

Chapter 1

Communication in Our Lives, 5th Edition
by Julia T. Wood

Why Study Communication?

- Formal study can
 - **Improve our skills**
 - **Help us make sense of what happens in our lives**
 - **Increase our personal impact**
 - **Others?**

Defining Communication

- Communication is a *systemic process* in which people interact with and through *symbols* to create and interpret *meanings*

Features of Communication

- Process
 - **ongoing and always in motion**
- Systemic
 - **occurs in a system of interrelated parts that affect one another**
- Symbols
 - **All language and many nonverbal behaviors—anything that abstractly signifies something else**

Features (cont'd)

- Meanings
 - the significance we bestow on phenomena—what they signify to us
 - content level of meaning
 - relationship level of meaning

Values of Communication

- Personal Identity and Health
- Relationship
- Professional
- Cultural

Personal Values and Health

- We gain personal identity as we communicate with others
- Communication directly influences our physical and emotional well-being
- Communication skills are essential to effective health care

Relationship Values

- Communication is the primary way we connect with others
 - **Effective communication sustains relationships**
 - **Used to solve problems resolve conflict**
 - **Used for self disclose**
 - **Day to day communication is important**

Professional Values

- Communication skills are closely linked to professional success
 - “In professional life, the costs of poor communication are great. Executives in large companies report that 14% of each work week is wasted because of poor communication” (Thomas, 1999).

Cultural Values

- To be effective citizens in a democracy, we must be able to express and evaluate ideas
- Effective participation in social life requires good communication skills across diverse cultures

Linear Model of Communication

- A one-way process in which one person acts on another person

Who?

Says what?

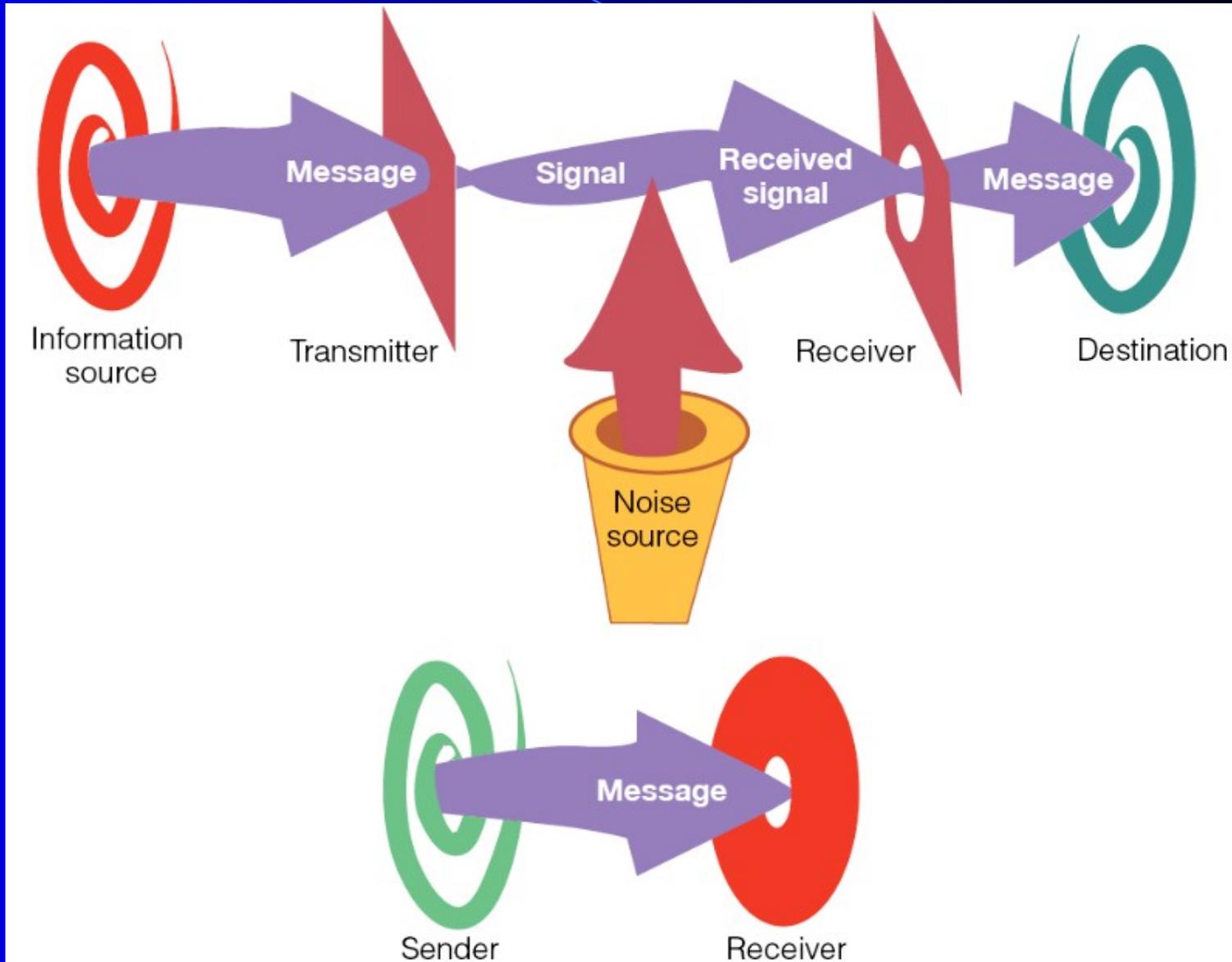
In what channel?

