

№1 lecture

Key concepts and definitions of the general communication theory

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Introduction to Communication Theory

What is Communication Theory?

Communication Theory is the study of how information is conveyed, understood, and interpreted in different settings. It provides a structured approach to understanding interactions among individuals, groups, and through media.

Importance of Communication Theory Communication

Theory helps us decode the underlying mechanisms that make communication effective or ineffective, supporting better interpersonal connections, organizational effectiveness, and media engagement.

The Communication Process Model

Key Elements:

Sender: The originator of the message, who has an idea or purpose to communicate.

Message: The content or information being shared, which could be an idea, instruction, question, or emotion.

Encoding: The process by which the sender translates thoughts or ideas into words, symbols, gestures, or images that can be shared.

Channel: The medium through which the message travels, such as spoken language, written text, electronic media, etc.

Receiver: The person or group that interprets and makes sense of the message.

Decoding: The process by which the receiver interprets or understands the message as it was intended.

Feedback: A critical component that allows the sender to know whether the message was received and understood correctly.

Noise: Any external or internal factor that can interfere with the clarity and understanding of the message.

Types of Communication

Verbal Communication: This involves spoken or written words. It includes conversations, speeches, and written correspondence like emails or texts.

Nonverbal Communication: Uses body language, facial expressions, gestures, and tone to convey meaning beyond words.

Interpersonal Communication: Direct, one-on-one interactions that foster personal relationships, trust, and understanding.

Intrapersonal Communication: The dialogue within oneself, involving self-reflection, problem-solving, and personal decision-making.

Mass Communication: Distribution of messages to large audiences through media like newspapers, radio, TV, or social media.

Communication Contexts

Interpersonal: Close, one-on-one exchanges that are often personal and relational, such as family or friendships.

Group Communication: Occurs within small groups where participants interact and collaborate, such as in teams or committees.

Organizational Communication: Formal and informal communication within organizations, essential for coordination, culture, and productivity.

Public Communication: The delivery of a message to a larger audience, typically involving public speaking or presentations.

Intercultural Communication: Interactions between people from different cultural backgrounds, requiring awareness and adaptation to cultural differences.

Key Communication Theories

Shannon-Weaver Model: One of the first models of communication, viewing it as a linear process where a sender sends a message through a channel to a receiver, with noise potentially interfering.

Berlo's SMCR Model: This model emphasizes four key components of communication: Source, Message, Channel, and Receiver, each influencing the success of communication.

Transactional Model: Views communication as a continuous, reciprocal process, where both sender and receiver are engaged in sending and receiving messages simultaneously.

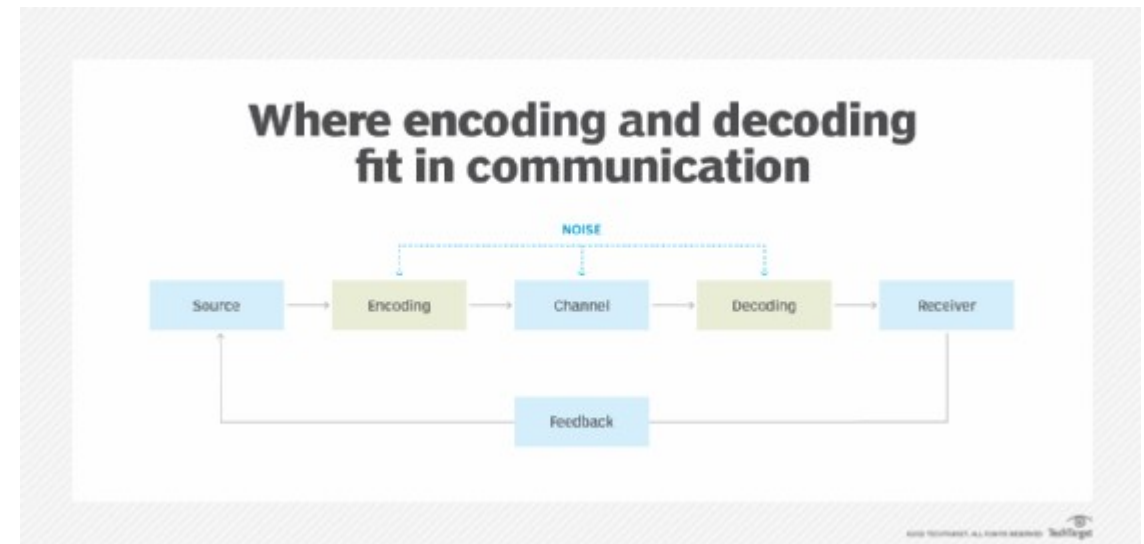
Constructivist Theory: This theory suggests that meaning is co-created during communication based on shared experiences and context, making understanding a collaborative effort.

