

Communication Perspectives

Exploring the Fundamentals



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Why is communication important?





**Communication is one of
the top skills required by
employers.**

Why Study Human Communication?

01

Critical & Creative Thinking Skills

02

Interaction Skills

03

Relationship Skills

04

Group Membership & Leadership Skills

05

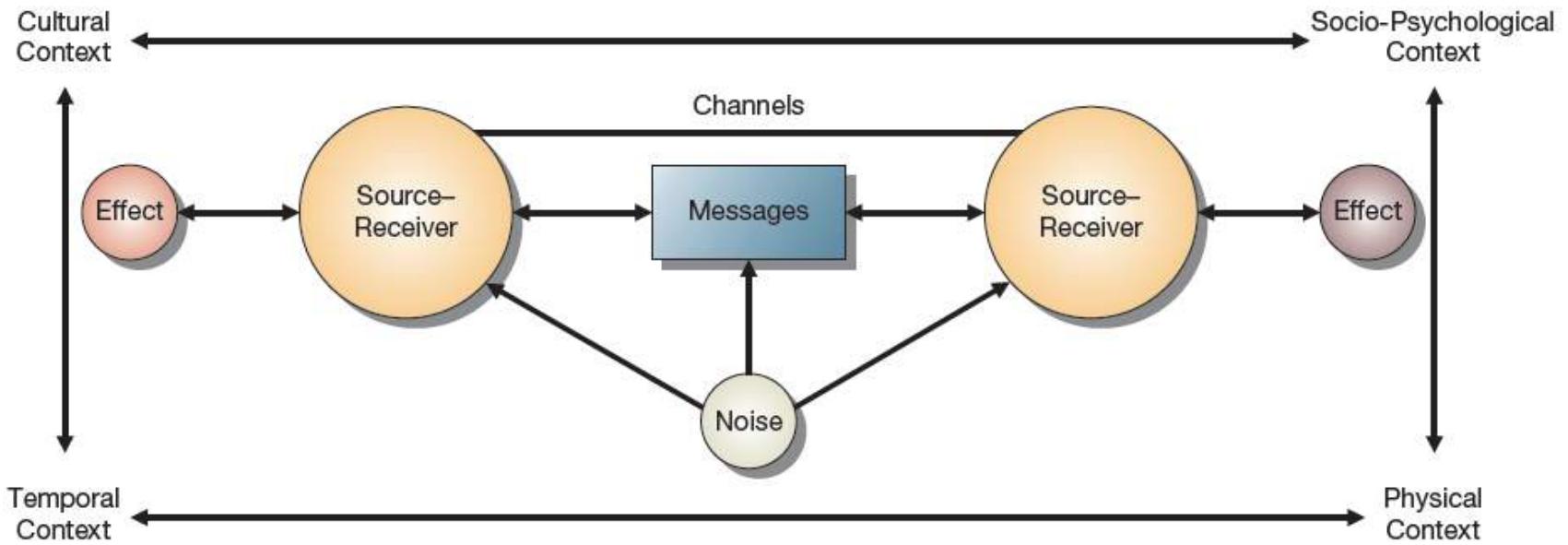
Presentation Skills

06

Media Literacy Skills

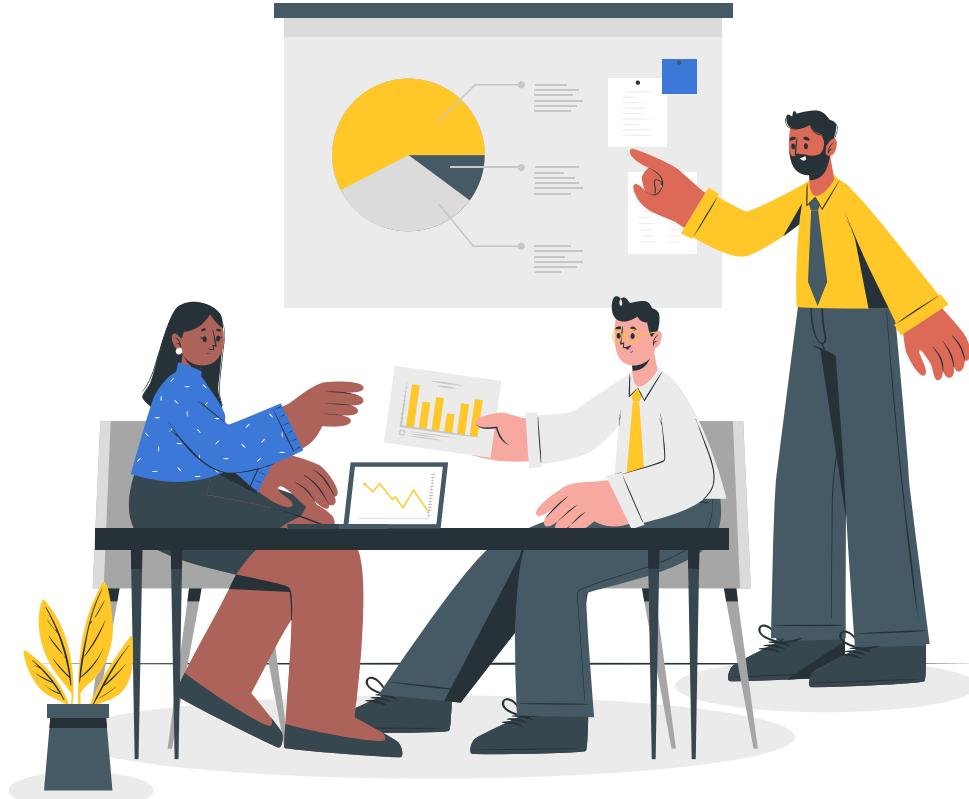
Elements of Human Communication





Participants

- Part of the process
- Each person is both
 - **source**
 - **receiver**
- Encoding messages
- Decoding messages



Messages

- Any signal transmitted
 - **source to receiver**
- Integral to messages are
 - Meanings
 - Symbols
 - Encoding/Decoding
 - Form (Organization)



