

# Communication Perspectives

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Exploring the Fundamentals

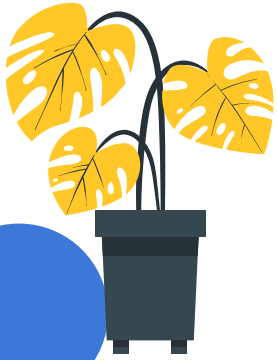


Ms. Sanaa Ilyas



**Why is  
communication  
important?**

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



# Why Study Human Communication?

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**01**

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**Critical & Creative Thinking Skills**

**04**

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**Group Membership & Leadership Skills**

**02**

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**Interaction Skills**

**05**

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**Presentation Skills**

**03**

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**Relationship Skills**

**06**

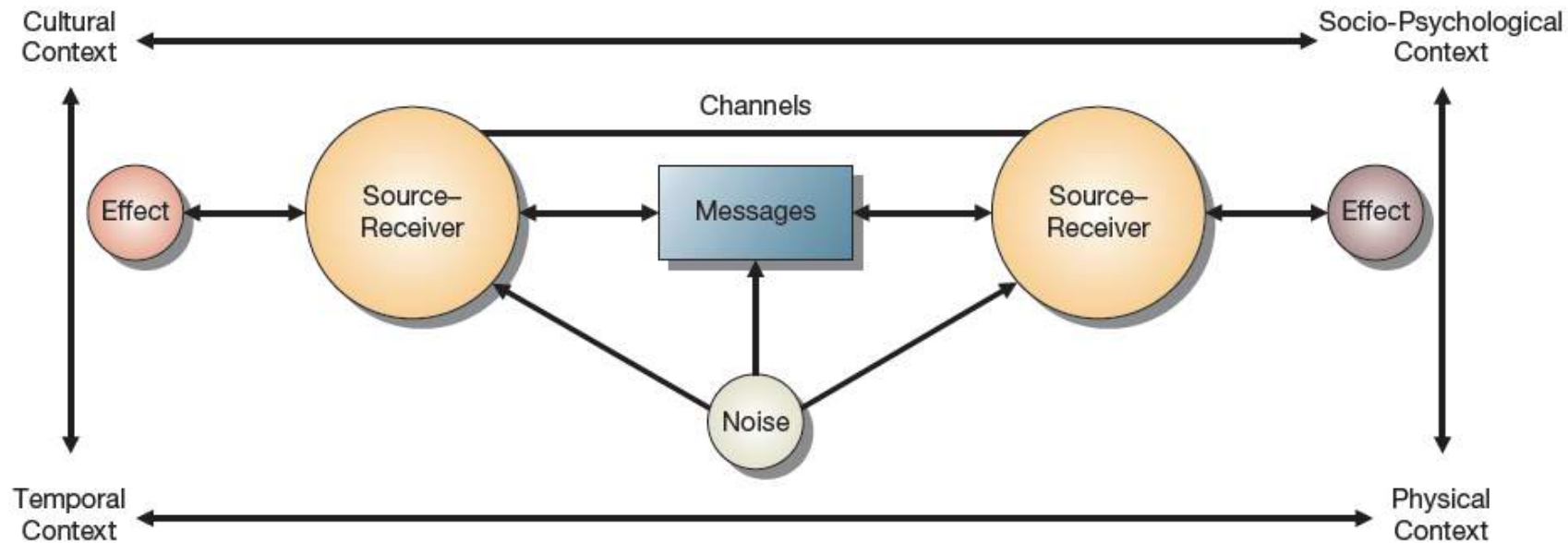
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**Media Literacy Skills**

