

# *Management Communication*

☆

*Submitted by Dr. Vladlena E. Zarembo*



# *Communication Elements*



# *Communication Communication objects*

```
graph TD; CO[Communication objects] --> K[Knowledge]; CO --> D[Data]; CO --> R[Rumors]; CO --> I[INFORMATION]; D ==> I;
```

*Knowledge*

*Unchecked parameters  
and characteristics*

*Data*

*Checked parameters  
and characteristics*

*Rumors*

*a currently circulating story or  
report of uncertain or doubtful  
truth*

***INFORMATION***

*Relevant data with  
direct meaning*

# *Communication Communication objects*

```
graph TD; A[Communication objects] --> B[Knowledge]; A --> C[Data]; A --> D[Rumors]; A --> E[INFORMATION];
```

*Knowledge*

*Unchecked parameters  
and characteristics*

*Data*

*Checked parameters  
and characteristics*

*Rumors*

*a currently circulating story or  
report of uncertain or doubtful  
truth*

*INFORMATION*

*Relevant data with  
direct meaning*



*Communication*  
*Communication objects*

*INFORMATION*

# *Communication*

## *INFORMATION*

### *Characteristics*

#### *I. Qualitative Characteristics*

- ✓ *Validity – measure of the information being close to the information source*

# *Communication*

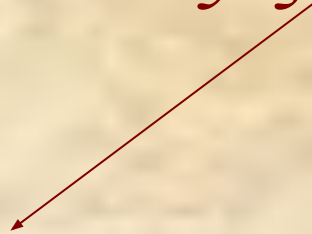
*N.B.*

*The way to protect yourself from the non-confirmation with the qualitative characteristics is to get so close to the information source as possible...*



# *Communication*

## *Validity of the information source*



*Access of the  
informant to the  
information source*

# *Communication*

## *Validity of the information source*



?

# *Communication*

## *Validity of the information source*



*information source*



*the information*



*ted  
of*

# *Communication*

## *INFORMATION*

### *Characteristics*

#### *I. Qualitative Characteristics*

- ✓ *Validity – measure of the information being close to the information source*
- ✓ *Objectivity - measure of the reality reflection (no distortion)*
- ✓ *Certainty - measure of the possibility to make opposite conclusions*

# *Communication*

## *INFORMATION*

### *Characteristics*

#### *I. Qualitative Characteristics*

#### *II. Quantitative Characteristics*

- ✓ *Completeness - measure of confirmation of the information with the aims of its gaining*
- ✓ *Relevance – measure of the proximity of the information to the question itself*



# *Communication*

## *INFORMATION*

### *Characteristics*

*I. Qualitative Characteristics*

*II. Quantitative Characteristics*

*III. Value Characteristics*



*Information price – costs for gaining the information*



*Actuality – information importance for the desired project*

# *Communication* *INFORMATION* *Kinds*

*By the time division*



# *Communication* *INFORMATION* *According to source kinds*



# *Communication* *INFORMATION*

*Indirect intelligence  
features*

- ✓ *Correlation between events is always probabilistic*
- ✓ *Different events can be explained in different ways*
- ✓ *Regularity may not occur*