Communication Contexts



Physical Context

Social Context



Psychological Context



Historical Context

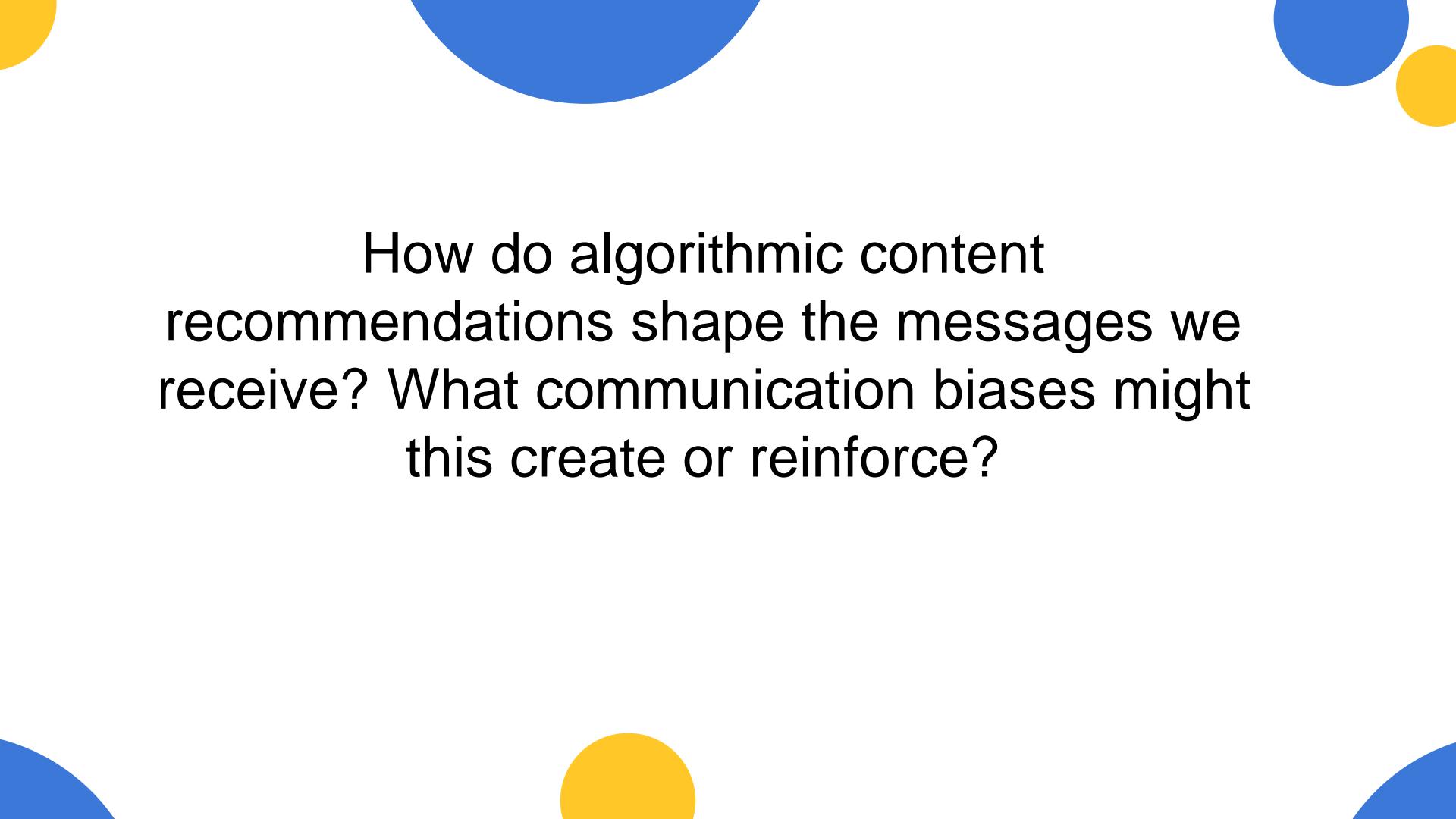


Cultural Context

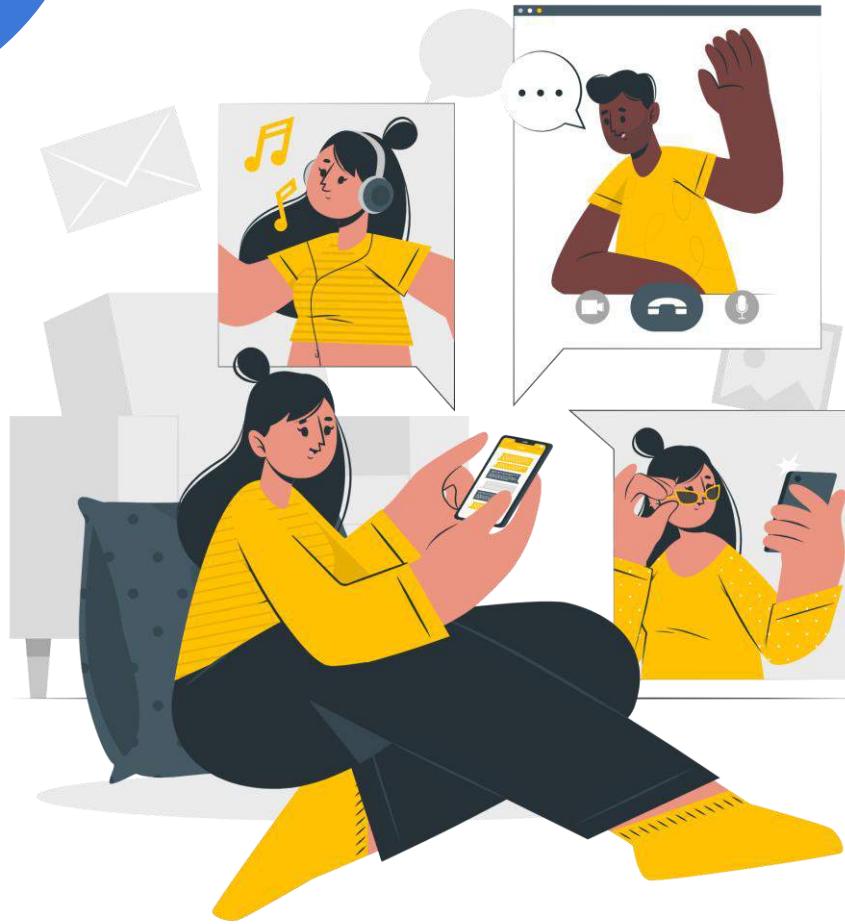
Channels

