

Chapter Two: Communication, Public Relation and Public Speaking

1. Communication

A. Definition of Communication

Communication is the process by which information is exchanged between individuals or groups through a common system of symbols, signs, or behavior. Effective communication involves the transmission and reception of messages, understanding the context, and feedback.

B. Key Components of Communication

1. **Sender:** The individual or entity that originates the message.
2. **Message:** The information, idea, or thought being communicated.
3. **Encoding:** The process of converting the message into symbols (words, pictures, gestures).
4. **Medium/Channel:** The means by which the message is transmitted (e.g., face-to-face, email, social media).
5. **Receiver:** The individual or group who receives the message.
6. **Decoding:** The process of interpreting or making sense of the received message.
7. **Feedback:** The response of the receiver that indicates whether the message was understood correctly.
8. **Noise:** Any interference or barrier that distorts the message (e.g., physical noise, language barriers, emotional noise).

C. Types of Communication

1. **Verbal Communication:**
 - Spoken (e.g., speeches, phone calls, meetings).
 - Written (e.g., emails, reports, articles).

- Example: An office manager sending an email to staff detailing a schedule change.

2. **Nonverbal Communication:**

- Body language (e.g., gestures, facial expressions).
- Eye contact, posture, and tone of voice.
- Example: A speaker's tone of voice and hand gestures conveying passion and authority.

3. **Interpersonal Communication:**

- Direct, face-to-face exchange of information.
- Example: A teacher and student discussing an assignment during office hours.

4. **Group Communication:**

- Interaction within a small group, often requiring coordination and decision-making.
- Example: A team meeting where members brainstorm ideas for a new project.

5. **Mass Communication:**

- The dissemination of information to large audiences through mediums like TV, radio, and the internet.
- Example: A national news broadcast.

2. **Communication Theory**

Communication theories provide frameworks to understand how communication works, how it affects individuals and societies, and why it can be effective or ineffective.

Agenda Setting Media influence on what people consider important.

Main idea; The media doesn't tell us what to think, but it tells us what to think about.

How it works; The media sets the agenda for public discourse by highlighting certain issues and downplaying others. This shapes our perception of the world and influences our priorities.

* Example: If a news channel constantly covers planting trees, we're more likely to see it as a pressing issue.

Cultivation Theory;- long term exposure to media shapes viewers' perceptions.

Main Idea: Heavy television viewing cultivates a distorted perception of reality, known as the "mean world syndrome."

How it Works: Prolonged exposure to violence and negativity on TV leads viewers to believe the world is more dangerous than it actually is.

Example: People who watch a lot of crime dramas may be more likely to support stricter gun laws or feel unsafe in their neighborhoods.

Uses and Gratification Theory; people use media to fulfill specific needs and desires.

Main Idea;- We actively seek out media content to satisfy specific needs and goals.

How it Works: We choose media based on what we want to get out of it, such as entertainment, information, or social connection.

Example: Someone might watch a sports basketball for entertainment, while another might read the news for information.

Social learning Theory; people learn behaviours and attitudes through observation.

Main Idea: We learn behaviors by observing and imitating others, especially those we admire.

How it Works: Media can portray certain behaviors, and if we see those behaviors being rewarded, we're more likely to imitate them.

Example: Children who watch violent cartoons may be more likely to engage in aggressive behavior.

Conclusion;- These theories provide valuable insights into how communication shapes our understanding of the world and influences our behavior. By understanding these theories, we can become more critical consumers of media and make informed choices about how we engage with information.

Key Models of Communication:

- **Linear Model of Communication:**

This model is one of the earliest communication models. It highlights the roles of the

sender, encoder, message, channel, decoder, receiver, and noise in the communication process. It is often depicted as a linear flow but does not account for feedback loops.

- One-way process: Information flows in a single direction from sender to receiver.
- No feedback : The receiver doesn't provide any response or reaction to the sender.
- Focus on transmission: Primarily concerned with how effectively the message is transmitted from sender to receiver

Example: A student sends an email (sender) to a teacher (receiver). The message (email) is encoded (written), transmitted via email (channel), and decoded by the teacher. Noise could include technical issues or misunderstandings.

- **Interactive Model of Communication**

The interactive model of communication is a dynamic process where participants switch roles between sender and receiver, shaping meaning through message exchange and feedback within physical and psychological contexts.

