

## [ Part 1: Intro ]

- Why study communication?
- Defining communication
- Models of Communication
- Breadths of Communication
- Values of Communication

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## [ Why Study Communication? ]

- ❖ Improve Skills
- ❖ Become More Effective Communicator

Understanding communication offers an "answer to the painful divisions between self and other, private, and public, and inner thought and outer world."

John Peters (2000)

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## [ Defining Communication ]

"Systemic process in which people interact with and through symbols to create and interpret meaning."

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## [ Defining Communication ]

- ❖ Process - Ongoing and Always in Motion
- ❖ Systemic - Interrelated Parts Affecting One Another
- ❖ Symbols - Abstract, Arbitrary, Ambiguous Representations

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## [ Defining Communication ]

### ❖ Levels of Meaning in Communication

- ❖ Content Level
- ❖ Relationship Level



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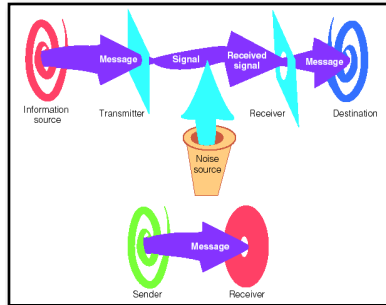
## [ Examples ]

- <https://www.youtube.com/watch?v=ml025NwWkTk>

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## Models of Communication

### ❖ Linear

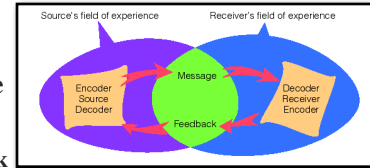


## Models of Communication

### ❖ Linear

### ❖ Interactive

### ❖ Feedback



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## Breadth of Communication Field

### ❖ Intrapersonal

- ❖ Self-talk
- ❖ Rehearsing Ways of Acting
- ❖ Prompt Self

### ❖ Interpersonal

- ❖ **I-Thou:** The I –Thou relationship is a two sided affair, when both the individuals enter into the conversation with their unique whole being

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## Breadth of Communication Field

### ❖ Group Communication

- ❖ Social Groups
- ❖ Decision Making Committees
- ❖ Work Teams



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## Breadth of Communication Field

### ❖ Group Communication

- ❖ Social Groups
- ❖ Decision Making Committees
- ❖ Work Teams

### ❖ Mass Communication

- ❖ Traditional Media
- ❖ New Media Technologies



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## Breadth of Communication Field

### ❖ Organizational Communication

### ❖ Intercultural Communication

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## Values of Communication

### ❖ Personal Values



- ❖ See Selves through Eyes of Others
- ❖ Foundations of Our Self-Concept
- ❖ Affects Our Health

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## Values of Communication

### ❖ Relationship Values



- ❖ Key Foundation in Relationships
- ❖ Very Essence of Relationships
- ❖ Keep Steady Pulse of Relationship

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## Values of Communication

### ❖ Professional Values

- ❖ Important Where Talking and Listening are Primary



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## Values of Communication

### ❖ Cultural Values

- ❖ Important to Health of Society
- ❖ Critical in a Democracy
- ❖ Civic and Social Life Depend on Communication Abilities



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## Part 2: Effective Communication

- Verbal Communication
- Nonverbal communication

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## The Verbal Dimension of Communication

### Focus Questions

1. How can words hurt people?
2. To what extent is bias inevitable in language?
3. Can we think without symbols?
4. How does using I-language improve communication?

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## **Symbols and Meaning**

- ❖ Symbols are Arbitrary
  - ❖ Not Intrinsically Connected to what they Represent
  - ❖ We Can Create Private Codes
  - ❖ Language and Meaning Change over Time

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## **Symbols are Ambiguous**

- ❖ Meaning is not Clear Cut or Fixed
- ❖ May have Agreed Upon Range of Meaning
- ❖ Explains why Misunderstandings Occur

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## **Symbols are Abstract**

- ❖ Meaning is not Concrete or Tangible
- ❖ Increased Abstraction Leads to Increased Confusion
- ❖ Overly Abstract Language can Complicate Relationships

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## **Principles of Verbal Communication**

- ❖ Interpretation Creates Meaning



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## **Principles of Nonverbal Communication**