# Elements of Human Communication

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# Participants

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



# Messages

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





# Communication Contexts

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## Social Context



**Physical Context**



**Historical Context**



**Psychological Context**



**Cultural Context**

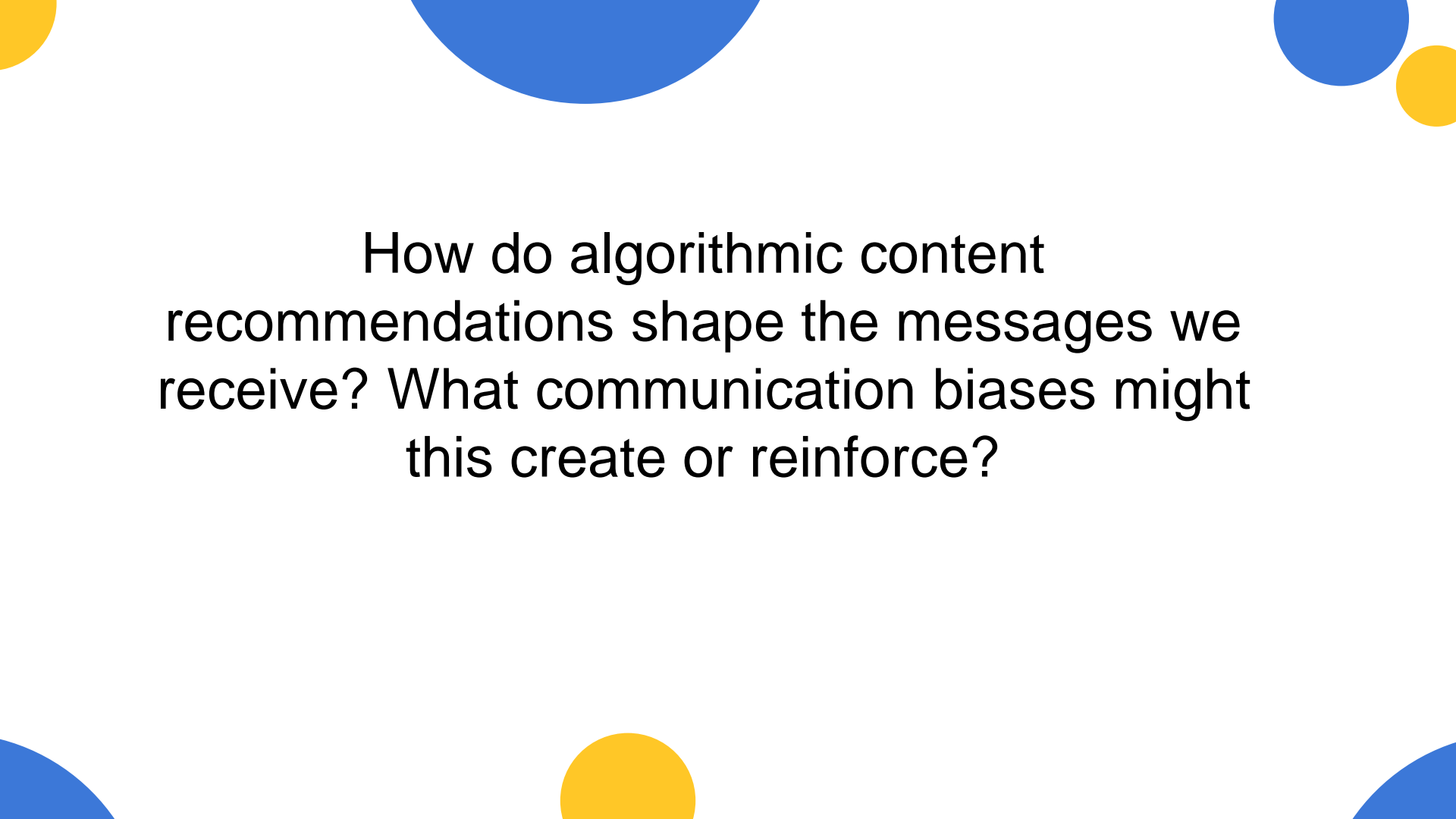


# Channels

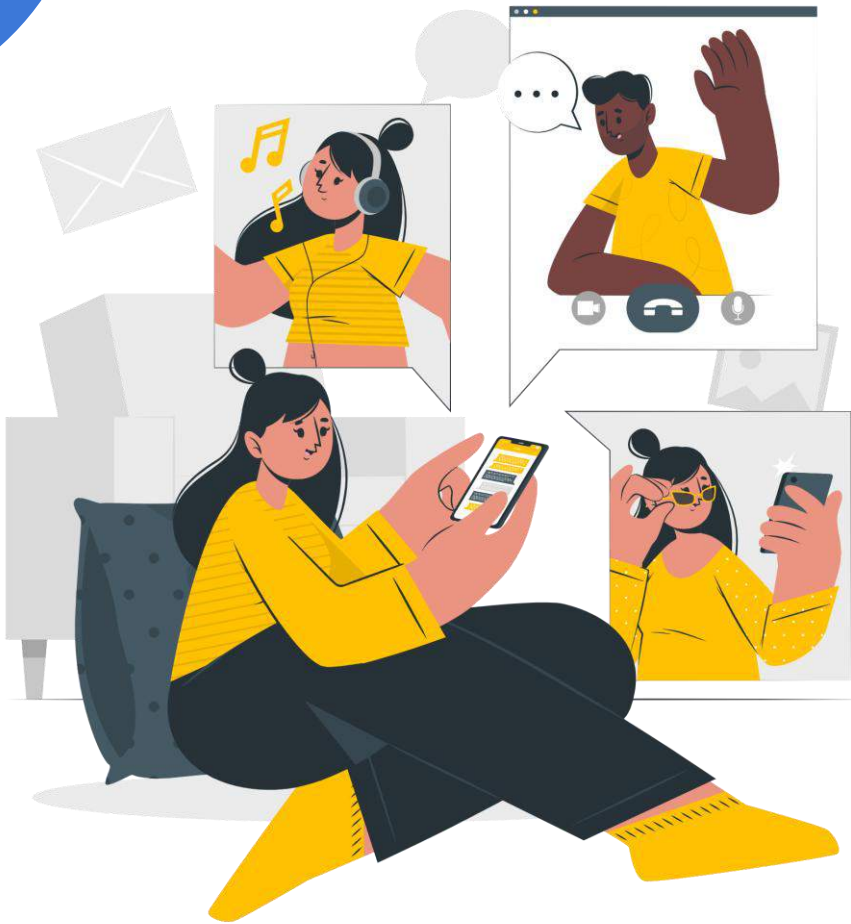
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Medium through which  
communication takes place



