



Universidad Politécnica de Yucatán

Effective Communication We both reached for the gun

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Brainstorm

How communication can be manipulated, distorted or misunderstood depending on how it's presented?

I think that nowadays, social media and the globalization of the communication have lead to a society where it can be manipulated or misunderstood way easier than how it was on the past.

To begin with, the social, political, economic and religious context, etc. has a weight on what the information means. The message is not received equally in Mexico as it would be in China or South Africa, and the intention would not be the same either. The person who is trying to communicate should have that in consideration as the spread of information in the Internet is almost instantly and can get out of control very easily.

There are other reasons, for example the capacity that enterprises and governments have to decide on what to show to people and what not to. Most of the people are not really aware of the power that they have over the information they get, and this is a very easy way to censor the information to their own benefit, just like it used to be when the communication channels were the TV or the radio. However, with the digitization of the societies, people have now access to knowledge they wouldn't before, so, slowly we are becoming aware of those things people with power don't want us to have. I believe that in the future, all this efforts of some people to make the information free for everyone will be worth.

Chicago's We Both Reached for the Gun

1. Who is **sender** of the message and who is the **receiver**?

For me the sender of the message is Billy Flynn. The receivers are the press members and the people who will read the news.

2. What is the **message** that Billy Flynn is communicating to press?

The message is that the girl is an innocent victim of the circumstances and that she acted in self-defense. Billy manipulates the narrative to paint her in a sympathetic light and suggests that the girl is innocent.

3. What does the role does **nonverbal communication** (body language, tone of voice) play in this scene?

Nonverbal communication is crucial in the play because Billy acts like a puppeteer, controlling Roxy and the press. His confident body language and the tone of his voice emphasize his control over the facts.

4. Can you identify **noise**?

The noise for me is the chaotic background music, exaggerated sound effects, and the constant singing, which distracts from the real content of the message.

5. How does the **context** influence the way the message is received?

The context of press conference during the case influences the message greatly. The press is looking for a story that will capture public attention.

6. Describe how Billy Flynn controls the communication process. What techniques does he use?

He controls the communication process by directing the conversation, dictating the responses,

and using the press as his mouthpiece. His techniques include controlling the girl responses, and performing theatrically to keep the press entertained and focused on his narrative.

7. How does the press serve as the **receiver** and how do they respond to the message?

The press is the receiver by accepting Billy's narrative without questioning it. They respond enthusiastically, repeating and amplifying the manipulated message without seeking the truth, effectively acting as extensions of Billy's voice.

8. Explain how the truth is manipulated in the scene. What is the real message vs the one that the public hears?

The real message is that the girl committed a crime, but Billy manipulates it into a tale of self-defense. The public hears a carefully crafted story that portrays her as a helpless, innocent woman, which contrasts with the reality of her actions.

9. The feedback from the press is neutral and unbiased? Why?

The feedback from the press is not neutral or unbiased. They are manipulated by Billy, accepting his words without thinking twice because they are seduced by the sensationalism and the entertainment of the story.

10. In what ways does this scene illustrate the power of communication in shaping public perception?

This scene demonstrates that skilled communication, when combined with control over the narrative, can manipulate public perception.

11. Compare the communication strategies in the video to real-life situations where the media might influence or manipulate public opinion.

Similar to real-life strategies, Billy Flynn uses selective storytelling, and controlled messaging to manipulate public opinion. This is like how media or public figures may emphasize certain facts, omit others, or use persuasive language to influence public perception in real world scenarios such as political campaigns, celebrity scandals, or crisis management situations.