Medium through which communication takes place



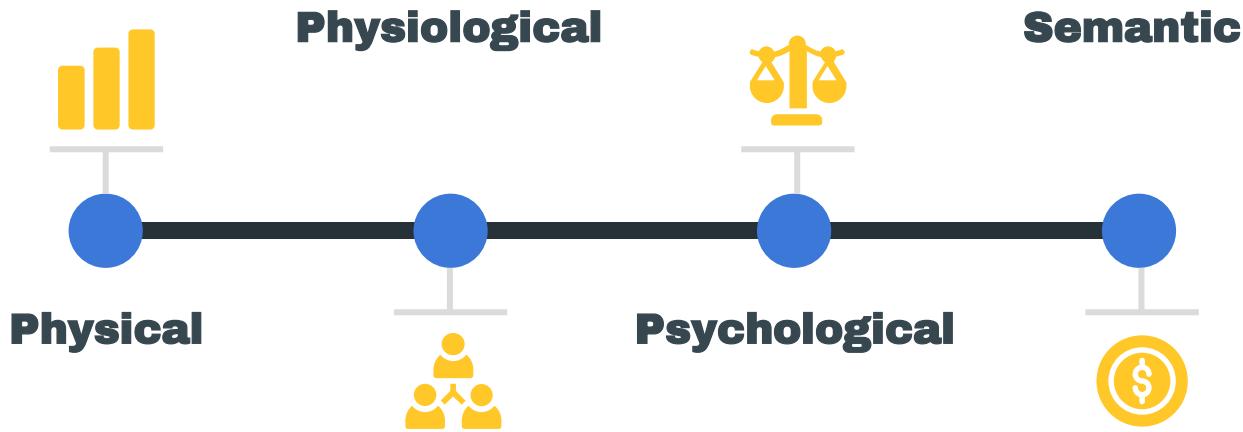


How do algorithmic content recommendations shape the messages we receive? What communication biases might this create or reinforce?



Interference (Noise)