The background of the slide is white and features several large, semi-transparent blue and yellow circles. These circles are positioned at the corners and edges of the frame, creating a modern, abstract design. The text is centered in the middle of the slide.

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

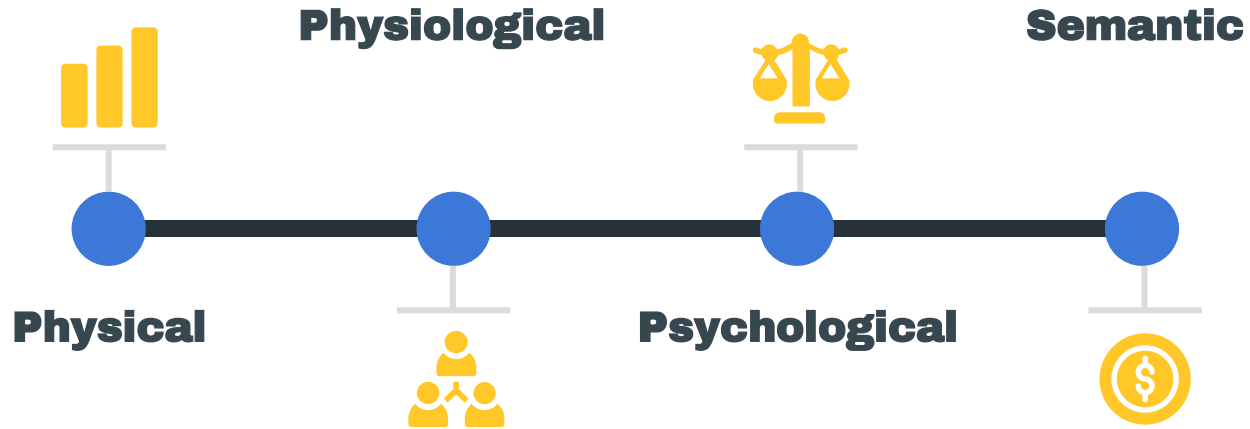


# Interference (Noise)

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# Noise

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## **Feedback**

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# Communication Settings



# Forms of Communication

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**Intrapersonal  
Communication**