- Two-way process: Information flows back and forth between sender and receiver.
- Feedback included: The receiver provides feedback to the sender, influencing subsequent messages.
- Focus on interaction: Emphasizes the exchange of information and the role of feedback in shaping the communication process.

* Examples: Telephone conversations, classroom discussions, email exchanges.

A conversation between two friends where both are continuously speaking and listening, influencing each other in real-time.

- **Transactional Model of Communication:**

This model sees communication as a dynamic, two-way process where both parties are simultaneously senders and receivers. Feedback is immediate, and communication is shaped by the context in which it occurs.

- Simultaneous and dynamic process: Communication is a continuous and ongoing exchange where both parties simultaneously send and receive messages.

- **Emphasis on context and meaning:** Recognizes the influence of factors like environment, culture, and individual experiences on communication.
- **Focus on shared meaning:** Highlights the importance of creating and understanding shared meaning between communicators.

* Examples: Face-to-face conversations, online chat, social media interactions.

3. Public Relations

Public Relations (PR) is the practice of managing and disseminating information from an organization to the public. The goal of PR is to build and maintain a positive reputation and foster a beneficial relationship with the public.

Key Concepts in Public Relations:

- **Publics:** Groups of people that an organization communicates with, including employees, customers, media, investors, and the general public.
- **Media Relations:** The relationship between an organization and the media, often involving press releases, media briefings, and news stories.
- **Crisis Communication:** The management of information during a crisis to protect the organization's image and maintain trust.
- **Reputation Management:** Monitoring and influencing the public perception of an organization.

PR Strategies:

- **Press Releases:** Written communications directed at journalists to provide information or announce events.

Example: A company releases a statement about launching a new product, hoping to generate media coverage.

- **Event Management:** Organizing events to promote an organization's image or engage with key stakeholders.

Example: A tech company hosting a product launch event streamed online to attract media attention and customer interest.

- **Social Media Management:** Using social media platforms to communicate directly with the public, engage customers, and manage brand image.

Example: A non-profit organization using Instagram to promote a charity event and interact with followers.

PR Campaign Example:

A PR campaign for a new eco-friendly product could involve:

- **Press Release:** Detailing the product's environmental benefits.
- **Social Media:** Posts and videos showing the product's use in sustainable ways.
- **Partnerships:** Collaborations with influencers or environmental organizations to promote the product.
- **Crisis Management:** Addressing any environmental concerns or negative publicity if the product fails to live up to its claims.

4. Public Speaking

Public Speaking is the act of delivering a speech to an audience. It requires preparation, clear communication, and an understanding of the audience to be effective. Good public speakers use their voice, body language, and visual aids to convey their message.

Key Elements of Public Speaking:

- **Audience Analysis:** Understanding the demographics, needs, and interests of the audience to tailor your message.

- **Speech Organization:** Structuring the speech in a clear and logical way (introduction, body, and conclusion).
- **Delivery:** The way the speech is presented, including tone of voice, pace, body language, and eye contact.
- **Visual Aids:** Tools like slides, charts, or props to enhance understanding or retention.

Types of Public Speaking:

- **Informative Speaking:** The goal is to educate the audience on a specific topic, often using data and research.

Example: A speaker presenting on the effects of climate change using statistical data and case studies.

- **Persuasive Speaking:** The goal is to convince the audience to adopt a particular point of view or take action.

Example: A political leader delivering a speech to encourage people to vote for a specific policy.

- **Motivational Speaking:** The goal is to inspire and uplift the audience, often through personal stories or appeals to emotions.

Example: A motivational speaker sharing their journey from adversity to success to inspire others to overcome challenges.

Public Speaking Tips:

- **Know Your Audience:** Tailor your message to the interests, level of understanding, and cultural background of your listeners.
- **Practice:** Rehearse your speech multiple times to ensure smooth delivery and familiarity with the content.
- **Control Nervousness:** Breathing exercises, visualization, and a focus on the message rather than personal anxiety can help reduce nervousness.

- **Engage the Audience:** Ask questions, use anecdotes, or involve the audience in interactive elements.

Example of a Public Speaking Situation:

Imagine you are giving a persuasive speech about the importance of reducing plastic waste. You might:

- Start with a powerful statistic: "Over 8 million tons of plastic enter our oceans every year, harming marine life and ecosystems."
- Provide examples: Show images or videos of plastic pollution affecting wildlife.
- Call to action: Encourage the audience to reduce single-use plastics and advocate for policy changes.