To whom?

With what effect?

- Noise
 - anything that interferes with the intended communication

Linear Models



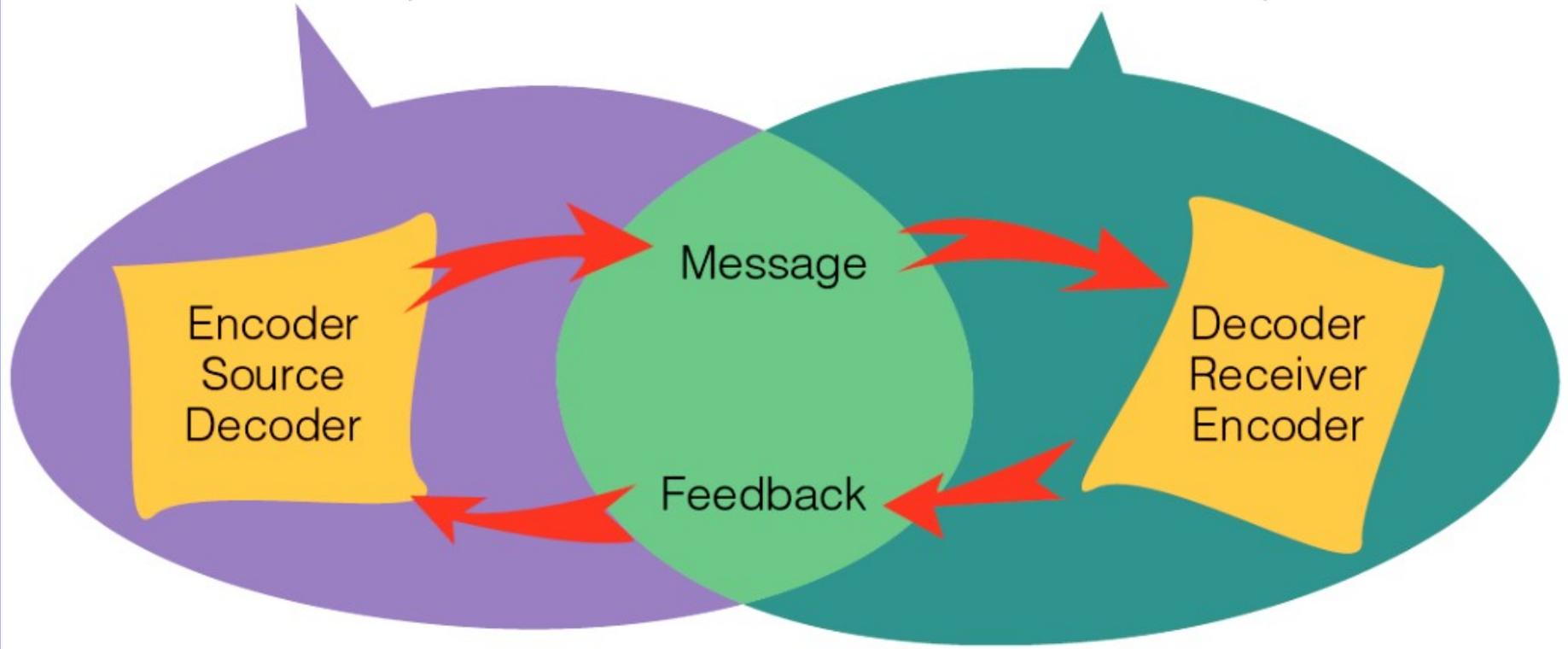
Interactive Models of Communication

- Receivers respond to senders
- Senders listen to receivers
 - **Feedback**
 - Verbal or nonverbal
 - Intentional or unintentional
 - **Fields of experience**