**Interpersonal  
Communication**



**Interviewing**





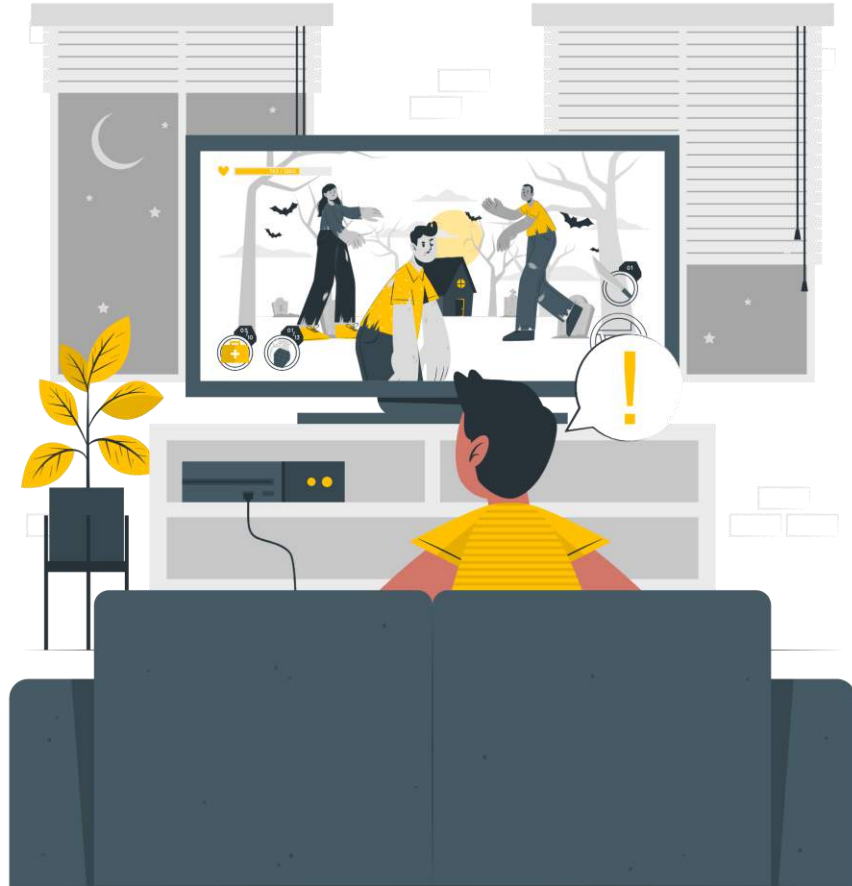
**Small Group  
Communication**



**Organizational  
Communication**

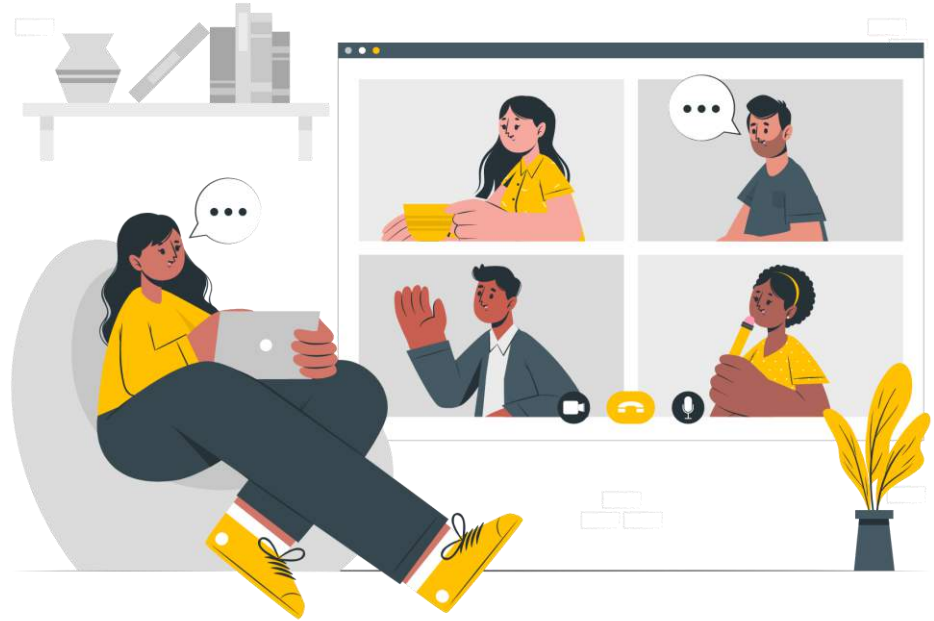


**Public Speaking**



# **Mass Communication**

# Computer Mediated Communication



# **Principles of Human Communication**



# Communication is Purposeful

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





**Communication  
is Continuous**

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# Communication Messages Vary in Conscious Thought

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# Messages Vary

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**Spontaneous  
Expressions**



