



# COMMUNICATION

# Chapter 1: Communication Theory

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- Model of Interpersonal Communication
- Elements in the communication process
- Communication Purpose
- Communication context
- Communication barriers
- Verbal communication
- Nonverbal communication

# What is Communication?

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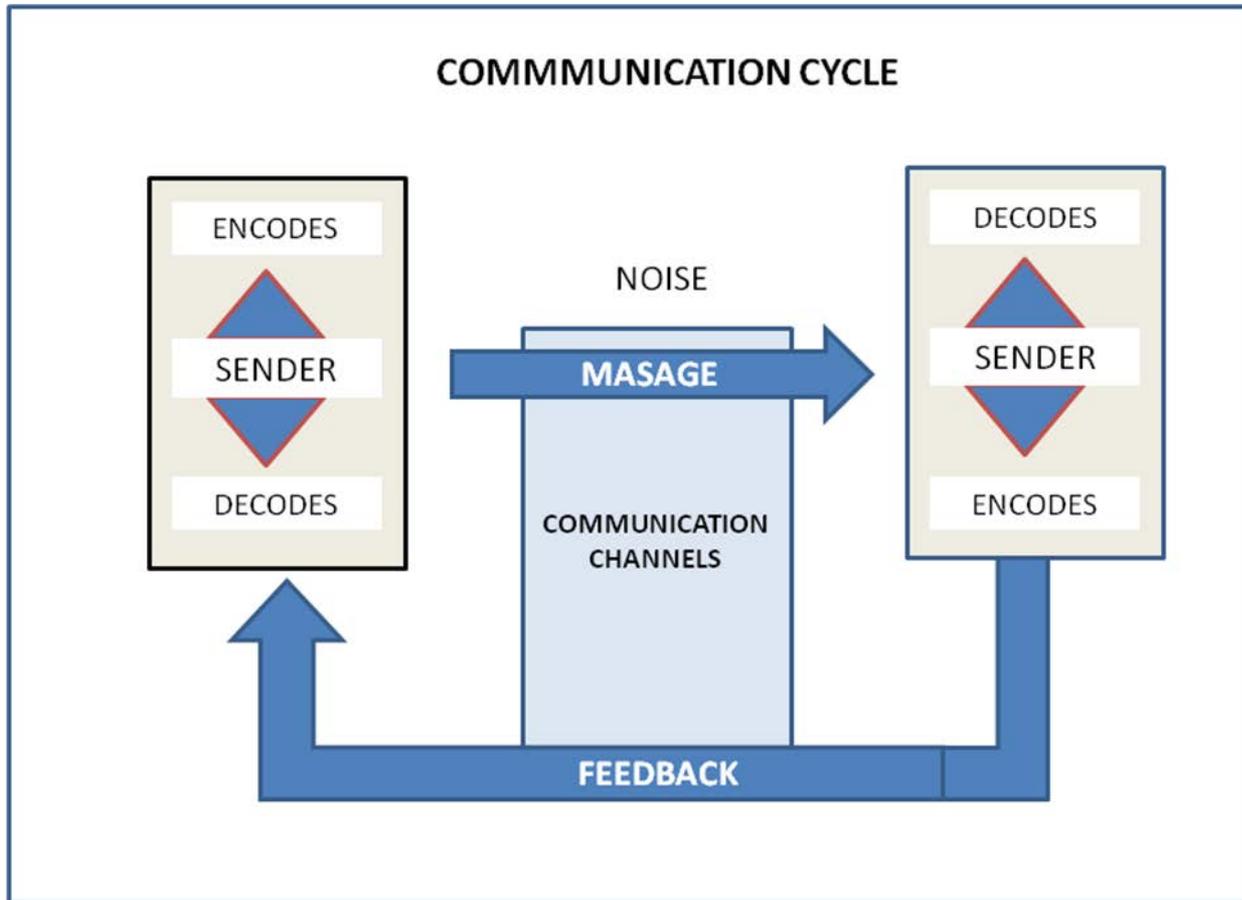
- **Communication** is the process of creating meaning between two or more people through the expression and interpretation of messages.
- To do this we use **models of Communication** – are constructions intended to help us understand elements and interactions in the communication process.

