THE MEANING OF COMMUNICATION

Communication / Communication Process / Characteristics of Communication / Types of Communication

November 14, 2018
“To effectively communicate, we must realise that we are all different in the way we perceive the world and use this understanding as a guide to our communication with others.”

- Anthony Robbins, American advisor to leaders
What is communication?

- Communication is a process by which an information is exchanged between individuals through a common system of symbols, signs, or behavior.

- Communication is the process of exchanging information usually via a common system of symbols.

- Communication is a process of sending and receiving messages, and it occurs whenever we express ourselves in a manner that is clearly understood.
Some Characteristics of Communication
Some Characteristics of Communication

- Communication is constant
  - Wherever we go and whatever we do, we always communicate.
  - Even in situations where we alone - contemplating, observing, thinking - we communicate.
  - The moment we perceive others or something are perceived by others as well, intrapersonal communication takes place.
Some Characteristics of Communication

- While communication with the “self” is innate, it is basic to have a sender or receiver in order for communication to take place.

- In other words, the message must be sent and received, and this process requires the involvement of, at least, two people.
Some Characteristics of Communication

- Once communication has taken place, it is difficult for us to repeat the transaction in exactly the same manner it was experienced.
- The accuracy of the message may be repeatable, but not the voice tone, the volume, or even the facial expression in which the message was delivered.
- Hence, we must take extra care before we deliver the message.
Some Characteristics of Communication

- Communication is not as simple as we think it is.
- It is definitely more than just talking and hearing.
- Its process will demonstrate this complexity.
- Hence, for effective communication to take place, we must practice, practice, practice.

Communication is complex
creativity.
Some Characteristics of Communication

- Despite the complexity of the communication process, there are skills that we can learn to make our communication effective.
- Yes, we can communicate, if we want to!
The Social Communications Map

Asymmetric
1-to-many

Symmetric
1-to-1

Permanent
public
private

Ephemeral

T = Text
P = Photo
V = Video
C = Chat
**Sender**
transmits message

**Message**
words, body, language and symbols that convey an idea

**Receiver**
intercepts and interprets message, transmits feedback

**Feedback**
words, body, language and symbols that respond to the sender’s message

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*Cartoon Image 1*

*Cartoon Image 2*
Identify the characteristic of communication

There is communication in everything that we do.
Identify the characteristic of communication

It takes, at least, two people to communicate.
We cannot communicate? Of course, we can!
Identify the characteristic of communication

Repeating what we have already said cannot be done exactly the same manner we said for the first time.
Identify the characteristic of communication

Communication is a phenomenon that we cannot avoid.
Identify the characteristic of communication

Communication is not as easy as hearing or talking.
Identify the characteristic of communication

Communication needs careful and effective planning.
Identify the characteristic of communication

When communicating, we have to be certain with what we say and how we say it.
Identify the characteristic of communication

Communication is transactional.
Identify the characteristic of communication

Even without words, we still communicate through nonverbal means.
Identify the characteristic of communication

Communication style can be enhanced.
Identify the characteristic of communication

Communication involves a sender and a receiver.
Identify the characteristic of communication

The tone of the message may change when delivered the second time.
Identify the characteristic of communication

One message may be interpreted in different ways.
Identify the characteristic of communication

Delivering a message cannot be repeated in exact manner it was done previously.
Identify the characteristic of communication

There is communication especially when we are noticed by others.
Assignment

- 1/2 crosswise

- Cite an experience wherein you encounter a problem in communication (for example: you were misunderstood). Explain the situation and how did you overcome it.
Types of Communication
## Types of Communication

<table>
<thead>
<tr>
<th>Intrapersonal Communication</th>
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</table>

- Communication with the self
- Example: Tina has decided to take up advanced studies.
Types of Communication
Types of Communication

Interpersonal Communication

- Mostly “dyadic” - a person talks to another person, though sometimes it may include others within a group
- Example: Tina is negotiating her request with the manager.
Types of Communication
Types of Communication

- Basically composed of three persons or more
- Defined in terms of the relationship between the sender and the receiver who interact actively with each other
- For example: Tina and her five other colleagues are discussing their newly assigned project.
Types of Communication
Types of Communication

- Similar to group communication but larger in size
- This type may be better defined in terms of the relationship between the sender and the receiver
- In this type, the person speaks to an audience in one-directional flow
- For example: Tina is delivering her inspirational message before a gathering of business professionals

Public Communication
Types of Communication
Types of Communication

- Very helpful especially when the audience are remote or when they cannot be gathered in one place.
- There is a need for a newspaper, telephone, cellular phone, radio, television, and internet in order to establish contact.
- Tina published her expose in the News Daily.