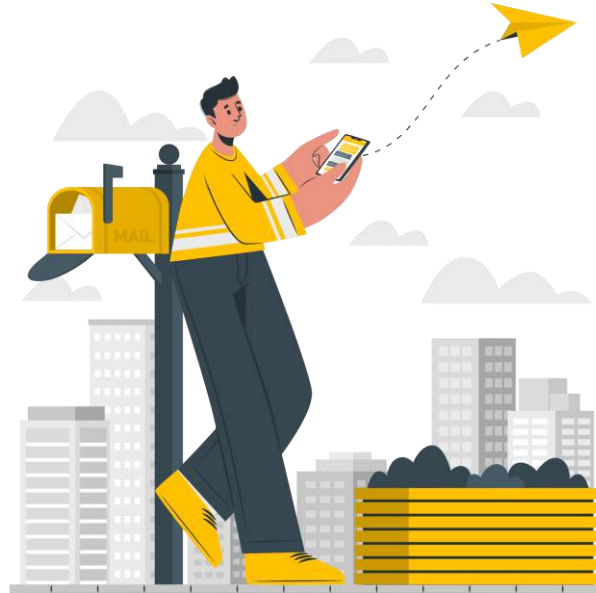
**Constructed**



**Scripted**



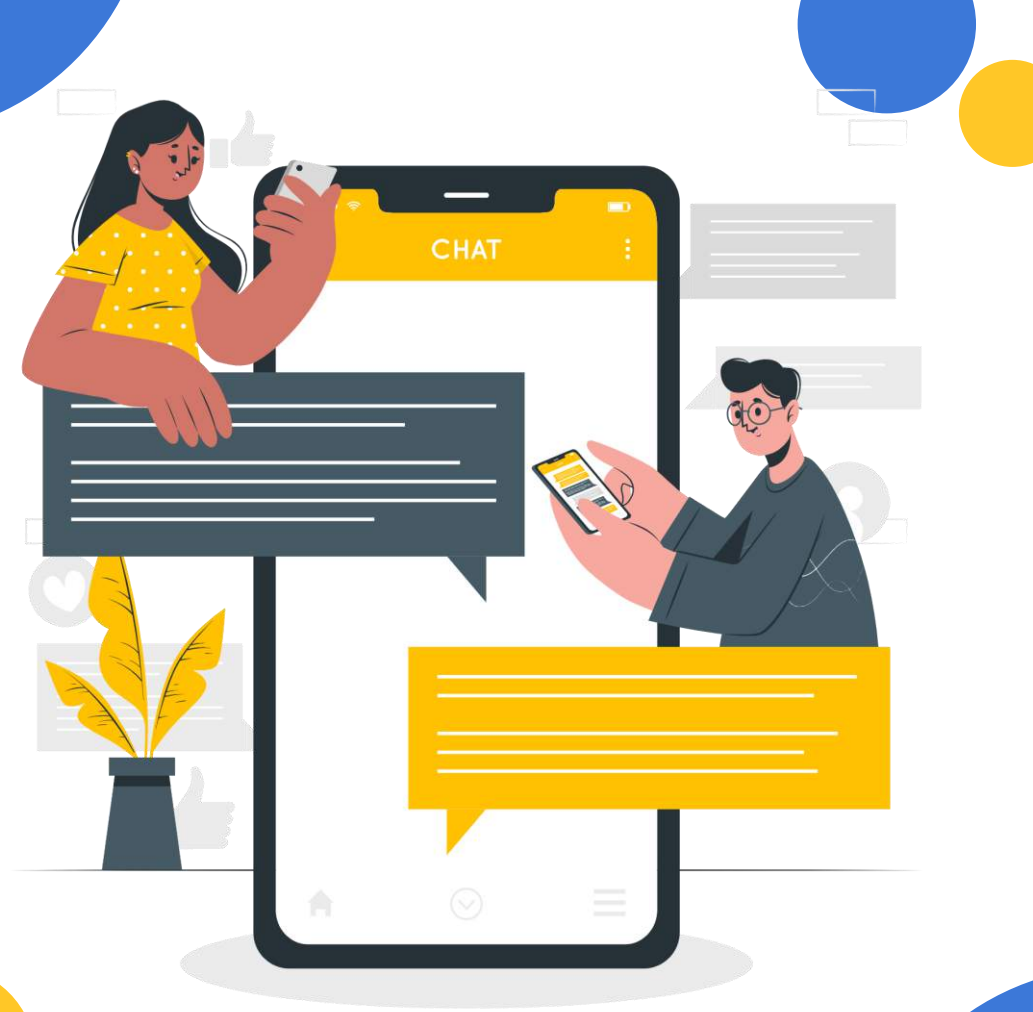
**Situation bound**





# Communication Is Relational

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**Communication  
is Guided by  
Culture**

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**Communication  
is Ambiguous**

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# Communication has Ethical Implications

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**Communication  
is learned**

