life, I routinely partake in both formal and informal instances of interpersonal communication. For instance, at work, when I issue directives to a member of my team, I am engaged in a formal context of *interpersonal* communication. Conversely, informal contexts abound when I share personal experiences with friends or engage in casual coffee shop conversations.

The third vital communication context is ***small group communication***, a complex dynamic involving a limited number of participants, usually ranging from three to eight individuals. Groups may coalesce around various factors like age, gender, education, or centered on specific topics of discussion. In certain instances, larger groups may splinter into smaller factions to accommodate variations in perspectives. My experience with this communication context frequently unfolds during my English classes, where our group of six, including the teacher, convenes for lively discussions on topics of mutual interest, all in pursuit of honing our language fluency.

Public communication emerges as another significant facet in the realm of communication, characterized by one person addressing a group or crafting a message intended for collective consumption. This form of communication may involve posing questions to engage the audience in dialogue, albeit with a distinction from group communication. In a public speaking scenario, the speaker often assumes a more authoritative role (McLean, 2005). Finally, ***mass communication*** embodies the dissemination of a singular message to a vast audience through diverse channels like mass media, newspapers, and social platforms. This mode enables the delivery of messages to multitudes but imposes limitations in tailoring content to specific audiences, groups, or individuals. My interaction with mass communication primarily assumes the role of a recipient, encountering advertisements on online platforms, television, and newspapers as part of my daily routine.

In conclusion, communication transcends mere verbal exchanges, permeating every facet of our existence. It encompasses intrapersonal reflections, interpersonal dialogues, group discussions, public

addresses, and mass transmissions. Each context enriches our understanding of the multifaceted nature of communication, a skill indispensable in our intricate societal tapestry.

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