# *Communication*

## *Communication stages*

### *1. Coding*

*Tracelogically there could be defined sprinkling destructions  
of the path.*



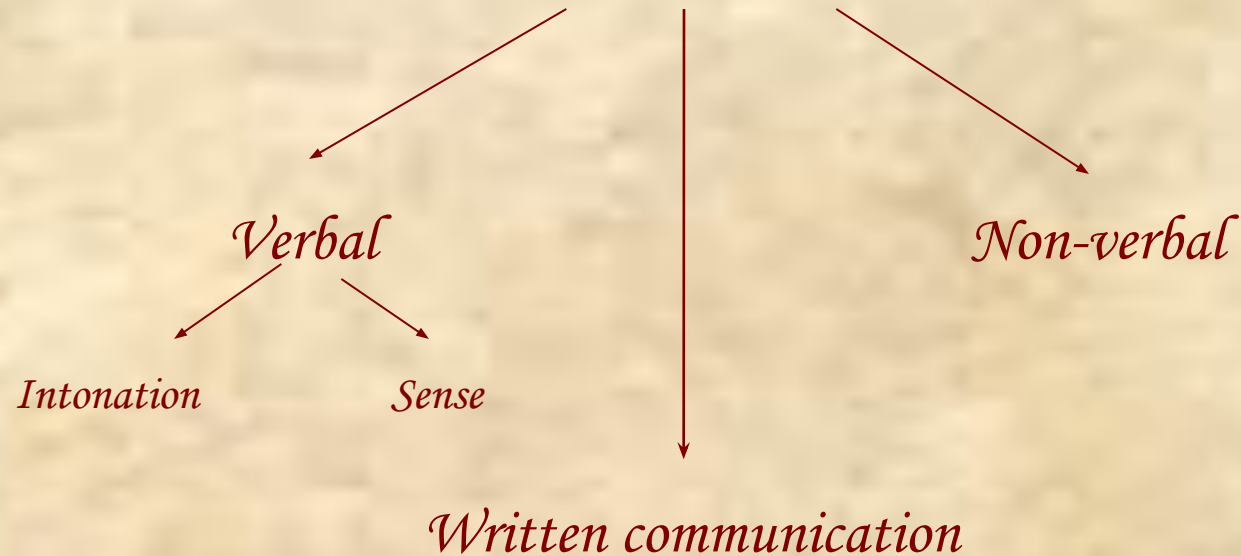
# *Communication*

## *Communication stages*

*1. Coding*



*2. Channel choice*



# *Communication*

## *Communication stages*

*1. Coding*



*2. Channel choice*



*3. Message sending*

# *Communication*

## *Communication stages*

*1. Coding*



*2. Channel choice*



*3. Message sending*



*4. Decoding*

# *Communication Filters*



```
graph TD; A[Communication Filters] --> B[Physiological]; A --> C[Psychological];