# Communication Science

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- Concerned with transmission of information (including emotions) from one human mind to another, regardless of the specific medium
- Communication
  - Transfer of information between two entities (e.g., two minds)
- Communication
  - Media system used to accomplish the communication (e.g. a phone)

# Model of Interpersonal Communication



# Elements of Communication

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- **Sender:-** Person who initiate the communication by thinking of an idea to communicate to the audience.
- The sender is sometimes referred to as the *source*, the *communicator* or the *encoder*.
- This person is the one responsible for the success of any communication – thus it lies with the sender.

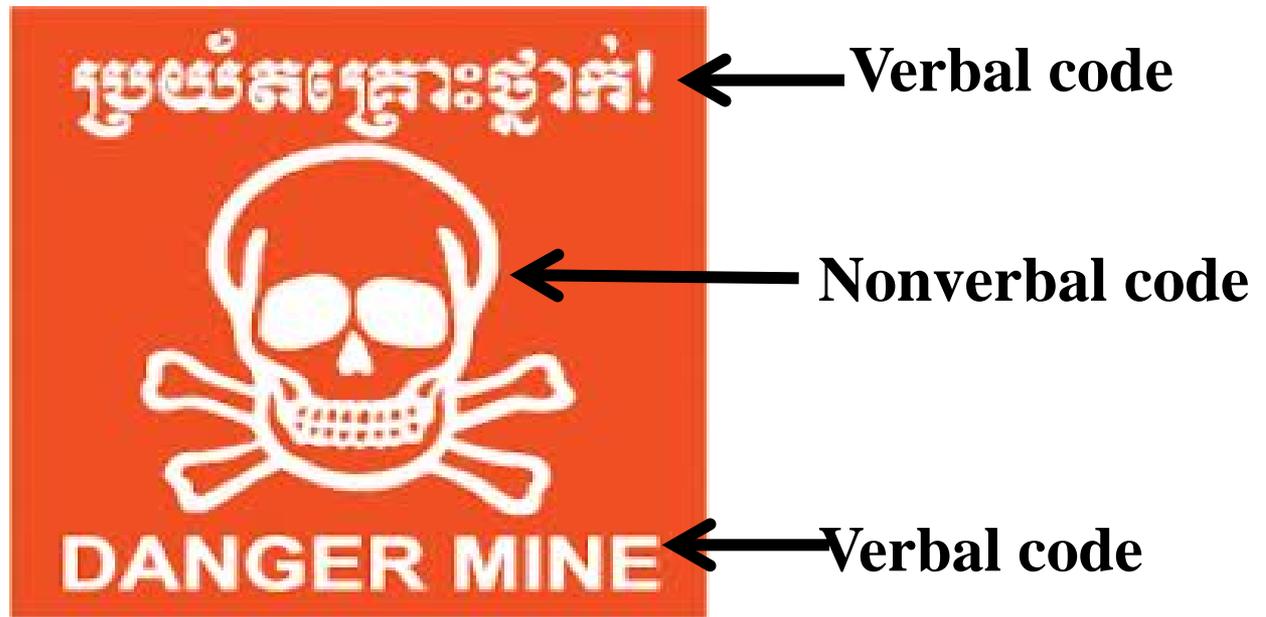
# Elements of Communication

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- **Encoding -:** is the act of making an idea accessible to others, of putting an idea into code so that it become perceptible to the receiver
- This can be done by using:
  - verbal code – language whether spoken or written
  - nonverbal code – a code without words or language
- **Codes-:** set of symbols which adhere to the agreed rules set by those participating in the communication process.

# Elements of Communication

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# Elements of Communication

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- **Message** -: Meaning content or subject matter that is, the encoded idea or content the sender wishes to convey.
  - **E.g.** When asked to close the door- the message would “Please close the door”
- **Medium** -: message must be conveyed to the receiver in a concrete form. This achieved through using medium.

# Elements of Communication

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- **Decoding-:** refers to the process of an audience receiving, interpreting and understanding an encoded message.
- There is far more to decoding than just receiving a message.
  - Eg. Monolingual English speaker could hard understand or decode a message if it is send in isiXhosa language.

# Elements of Communication

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## Language

Written medium	Spoken medium
Letter	Lecture
E-mail	Telephone conversation
Blog	Radio programme
Fax	Face-to-face conversation
Road sign	Meeting
Notice	TV programme
Book	Interview

# Elements of Communication

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- The choice of medium depends on a number of factors-:
  - Proximity /geographical distance
  - The nature and complexity of the message
  - The need for feedback
  - Time
  - Cost.
  - Audience background

# Elements of Communication

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- **Audience** -: sometimes refers to as a *receiver* is the person to whom the sender directs the message, and who thus has to understand the message.
- Each audience has had unique **life experiences** – thus decodes or interpret each message in a unique way.
- That 's why the focus of any **communication** should be on the **audience**.

