

Conventions of Meaning

- A basic principle of communication is that the **symbols**, the sender uses to communicate must have essentially the same meaning in both sender's and receiver's mind.
- The closer the common experiences surrounding the symbols and their things(referents) in the mind of the sender and receiver, the closer the level of **understanding**.
- Many **acronyms** have become accepted into Standard English, for e.g. **Laser(light amplification by stimulated emission of radiation)**.

Communication Problems in Convention of Meaning

- The meanings of words(semantics) are constructed within each person's experience of reality.
- Different word interpretations are especially notable in miscommunicated instructions and reactions to **denotations, connotations and euphemisms**.
- **Symbols** are signs for things that exists connections between signs and their referents are unique to each individual.

Miscommunicated Instructions

- Miscommunication occurs when the sender and the receiver have different meanings for the symbol used.

Reactions to Denotations and Connotations

Denotation

- A denotation is usually the dictionary definition of a word.
- Most people agree on **denotation** meanings.
- Denotative meanings do not indicate any **positive** or **negative** quality.

Connotation

- A connotation is an implication of a word or a suggestion, separate from the usual definition.
- They arouse **qualitative judgment** and personal reactions.
- The connotative meanings of words are also affected by the communicator's different background and interest.

Perceptions of Reality

- Each person's mental filter is unique.
- They perceive various meanings in different surroundings.

Communication Problems in Perception of Reality

Abstraction

- Abstraction could be **necessary** or **desirable** and **slanted**.

Inferring

- Inferences are **conclusions** drawn from evidences, these could also be called **assumptions**.

- Some inferences are both **necessary** and **desirable**, others are **risky** even **dangerous**.
- We base our inferences on direct observation.

Values, Attitudes and Opinions

- Communication effectiveness is influenced also by the values, attitudes and opinions the **communicator's** have in their **mental filter**.

Communication Problems Involving Attitudes and Opinions

Favourable or Unfavourable

- What sender's has sent and the receiver has received and accepted or rejected will regard as favourable or unfavourable.

Inadequate or Incorrect Information

- Occasionally people react according to their attitudes toward a situation rather than to the facts.

Closed minds

- Some people hold **rigid views** on certain subjects and difficult to convince.

Sender's Credibility

- People react more according to their attitude toward the **source** of of information than to the information itself.

Nonverbal Communication

- Nonverbal communication is the process of communicating without **words**.
- Nonverbal message is often **contradicts** the verbal message.
- What is **done** is more important than what is **said**, **action** is the **ultimate** form of communication.
- Nonverbal communication is less structured and unconsciously done.

Importance of Nonverbal Communication

- It communicates feelings and emotions.

- One reason for the power of nonverbal communication is its reliability, **words** are relatively **easy to control** but **body language, facial expressions** and **vocal characteristics** are not.
- If you can read other people's nonverbal messages correctly, you can **interpret** their **underlying attitudes** and intentions and **respond appropriately**.
- It can be effective from both sender's and receiver's standpoint, you can transmit a nonverbal message without **thinking** and your audience can **register** the meaning **unconsciously**.

Activity

1) For the following tasks, identify the necessary *direction of communication* (upward, downward, horizontal), suggest an appropriate *type of communication* (casual conversation, formal interviews, meetings, newsletter, memo), and briefly explain your suggestion:

1. *As director of internal communication, you want to convince top management of the need for a company newsletter.*
2. *As production manager, you want to make sure that both the sales manager and finance manager receive scheduling estimates.*

3. As marketing manager, you want to help employees understand the company's goals and its attitudes toward the workers.

2) What would be the most effective way(phone call, interview, memo, or newsletter) of handling the following communication situations?

- Informing everyone in the company of your department's new procedure for purchasing equipment.*
- Disciplining an employee for irregularity.*
- Leaving final instructions for your secretary to follow while you are out of town.*