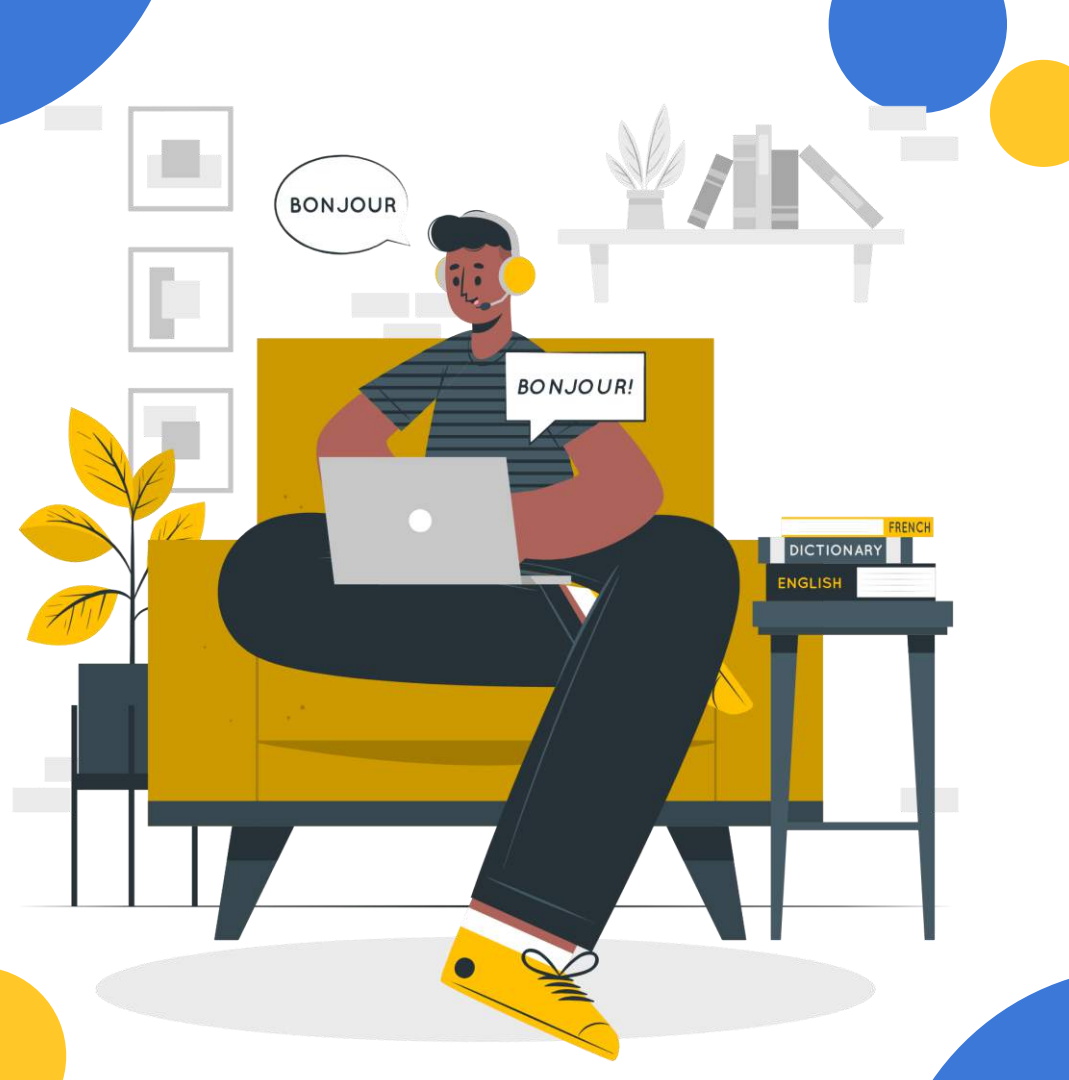
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# Increasing Communicative Competence