Mass Communication
Identify the type of communication

A circle of friends plans to go on hiking.
Identify the type of communication

On a press release, the President appeals to the Filipino people for support.
Ms. Arenas, the guidance counselor, attends to the problem of the student.
Identify the type of communication

The Faculty Club President delivers his speech before the community.
Identify the type of communication

A company manager interviews an applicant.
Identify the type of communication

The student body organization officers conduct a meeting.
Identify the type of communication

A news anchor delivers the news report.
Identify the type of communication

A salesperson attends to a customer.
Identify the type of communication

Mark and Beth plan for their upcoming wedding.
Identify the type of communication

Raven thinks of enrolling this semester.
Identify the type of communication

My friend and I discuss the issue with the entire staff.
Identify the type of communication

The manager contemplates on the Board’s decision.
Identify the type of communication

The netizens express their opinions in various social media.
Identify the type of communication

The Chief Justice speaks before a gathering of public officials.
Identify the type of communication

The team discussed their strategy for the upcoming basketball league.
Identify the type of communication

James consults Ms. Enriquez about his term paper.
As a blogger, Faith writes about various social issues on her personal website.
Identify the type of communication

Mr. Gonzales delivers his address of thanks before this year’s graduating class.
Identify the type of communication

Joseph speaks with his aunt about money.
21st Century Skills

Metro 4Cs Rubric Performance Areas

Critical Thinking
- Information & Discovery
- Interpretation & Analysis
- Reasoning
- Constructing Arguments
- Problem Solving
- Systems Thinking

Collaboration
- Leadership & Initiative
- Cooperation
- Flexibility
- Responsibility & Productivity
- Collaborate Using Digital Media
- Responsiveness & Constructive Feedback

Communication
- Effective Listening
- Delivering Oral Presentations
- Communicate Using Digital Media
- Engaging in Conversations & Discussions
- Communicating in Diverse Environments

Creativity
- Idea Generation
- Idea Design & Refinement
- Openness & Courage to Explore
- Work Creatively with Others
- Creative Production & Innovation

Writing to:
- Inform
- Support an Argument With Claims
- Engage and Entertain
The Communication Process
Communication Barriers

In what instances will the sender, message, channel, receiver become the very cause of communication failure?
Communication Barriers

- There are many reasons as to why communication fails.
- There are many barriers to communication and these may occur at any stage in the communication process.
- Barriers may lead to your message becoming distorted and you therefore risk wasting both time and/or money by causing confusion and misunderstanding.
1) Use of Jargon

Using over-complicated, unfamiliar and/or technical terms.
2) Emotional Barriers and Taboos

Some people may find it difficult to express their emotions and some topics may be completely 'off-limits' or taboo.

Taboo or difficult topics may include, but are not limited to, politics, religion, disabilities (mental and physical), sexuality and sex, racism and any opinion that may be seen as unpopular.
3) Lack of attention, interest, distractions, or irrelevance to the receiver
4) Differences in perception and viewpoint
5) Physical disabilities such as hearing problems or speech difficulties
6) Physical barriers to non-verbal communication.

Not being able to see the non-verbal cues, gestures, posture and general body language can make communication less effective.

Phone calls, text messages and other communication methods that rely on technology are often less effective than face-to-face communication.
7) Language differences and the difficulty in understanding unfamiliar accents.
8) Expectations and prejudices which may lead to false assumptions or stereotyping.

People often hear what they expect to hear rather than what is actually said and jump to incorrect conclusions.
9) Cultural Differences

The norms of social interaction vary greatly in different cultures, as do the way in which emotions are expressed. For example, the concept of personal space varies between cultures and between different social settings.
A skilled communicator must be aware of these barriers and try to reduce their impact by continually checking understanding and by offering appropriate feedback.
# Communication Barriers

<table>
<thead>
<tr>
<th>Areas</th>
<th>Barriers</th>
</tr>
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<tbody>
<tr>
<td>Sender</td>
<td>1. is unprepared</td>
</tr>
<tr>
<td></td>
<td>2.</td>
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<tr>
<td>Message</td>
<td>1. is disorganized</td>
</tr>
<tr>
<td></td>
<td>2.</td>
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<tr>
<td>Channel</td>
<td>1. is full of distraction or noise</td>
</tr>
<tr>
<td></td>
<td>2.</td>
</tr>
<tr>
<td>Receiver</td>
<td>1. is inattentive</td>
</tr>
<tr>
<td></td>
<td>2.</td>
</tr>
</tbody>
</table>

Communication fails when the
References

• https://www.skillsyouneed.com/ips/barriers-communication.html