```

*Physiological*

*Psychological*

# *Communication*

## *Communication stages*

*1. Coding*



*2. Channel choice*



*3. Message sending*



*4. Decoding*



*5. Feedback*



# *Communication*

## *Communication types by participants*

### *1. Interpersonal Communication*



# Communication

## Communication types by participants

1. *Interpersonal Communication*

2. *Communication between a person and a group*



# *Communication*

## *Communication types by participants*

1. *Interpersonal Communication*

2. *Communication between two people*

3. *Communication between a group of people*



# *Communication*

## *Communication types by cooperation*



```
graph TD; A[Communication] --> B[Formal]; A --> C[Informal]
```

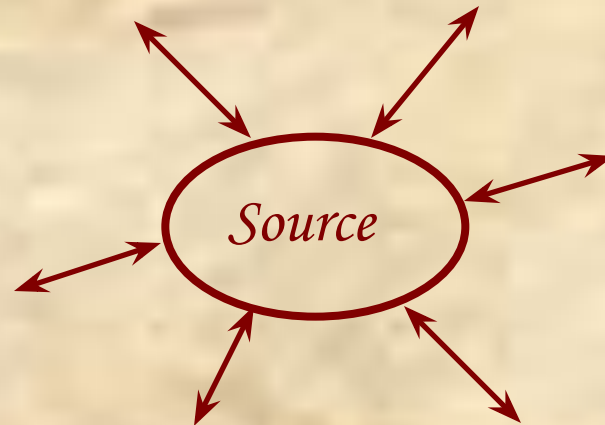
*Formal*

*Informal*

# *Communication*

## *Communication types by form*

*Star-formed*

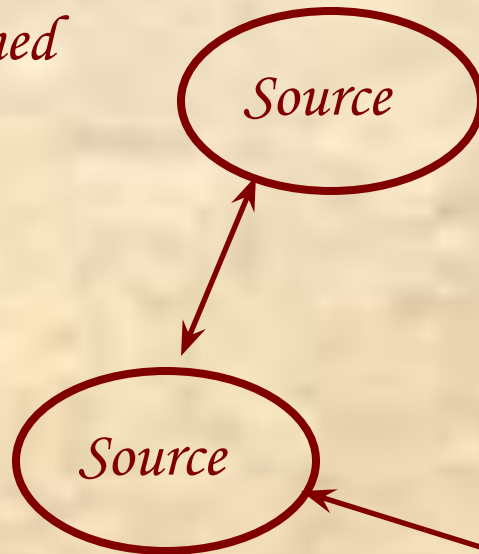




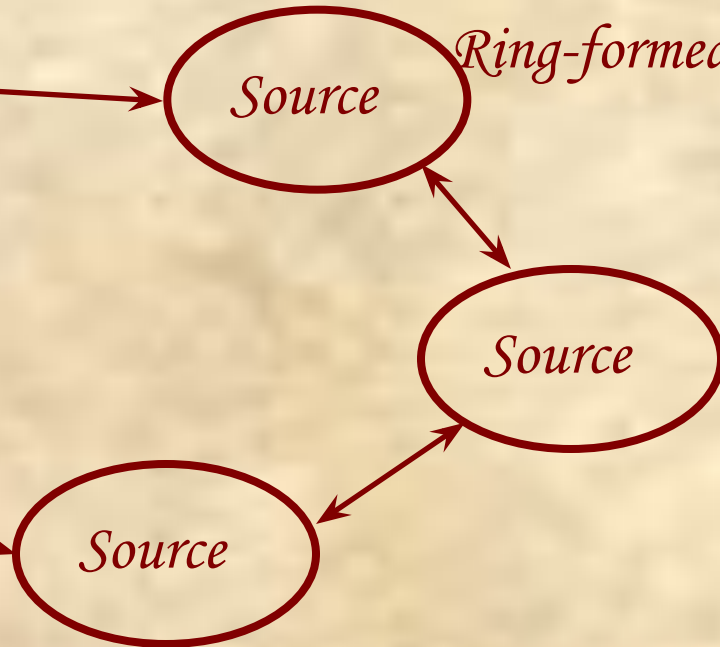
# *Communication*

## *Communication types by form*

*Star-formed*



*Ring-formed*



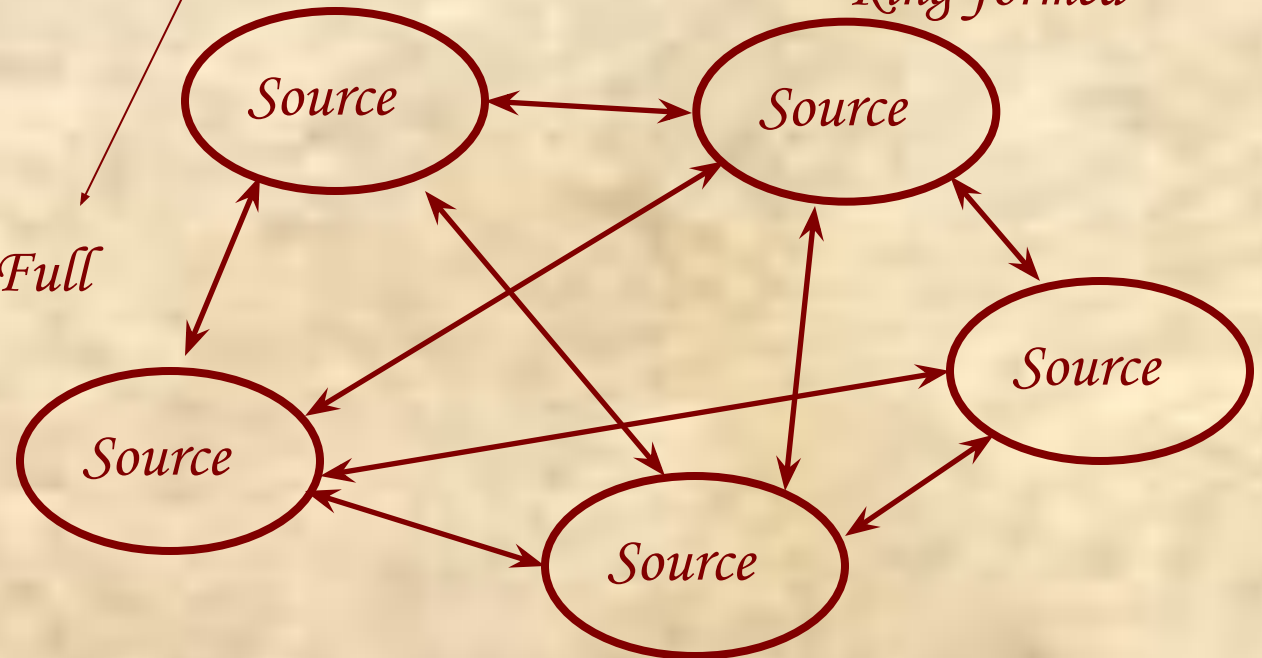
# *Communication*

## *Communication types by form*

*Star-formed*

*Ring-formed*

*Full*

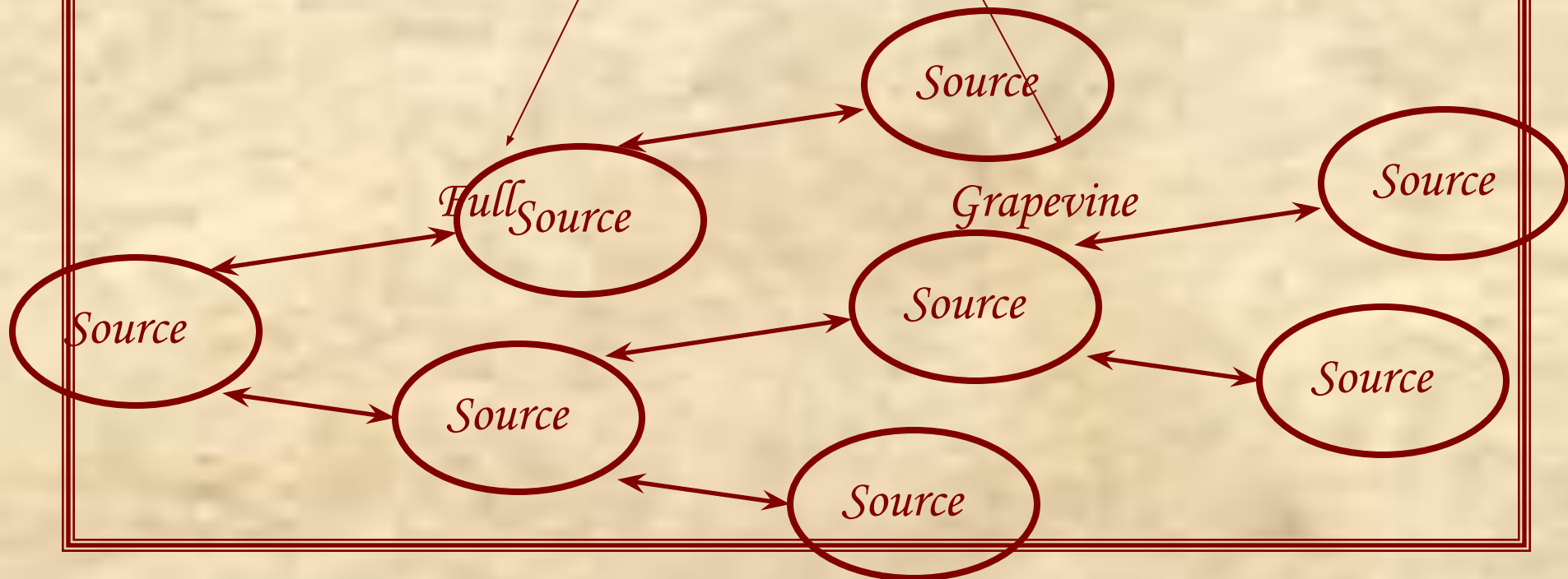