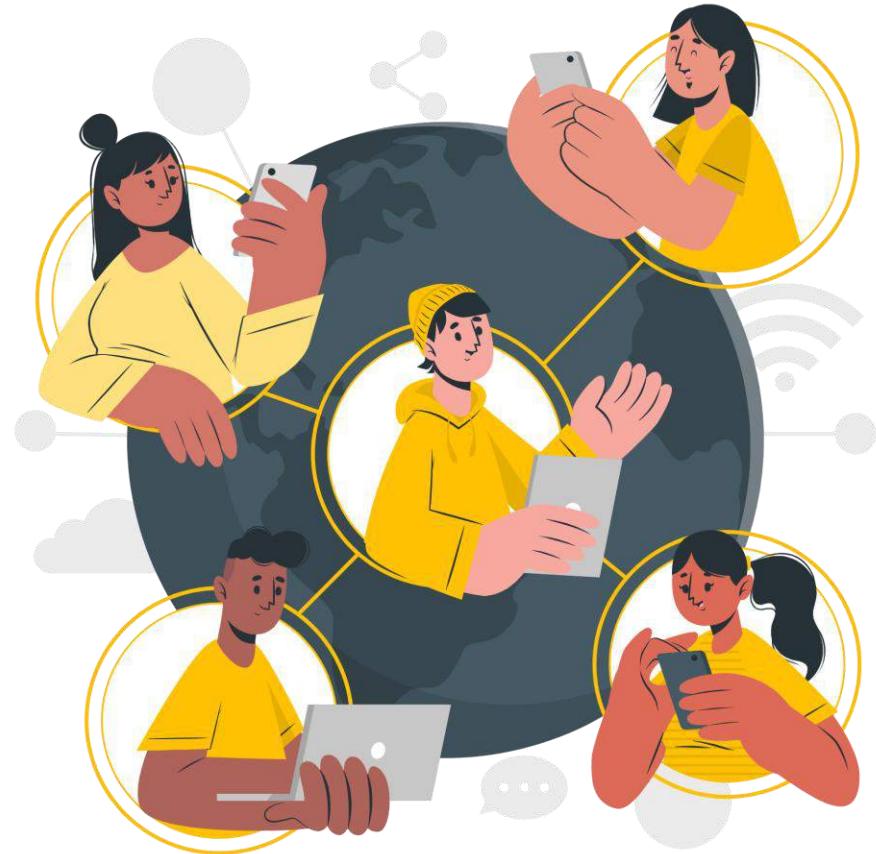
Noise





Feedback

Communication Settings



Forms of Communication



**Intrapersonal
Communication**



**Interpersonal
Communication**



Interviewing



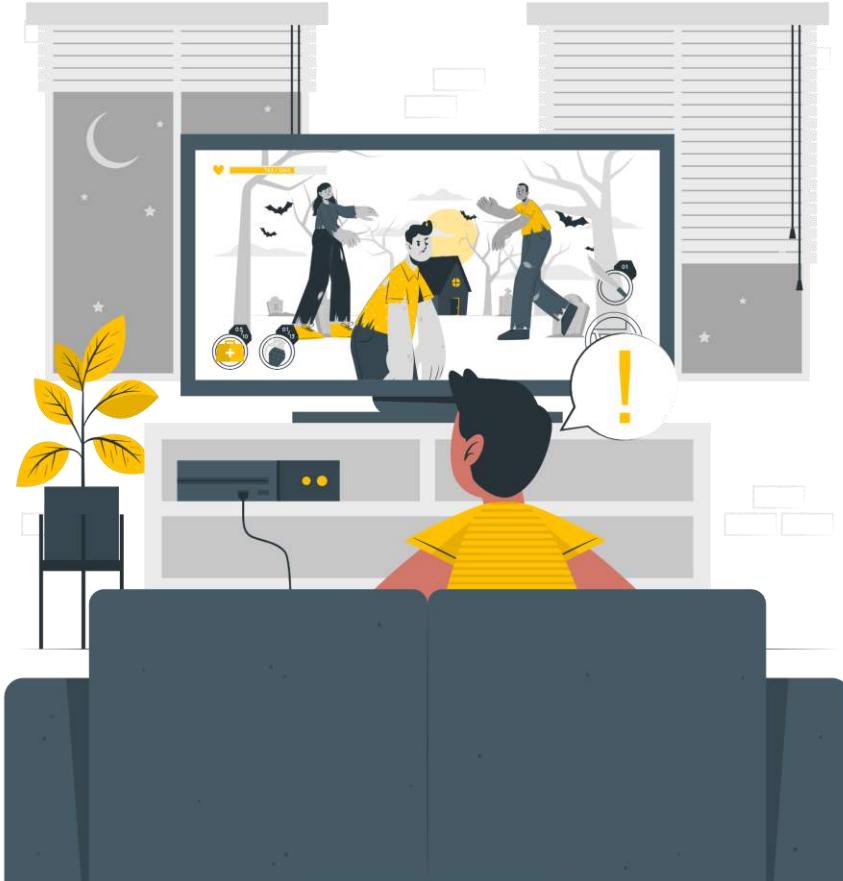
Small Group Communication



Organizational Communication