# Elements of Communication

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- **Feedback-:** audience response to the message.
- This is essential for effective communication, as it allows a two-way flow of messages.
- Messages can be adjusted should there be any misunderstandings.
- Feedback – provides assurance that the message has been received, interpreted and understood as was intended.
  - Eg. Written reply to a letter
  - Node of agreement
  - Non verbal – shaking of head, hands ect...

# Purpose of Communication

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- Communication in the business world is always purposeful.
- Purpose assists a communicator to tailor a message – especially written ones to meet this purpose.
- The main purpose of communication is:
  - To inform
  - To persuade
  - To create goodwill

# Communication Context

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- Communication occurs in several kinds of context.
- These context or levels are differentiated from one another depending on: On number of participants, Background of the participants and Type of message to be communicate.
- These context are:
  - Intrapersonal communication
  - Two-person or interpersonal communication
  - Small-group communication
  - Public communication
  - Mass communication
  - Organizational communication
  - Intercultural communication.

# Communication Context

- **Intrapersonal communication-:** it is communication within ourselves, “ talking to ourselves.”
  - This communication is important in the formation of an individual’s self-Image.
- **Interpersonal communication-:** Dyadic communication occurs between two people, and forms the basic unit of communication. This involves informal, everyday communication transactions, including persona and intimate relationships as well as business situations.
- **Small group communication-:** takes place among people who work together with a common goal.
  - This forms various types of small groups such as either formal (meeting) or informal ( e.g. tutorial, study groups etc..)

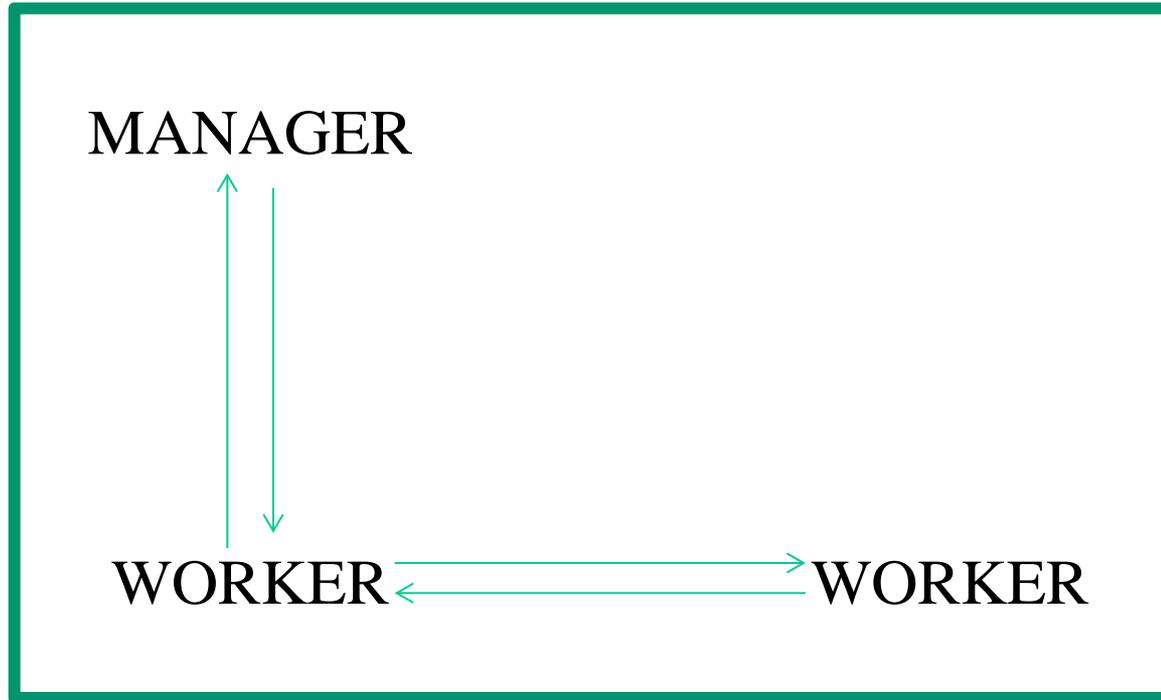
# Communication Context

- **Public communication-:** refers to public speaking, and occurs in public rather than private places.
  - It 's usually one way communication and formal in nature
  - Formal lecture and a Speech fall into this context.
  - The challenge in the (PC) context lies in making each member of the audience feel that you re speaking just to her or him.
- **Mass communication-:** refers to the transmission of message to a mass audience. It differs significantly from the other form of communication as it has limited feedback.
  - Essentially it is a one-way for of communication and thus the sender has to work hard to understand the audience's needs before composing and conveying a message.