# *Communication*

## *Communication types by form*

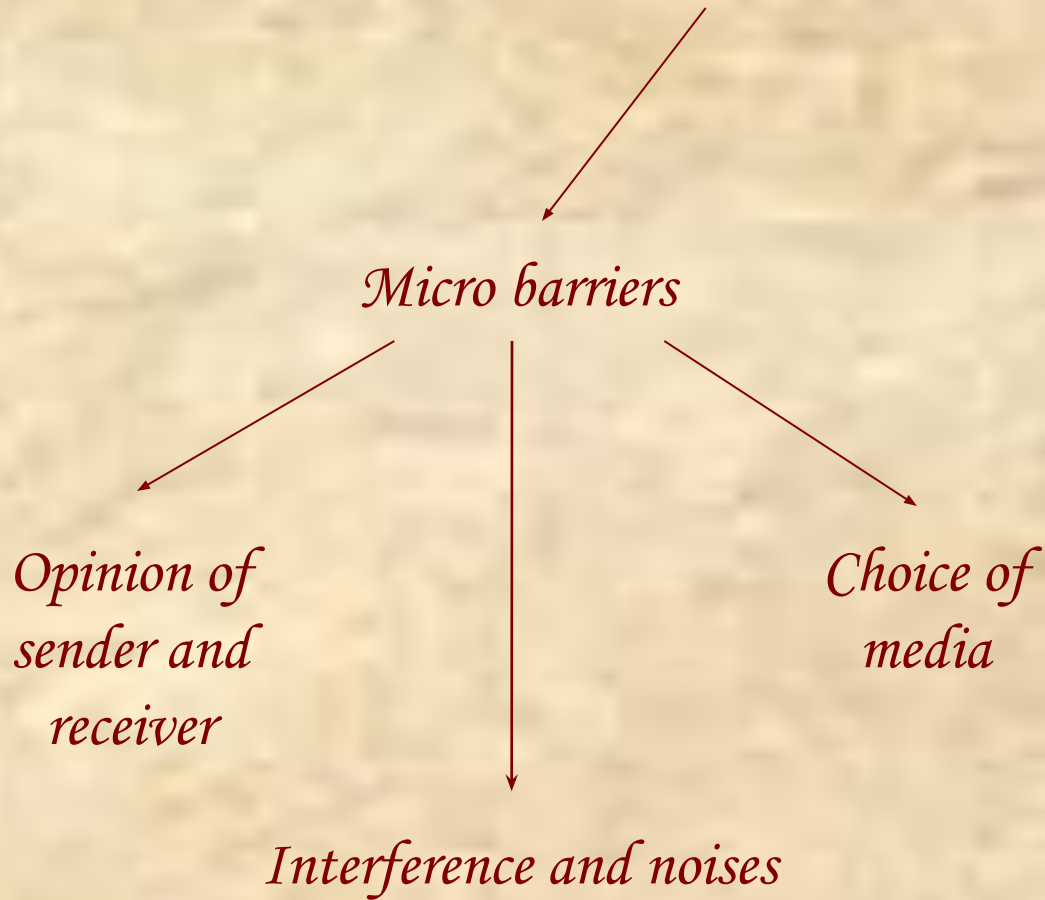
*Star-formed*

*Ring-formed*



# *Communication*

## *Communication barriers*



# *Communication*

## *Communication barriers*

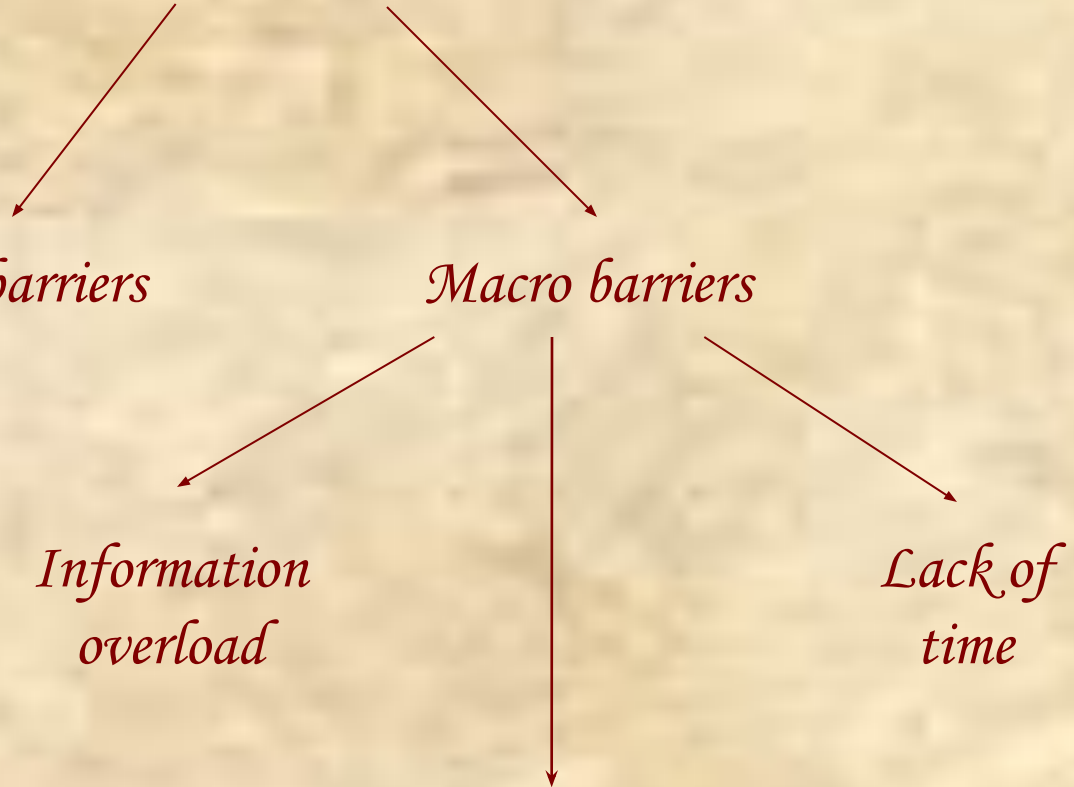
*Micro barriers*

*Macro barriers*

*Information  
overload*

*Lack of  
time*

*Information as payment*



*Communication*  
*Communication barriers*

*Micro and Macro barriers make the  
communication process more complicated  
and cause*

***CONFLICTS***



*That's it for today. Take care, have fun!*

*Sincerely yours,  
Vladlena Zarembo*