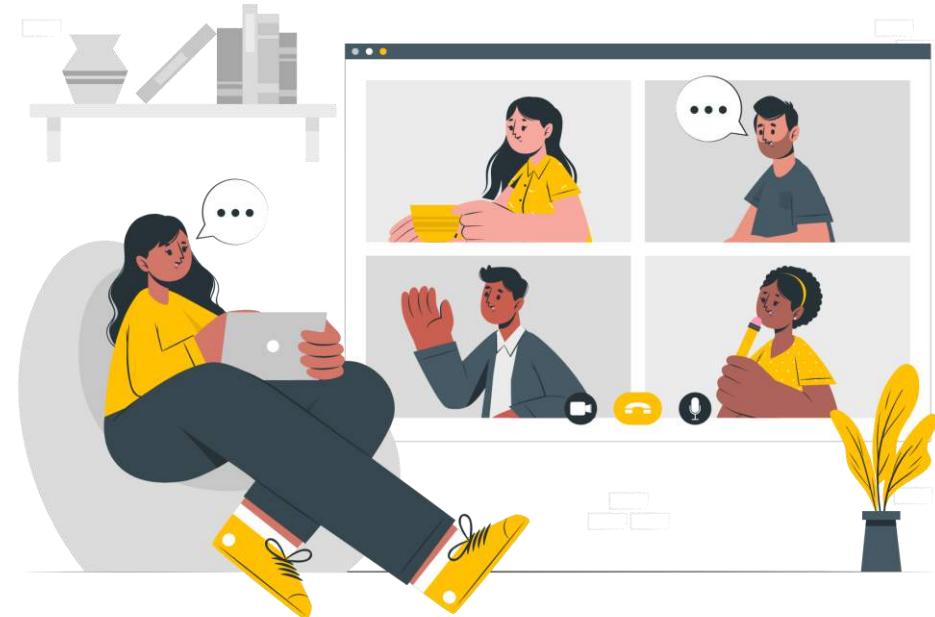


Public Speaking



Mass Communication

Computer Mediated Communication



Principles of Human Communication



Communication is Purposeful

- Maintain sense of self
- Communicate social needs
- Develop and maintain relationships
- Exchange information
- Influence others