# Communication Context

- **Organizational Communication-:** this one occurs within an organization or group of people who work together or reach specific goals'. Thus these people have to communicate with each other and share information if they re to reach shared goals.
- It depends on the style of the management adopted by organizations ( e.g. autocratic or democratic)
- Each style affects the communication within that organization.
- The direction in which the message travels between a sender and an audience within an organization is referred to as a *channel*. There are four channels or directions
  - Upward
  - Downward
  - Lateral
  - informal

# Communication Context



- Communicators need to be aware that in the organizational context, message, whether flowing downwards, upwards or sideways in the organization, can be blocked or become distorted.
- This may be due to a range of informal communication networks within an organization.

# Communication Context

- Intercultural communication-: refers to communication between people who belongs to different cultures.
- These people have different values, beliefs, behaviors and ways of communicating.
- Communication barriers-: any factor which hampers or prevents the smooth flow of the message from the sender to the audience.

# Communication Barriers



- Perceptual barriers
- Language barriers
- Physical barriers
- Physiological barriers
- Psychological barriers

# Communication Barriers

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- **Perceptual barriers-**: derived from the word “Perception”
- **Perception** is the process of selecting and organizing information gained through the senses so as to make sense of the world around us.
- Thus perception makes people to be selective about the things they register in their minds.
- As a result two people may be presented with the same object or event (stimuli) but their perception of that event or object will differ.
- This is because perception is unique to each individual – there for no two or more people perceive or interpret a communication transaction in exactly the same way.
- Therefore necessary steps should be devised in order to eliminate these perceptual uniqueness – by locating yourself in the shoes of your audience.

# Communication Barriers

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- Perceptual may be influenced by the following:
  - Cultural background
  - Past experience
  - Selection
  - Needs
  - Education.
- **Cultural background-:** people from a particular culture invariably have shared values and beliefs, shared rules of conduct and as shared symbolic code such as language.
- This binds them together and thus give them a sense of belonging.
- In a social interaction – know who should greet first, what form the greeting should take, what topics maybe discussed and whether to make eye contact or not.
- Avoid ethnocentric reaction which stem from ethnocentrism