Encoding and Decoding

Encoding: The sender's process of converting ideas, thoughts, and feelings into symbols or language that the receiver can understand.

Decoding: The receiver's role in interpreting the message based on their own understanding, experiences, and cultural background.

Importance: Successful communication relies on effective encoding and accurate decoding, as misunderstandings can occur if either is flawed.

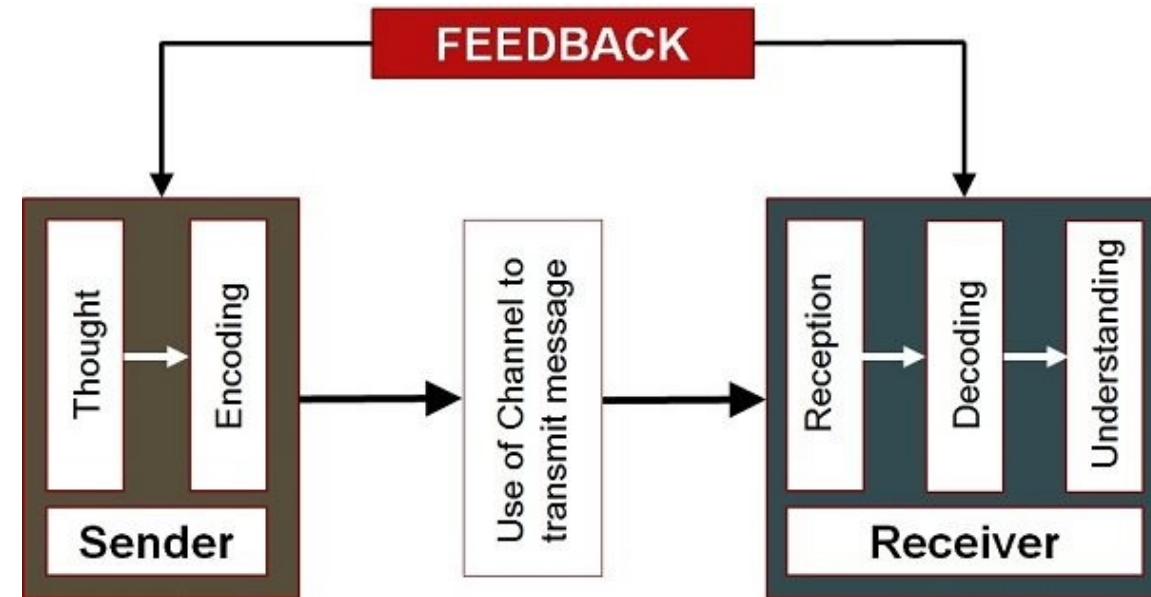


Feedback and Its Role

Definition: Feedback is the receiver's response that lets the sender know whether the message was understood as intended.

Importance: It ensures mutual understanding, highlights any need for clarification, and helps build rapport.

Types: Feedback can be verbal (e.g., questions, comments), nonverbal (e.g., nods, gestures), or written (e.g., emails, responses).



Noise and Communication Barriers

Types of Noise:Physical: Any external environmental factors, like loud sounds or poor internet connection, that hinder message delivery.

Psychological: Internal factors, such as emotions, biases, or preconceptions, which can distort understanding.

Semantic: Misunderstandings arising from ambiguous language, technical jargon, or differences in meaning.

Cultural Barriers: Cultural differences in language, values, or norms that can lead to miscommunication in intercultural exchanges.

Overcoming Barriers: Techniques include active listening, using clear and simple language, being mindful of cultural sensitivities, and ensuring an open feedback loop.

Conclusion

Summary of Key Concepts: We covered the communication process, types of communication, various contexts, important theories, and common barriers.

Impact of Communication Theory: Understanding these concepts equips us with the tools to communicate more effectively in both personal and professional settings.

Final Thoughts: Awareness of communication theory can improve clarity, foster better relationships, and help navigate complex communication challenges in our diverse, interconnected world.

1. How does feedback play a role in ensuring that the message was correctly interpreted by the receiver?
2. What are some examples of nonverbal communication that can either support or contradict a verbal message?
3. How can cultural barriers impact effective communication, and what strategies can help bridge these differences?
4. In what ways does the Transactional Model of communication differ from the Shannon-Weaver Model, and why is it considered more dynamic?
5. Can you provide an example of a situation where semantic noise led to a misunderstanding? How could this have been avoided?