Communication is Continuous

Communication Messages Vary in Conscious Thought



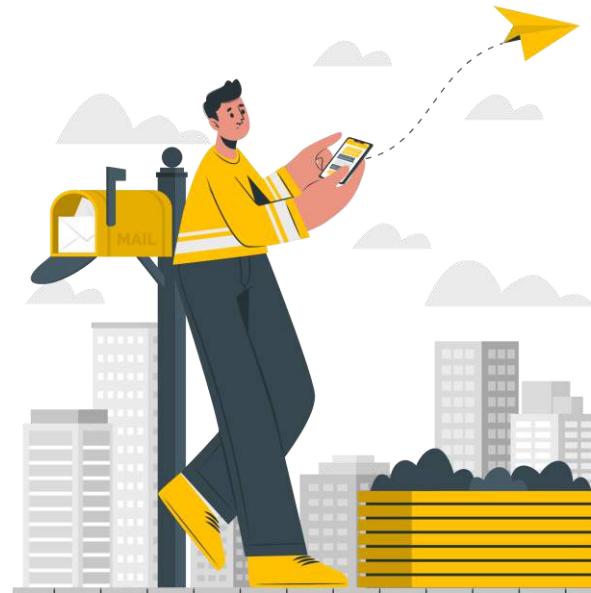
Messages Vary



**Spontaneous
Expressions**



Constructed

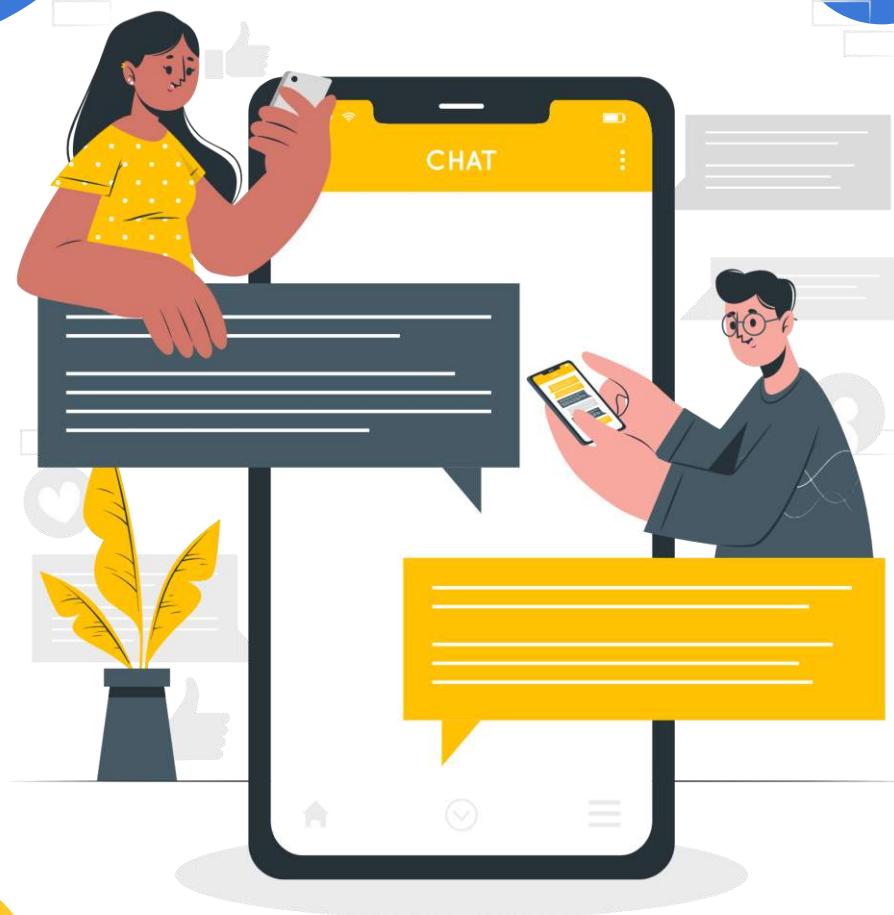


Scripted



Situation bound

Communication Is Relational