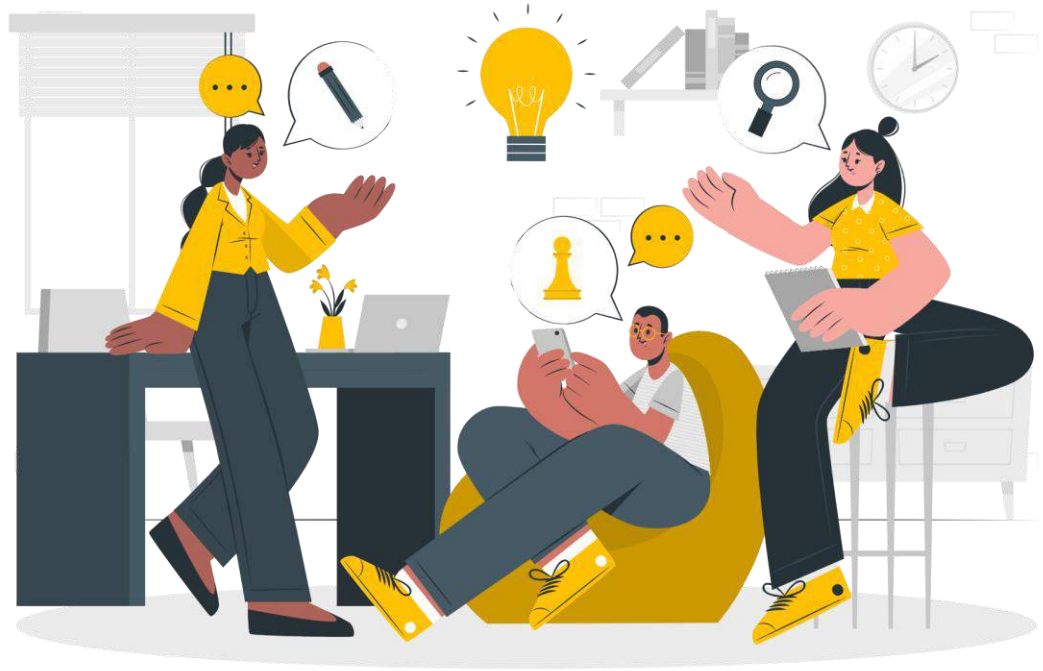
**Communicative  
behavior is both  
appropriate and  
effective.**

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# Perceptions of Competence: Personal motivation, Skills, Credibility

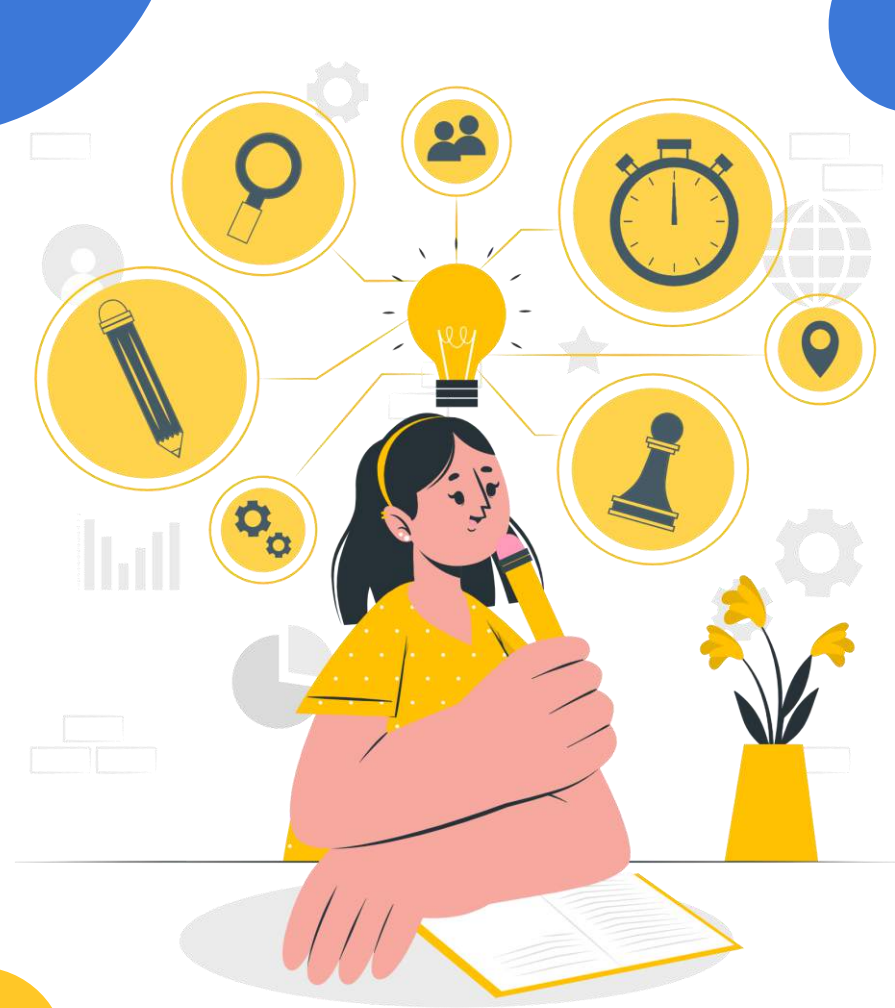
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# Communication Apprehension

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# Traitlike Communication Apprehension