Differences between Verbal and Nonverbal

- ❖ Nonverbal Perceived as More Honest
- ❖ Nonverbal Multichanneled

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## **Example of Nonverbal Communication**

- <https://www.youtube.com/watch?v=OvEci5Bjgd4>

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## Principles of Nonverbal Communication

- ❖ Supplements or Replaces Verbal
- ❖ Regulates Interaction
- ❖ Establishes Relational-Level Meaning
  - ❖ Responsiveness
  - ❖ Liking
  - ❖ Power
- ❖ Reflects Cultural Values



## Types of Nonverbal Communication

### 1) Kinesics

- ❖ Body Position
- ❖ Body Motions
- ❖ Facial Expressions



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## Types of Nonverbal Communication

### 2) Haptics

- ❖ First Sense to Develop
- ❖ Communicates Power and Status



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## Types of Nonverbal Communication

### 3) Physical Appearance

- ❖ Physical Qualities
- ❖ Leads to Judgements of Attraction
- ❖ Cultures Stipulate Ideals



## Types of Nonverbal Communication

### 4) Artifacts

- ❖ Personal Objects
- ❖ What We Wear and Carry



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## Types of Nonverbal Communication

### 5) Proxemics

- ❖ Norms for Using Space
- ❖ How Close People Can Approach
  - ❖ In U.S. Social Distance 4-12 Feet
  - ❖ In U.S. Intimate Distance 18 in. or Less
- ❖ Signals Status
- ❖ Spatial Arrangement

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## Types of Nonverbal Communication

### 6) Environmental Factors

- ❖ Architecture
- ❖ Color
- ❖ Temperature
- ❖ Sounds
- ❖ Smells
- ❖ Lighting



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## Types of Nonverbal Communication

### 7) Chronemics

- ❖ Perception and Use of Time
- ❖ Time can Signal Status
- ❖ Expresses Cultural Attitudes about Time
- ❖ Signal Interpersonal Priorities
- ❖ Expectations Established by Social Norms



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## Types of Nonverbal Communication

### 8) Paralanguage

- ❖ Volume, Rhythm, Pitch, Inflection
- ❖ Murmurs and Gasps
- ❖ Communicate Feelings
- ❖ Communicate How We See Ourselves and Want to Be Seen by Others
- ❖ Affects Cultural Heritage

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## Types of Nonverbal Communication

### 9) Silence

- ❖ Can Communicate Powerful Messages
- ❖ Can Signal Contentment
- ❖ Can Disconfirm Others
- ❖ Can be Use to Shun Others (Silent Treatment)

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## Improving Nonverbal Communication

- ❖ Monitor Nonverbal Communication
- ❖ Interpret Others' Nonverbal Tentatively
  - ❖ Personal Qualifications
  - ❖ Contextual Qualifications



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## Applications

- <https://www.youtube.com/watch?v=ZZZ7k8cMA-4>

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## Part 3:

- Public speaking
- Listening

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## Organizing Speeches

### Organizing the Body of a Speech

#### ❖ Time Pattern

*Thesis:* Immigration has been part of American life since the time of Columbus.  
*Main Point 1:* In 1492, Columbus brought the first immigrants to America.  
*Main Point 2:* In the 1700s and 1800s, people from Europe and Asia came to America to make it their home.  
*Main Point 3:* Today, the largest group of immigrants comes from South America.

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## Organizing Speeches

### Organizing the Body of a Speech

#### ❖ Spatial Pattern

*Thesis:* Our campus includes spaces for learning, socializing, and living.  
*Main Point 1:* At the center of our campus are the classroom buildings.  
*Main Point 2:* Surrounding the classroom buildings are places for students to eat and socialize.  
*Main Point 3:* The south part of campus consists of dormitories and apartments for students with families.

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## Organizing Speeches

### Organizing the Body of a Speech

#### ❖ Topical Pattern

*Thesis:* Student fees fund extracurricular, intellectual, and artistic activities on campus.  
*Main Point 1:* Fully 60% of student fees is devoted to extracurricular organizations.  
*Main Point 2:* Another 30% of student fees pays for lectures by distinguished speakers.  
*Main Point 3:* The final 10% of fees supports concerts and art exhibits.