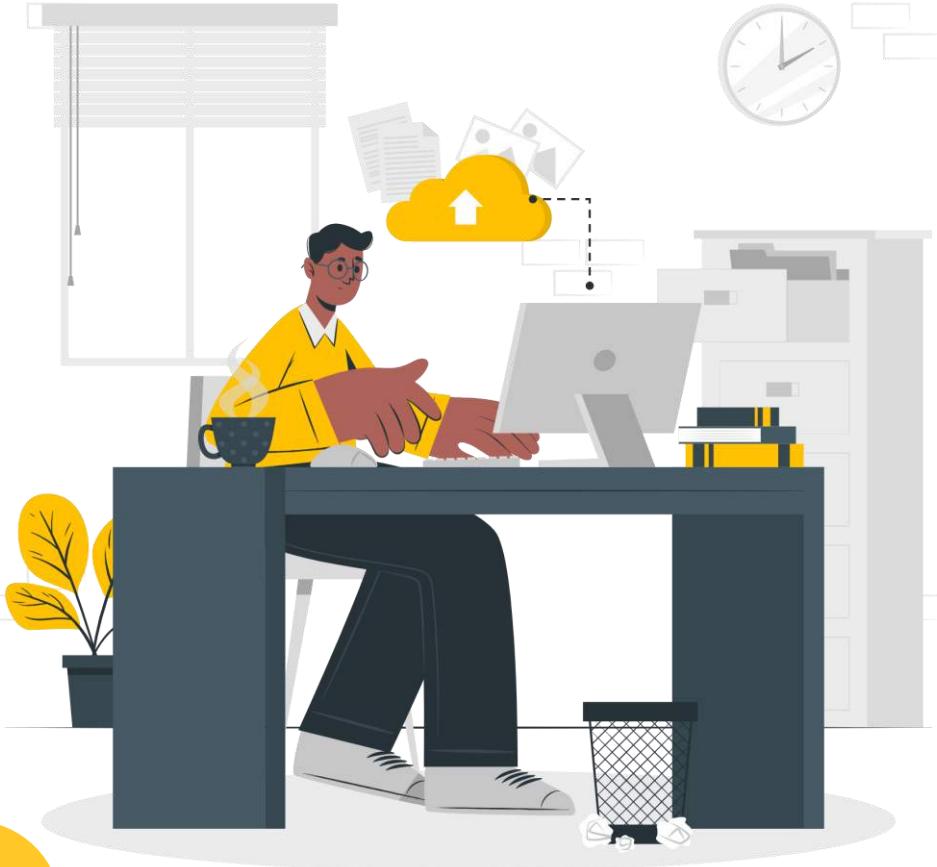


**Communication
is Guided by
Culture**



Communication is Ambiguous

Communication has Ethical Implications



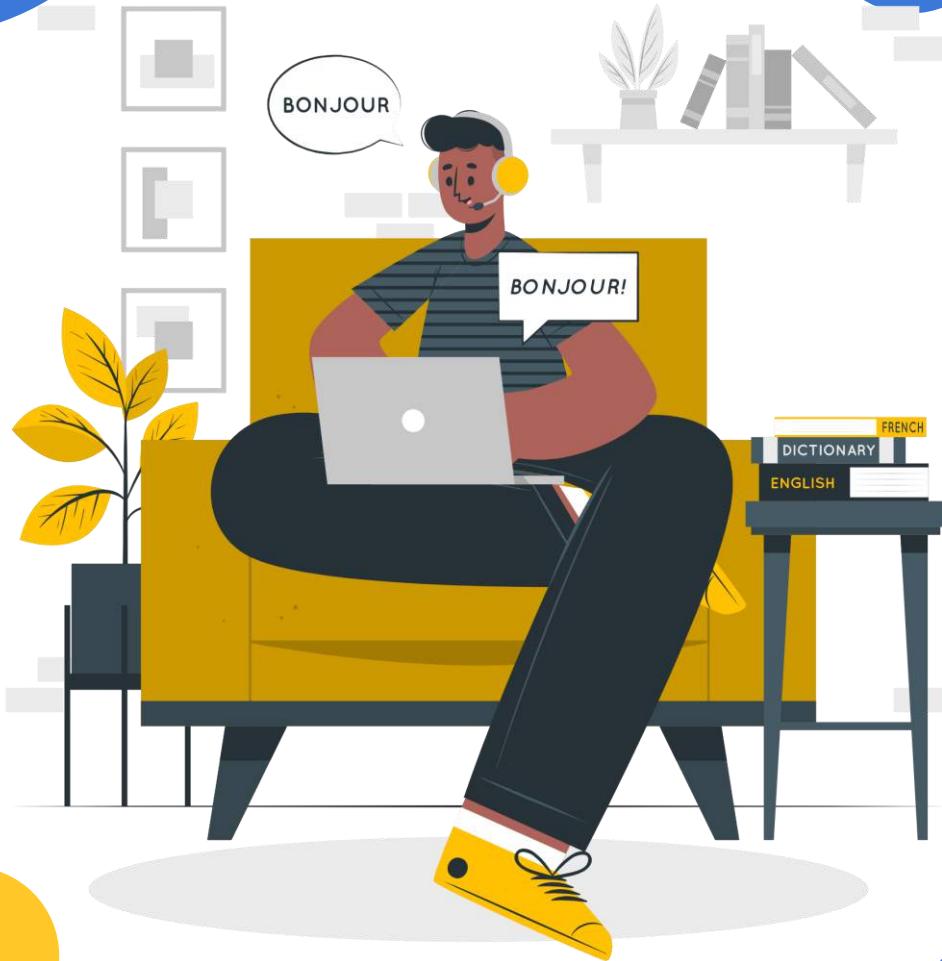


**Communication
is learned**

Increasing Communicative Competence



Communicative behavior is both appropriate and effective.