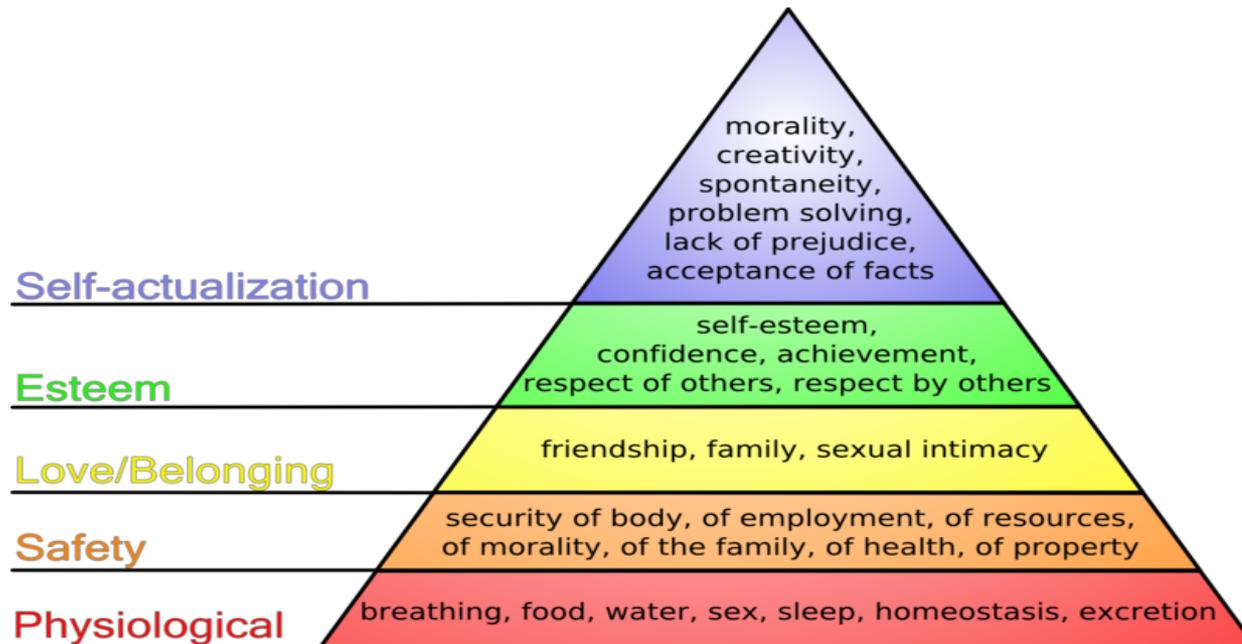
# Communication Barriers

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- **Past Experience-:** perception is learn through experience.
- This is because no two people have identical experiences, people will thus perceive the same situation in different ways.
- E.g. unpleasant past experience with a dog may make him or her always perceive dogs as ferocious, untrustworthy creatures.
- **Selection-:** A person select that which appeals to him or her – in other words a person selects what to expects or are familiar with.
- E.g. if you like swimming you are likely to notice a small display of fishing equipment in the window of a hardware shop than other shoppers will not notice.

# Communication Barriers

- **Needs-:** we re also influenced by our physical and psychological needs.
- Maslow, a Psychologist developed a theory of human needs – that people are motivated by universal human needs



# Communication Barriers

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- **Education-:** education and intelligence play a major role in moulding people's perception.
- E.g. a doctor, a mechanic, a police and news reporter would all perceive the same car accident from a different point of view.
- **Language-:** the way we use language often results in barriers. This happens in various ways:
  - *Meaning:* If the meaning understood by the audience differs from the meaning intended by the sender, miscommunication emerges.
  - *Jargon:* when communicators use jargon – the specialized language of a particular field or profession – they may cause a barrier.
  - *Difficult words:* using words that are too complex for the intended audience may lead to a barrier or miscommunication.
  - *Insensitive language:* the language that discriminates against others on the basis of gender, race or religion may cause misunderstanding.

# Communication Barriers

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- **Language-:**

- *Pronunciation:* incorrect pronunciation confuses the audience, who might hear different word to the one intended, or be unable to recognize a word at all.
- *Incorrect grammar:* As with poor pronunciation, communicators application of grammar rules can confuse or distract the audience.
- *Long sentences:* When speaking and writing, some communicators use long sentences which are very difficult to decode.
- *Spelling or punctuation errors:* Errors of spelling or punctuation in a written document are distracting.
  - E.g. Woman, without her man, is nothing.
  - Woman: without her, man is nothing

# Communication Barriers

- **Physical barriers-**: are factors or elements in the external environment that hamper communication. E.g.:
  - People talking in the corridor outside nearby your office or class room.
  - The construction noise on a nearby building site.
  - The stuffy atmosphere in a classroom.
  - Hard, uncomfortable seats.
  - Unbearable heat on a summer's day
  - Untidy document covered with ink smudges
  - Lettering so small that magnifying glass is needed to read it.
  - A speaker's untidy appearance or irritating mannerism.

# Communication Barriers

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- Physiological barriers-: are experienced internally i.e. within the body of the sender and audience.
  - E.g. bad headache, which makes it hard to concentrate, and hunger or sleepiness – these make communication almost impossible.
- Psychological barriers: these are experienced in the mind.
- Boredom or a bad attitude to the message hinders communication as does embarrassment about the subject matter being communicated.

# Tutorial Task 1

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- Over the last three weeks South Africans have paid audience to the State of The Nation Address (SONA). The speech, as you know, was presented by President Jacob Zuma at 19:00 pm in Parliament.

## QUESTION

- **Statement:** “The hands of the president were too tight on this speech” (*Daily News Press, 2016*).
- **Question:** Explain what does the above statement mean. Take note of the key points contained in the speech and write at least two-three pages essay. The point of departure for your essay is to reflect on selected communication barriers that the president had to transcend to successfully present the SONA that resonate with the diverse interest groups in South Africa and abroad.
- Given the current state of the country, this mean that your answer will have to focus on the extent to which the speech was or not able to over come these barriers.

### Writing Rules:

- **Number of pages:** Three to Four pages.
- **Text Format:** Arial or Times Ne Roman;
- **Font Size:** 12 and
- **Line Spacing:** 1.5
- **NB:** Heading and Subtitles are not permitted in this essay!!
- **Date of Submission:** 02 March 16 at 12:30 pm