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## Organizing Speeches

### Organizing the Body of a Speech

#### ❖ Comparative Pattern

*Thesis:* Health maintenance organizations are inferior to private medical practices.  
*Main Point 1:* Health maintenance organizations provide less individualized patient care than private practices do.  
*Main Point 2:* Health maintenance organizations are less likely than private practices to authorize important diagnostic tests.  
*Main Point 3:* Health maintenance organizations place less emphasis on preventive care than private medical practices do.

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## Organizing Speeches

### Organizing the Body of a Speech

#### ❖ Problem-Solution Pattern

*Thesis:* Victimless crimes should be reclassified as misdemeanors.  
*Main Point 1:* Currently, courts across the nation are overwhelmed by cases in which there is no victim.  
*Main Point 2:* Reclassifying victimless crimes as misdemeanors would dramatically ease the burden on our courts.

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## Organizing Speeches

### Organizing the Body of a Speech

#### ❖ Cause-Effect and Effect-Cause Pattern

*Thesis:* Raising the minimum wage would be bad for our economy.  
*Main Point 1:* Raising the minimum wage would reduce worker productivity.  
*Main Point 2:* Raising the minimum wage would lead to greater unemployment.  
*Main Point 3:* Raising the minimum wage would decrease profits for businesses.

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## Organizing Speeches

### Designing the Introduction

#### ❖ Get Listeners' Attention and Motivate

- ❖ Dramatic Evidence
- ❖ Striking Visual Aid
- ❖ Strong Example
- ❖ Startling Statistic
- ❖ Stirring Quotation

Elections belong to the people. It is their decision. If they decide to turn their backs on the fire and burn their behinds, then they will just have to sit on their blisters.  
 Abraham Lincoln

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## Proof

#### ■ Three Kinds of Proof

- Logos
  - Logical proof
  - The line of argument in a speech
    - Examples: deductive, inductive, comparative, cause-effect
- Ethos
  - ethical proof
  - the speaker's characteristics
    - Intelligence, credibility, goodwill toward the audience
- Pathos
  - Emotional proof
  - the feelings the speech draws from audience
    - Anger, love, hatred, fear, shame, admiration

## Examples

- <https://www.youtube.com/watch?v=5zWB4dLYChM> (anti-smoking)
- <http://www.youtube.com/watch?v=cMpKDZDjBWM> (home security)

## Organizing Speeches

### Designing the Introduction

#### ❖ Present Clear Thesis Statement

- ❖ Short, Clear Sentence
- ❖ Only Announce Key Idea of Speech

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## Organizing Speeches

### Designing the Introduction

#### ❖ Enhance Speaker Credibility

- ❖ Mention Personal Experience
- ❖ Demonstrate Goodwill and Trustworthiness

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## Organizing Speeches

### Designing the Introduction

- ❖ Preview Speech
  - ❖ Preview Main Points
  - ❖ Direct Listeners to Listen along Particular Lines

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## Organizing Speeches

### Designing the Introduction

- ❖ Get Listeners' Attention and Motivate
- ❖ Present Clear Thesis Statement
- ❖ Enhance Speaker Credibility
- ❖ Preview Speech

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## Organizing Speeches

### Crafting the Conclusion

- ❖ Last Chance to Drive Home Point
- ❖ Summarize Content of Speech
- ❖ Offer Listeners Final Idea

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## Organizing Speeches

### Building Transitions

- ❖ Words and Sentences that Connect Ideas and Main Points
- ❖ Signposts for Listeners
- ❖ May be Nonverbal

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## Presenting Public Speeches

### Styles of Delivery

- ❖ Impromptu
- ❖ Extemporaneous
- ❖ Manuscript
- ❖ Memorized



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## Adapting Listening to Communication Goals

### Informational and Critical Listening

- ❖ Be Mindful
- ❖ Control Obstacles
- ❖ Ask Questions
- ❖ Use Aids to Recall
- ❖ Organize Information



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## **Adapting Listening to Communication Goals**

### **Relational Listening**

- ❖ Be Mindful
- ❖ Suspend Judgment
- ❖ Understand Other's Perspective
  - ❖ Paraphrase
  - ❖ Minimal Encouragers
- ❖ Express Support

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