Perceptions of Competence: Personal motivation, Skills, Credibility



Communication Apprehension



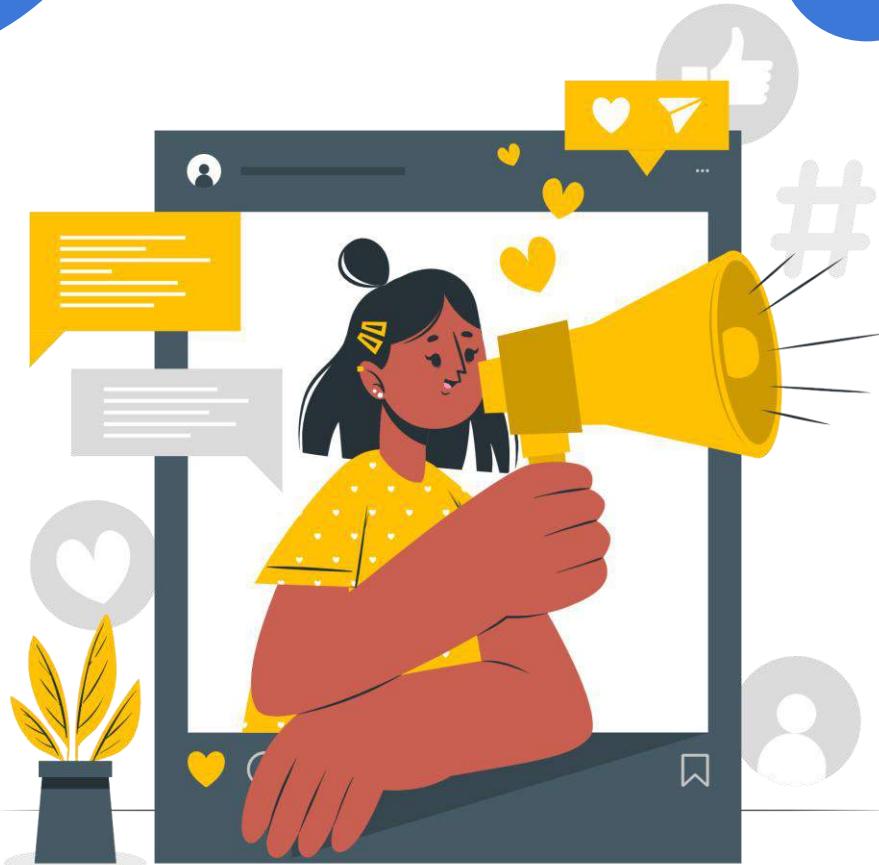


Traitlike Communication Apprehension

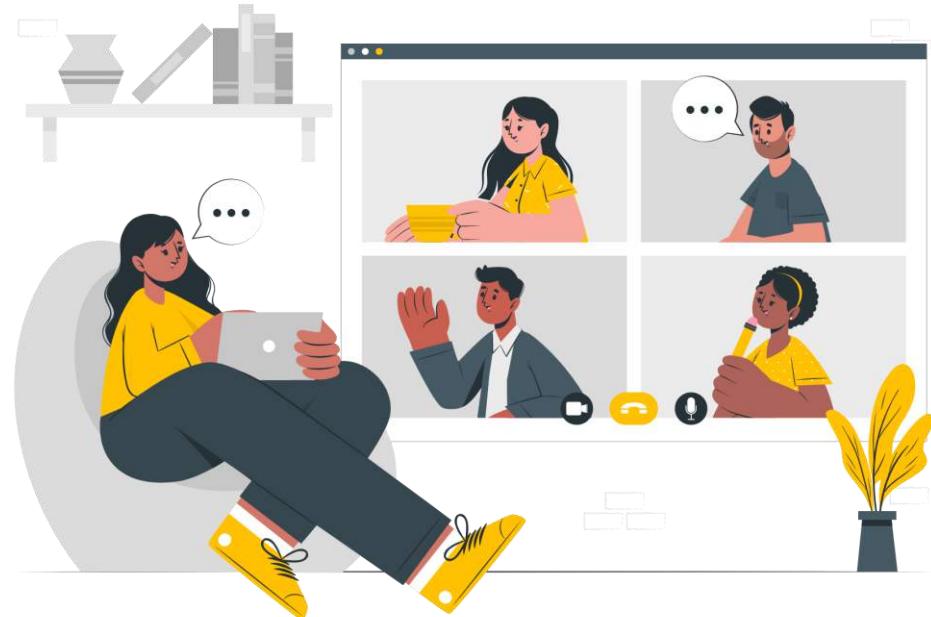


Audience-based Communication Apprehension

Situational Based Communication Apprehension



Context-Based Communication Apprehension



Questions?

