

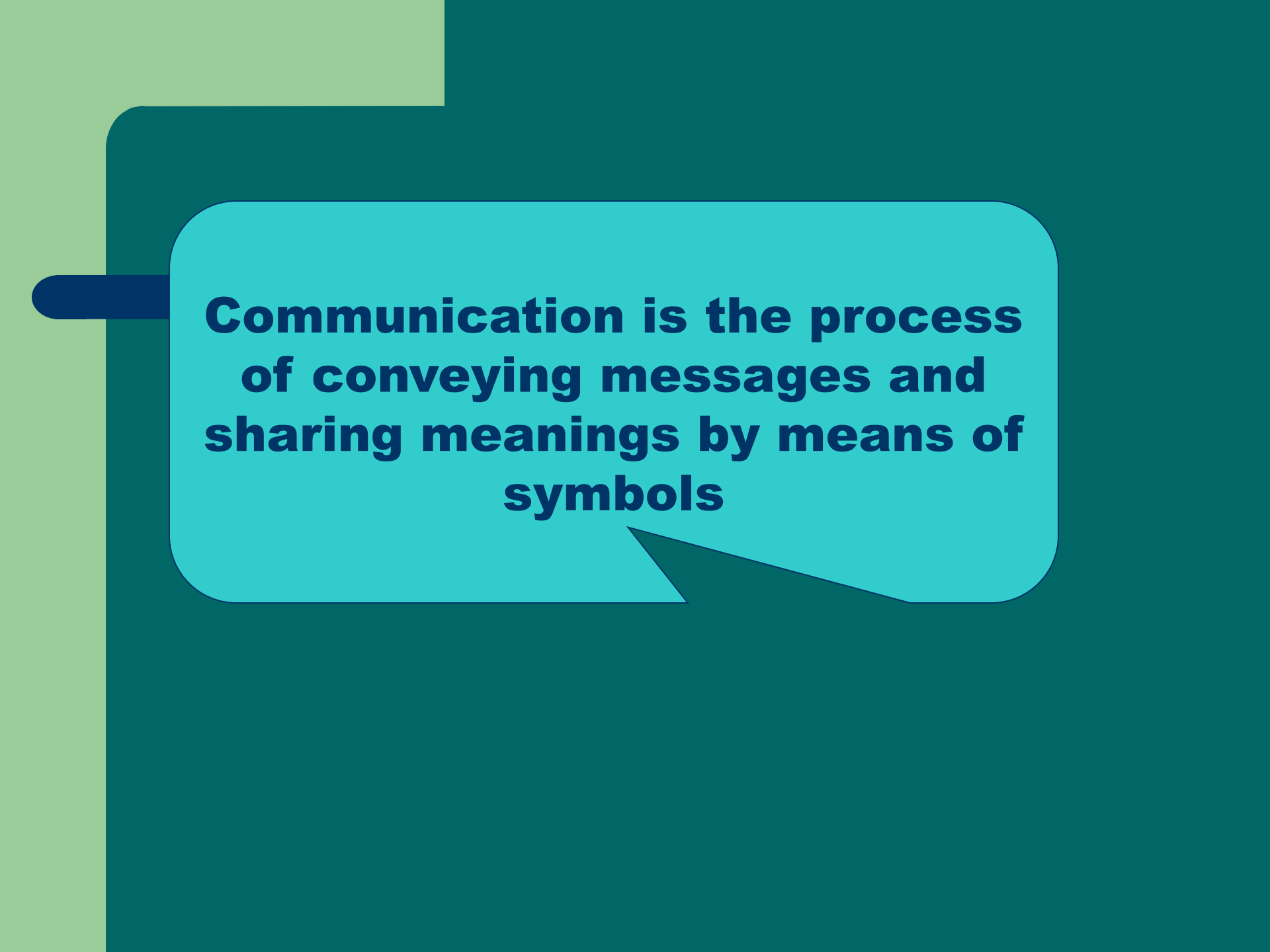


Theory of Communication



**What do you
know about
communication
?**

- **Communication** is one of the most powerful forces in our lives. We core to know ourselves from relationships and create communities through interactions with one another. When individuals from distinct groups come together, their background, experiences, culture and language all combine to facilitate the sharing of meaning and understanding through communication. At the same time, this combination which makes us unique or a member of a distinct group can also contribute to perceptions of one another that can limit our ability to communicate effectively.



**Communication is the process
of conveying messages and
sharing meanings by means of
symbols**

- The symbols may be linguistic (verbal), non-verbal (gestures, mimics, dressing), graphic, etc. **Graphic is** 1) symbol used in a written system that represents the idea (rather than the sounds forming the name) of a thing e.g. Chinese characters; 2) any sign or symbol for something. Communication is a social process.

- Whether we like it or not we spend every moment communicating. We depend on this activity in our personal and social lives. So we believe the study of communication is about:
 - ◆ **knowing** what happens when people communicate with themselves and with each other;
 - ◆ **understanding** how that knowledge can be used to explain and interpret the process of communication in everyday life;
 - ◆ **using** this knowledge and understanding it to enable us to communicate more effectively.

- People recognize that being an effective communicator is an asset. In the past the art of effective communication, i.e. being able to express your ideas and opinions and understand other people's, was thought to be based on 'correct' use of language. However, communication study goes beyond this to include 'appropriate' use of both language and other forms of communication. These are studied to enable us to understand and deal with people.

- Communication study embraces the use and analysis of media technologies, e.g. information technology, video, films and audio materials.
- The art of communicating is not a natural process or an ability we are born with. We learn how to communicate. All communication involves *the creation and exchange of meanings*. These meanings are represented through 'signs' and 'codes'. Communication study is concerned with the business of making and understanding 'signs'.

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- You can study communication more effectively if you keep in mind five assumptions:
- 1. Each person uses communication to reduce uncertainty. People communicate to learn what they need and what to know to cope with their physical and social reality. They ask questions and share comments to learn how to be social, to learn what to say and when, to learn whether they fit in. Communication helps people adapt to their social and physical realm.
- 2. Through communication people create and manage social knowledge, a view of reality that reflects beliefs unique to each group. By sharing meaning with one another, humans can live together with a degree of organization, coordination and predictability .

3. People communicate to join with others they encounter in ways that increase their sense of personal competence. They learn strategies of interaction that will help them adapt to one another.

4. Because people are symbol users, they communicate to get pleasure from the act of communicating. As you think about why you like to entertain and be entertained through communication, you may realize that entertainment also helps us to reduce uncertainty .

5. Because communication is inherent in the nature of human being, consideration of ethics must be central to the study of communication.

Types of communication



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graph TD; A[Types of communication] --> B[Verbal]; A --> C[Non-verbal];
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Verbal

- **Language**
Speech

Non-verbal

- **Gestures**
- **Mimicry**
- **Body posture**
- **Touching**
- **Proxemics**
- **Physical qualities**
- **Paralanguage**
- **Environmental factors**

Dominant communicator

**Rigid
communicator**

**Types of
communicator**



Introvert

Mobile communicator

Literature

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