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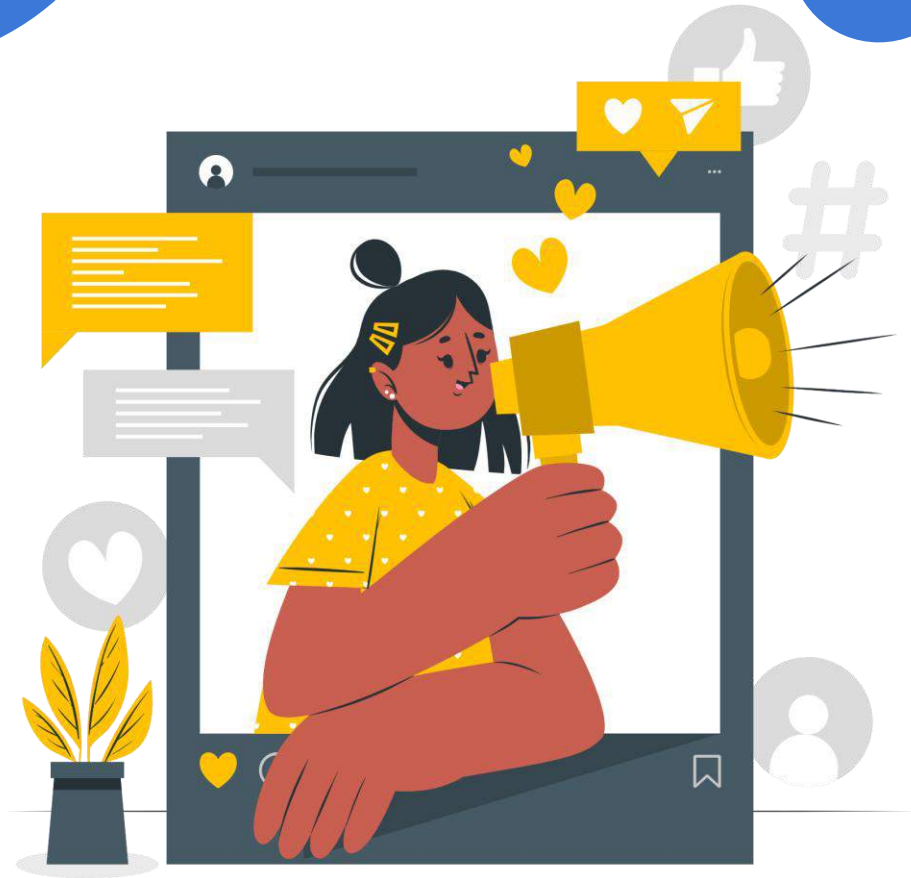


# **Audience-based Communication Apprehension**

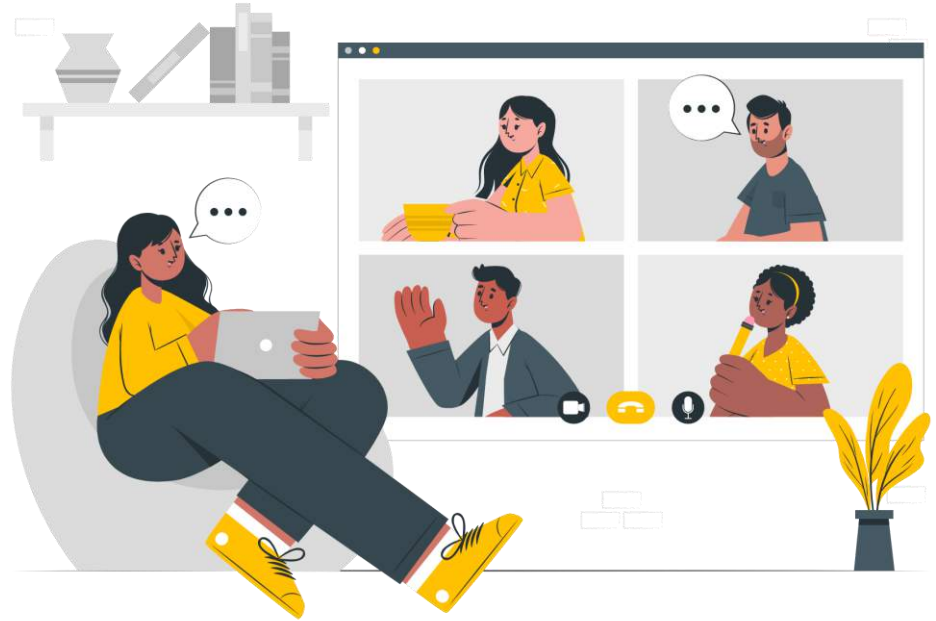
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# Situational Based Communication Apprehension

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# Context-Based Communication Apprehension



# Questions?