Interactive Model

Source's field of experience

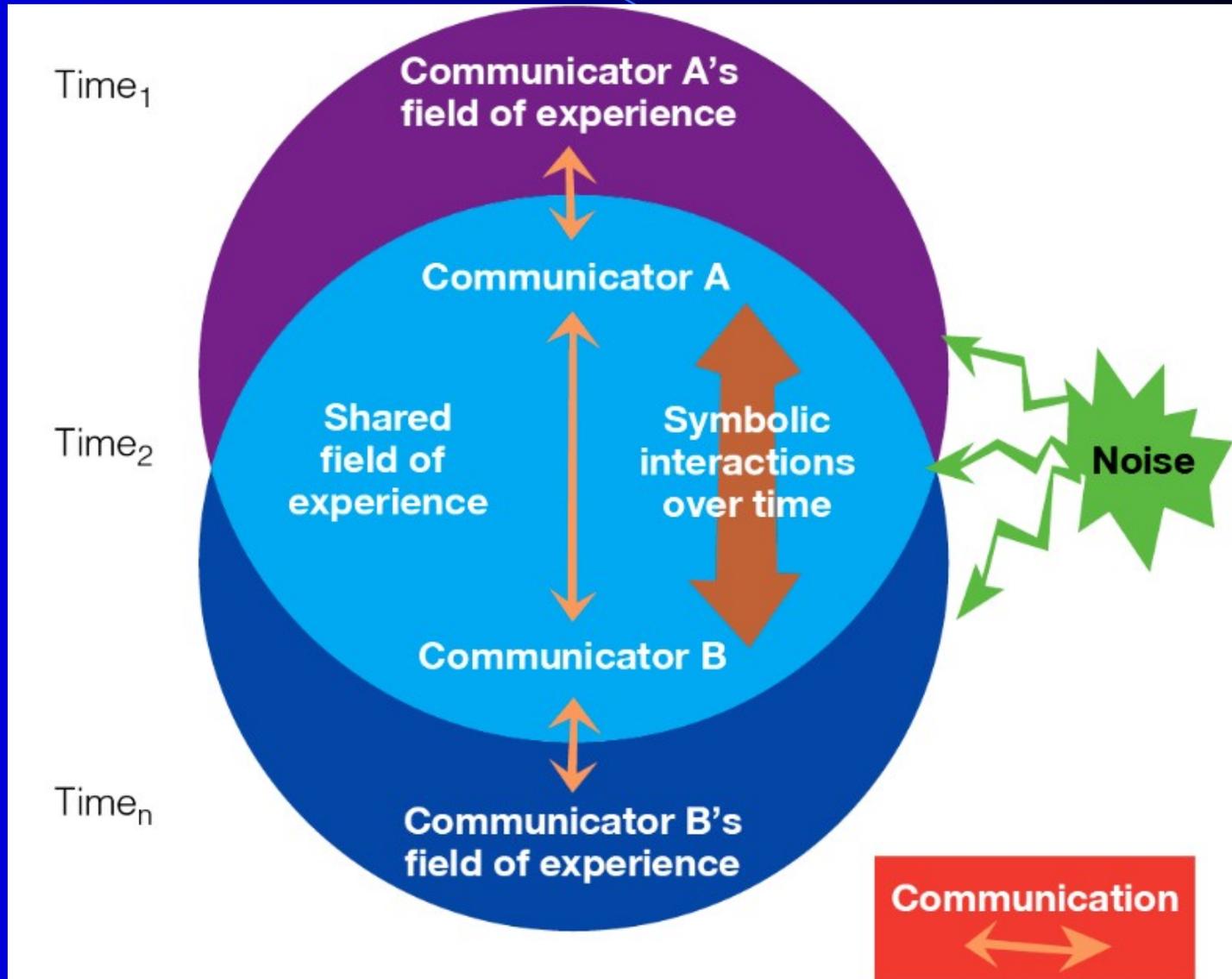
Receiver's field of experience



Transactional Model of Communication

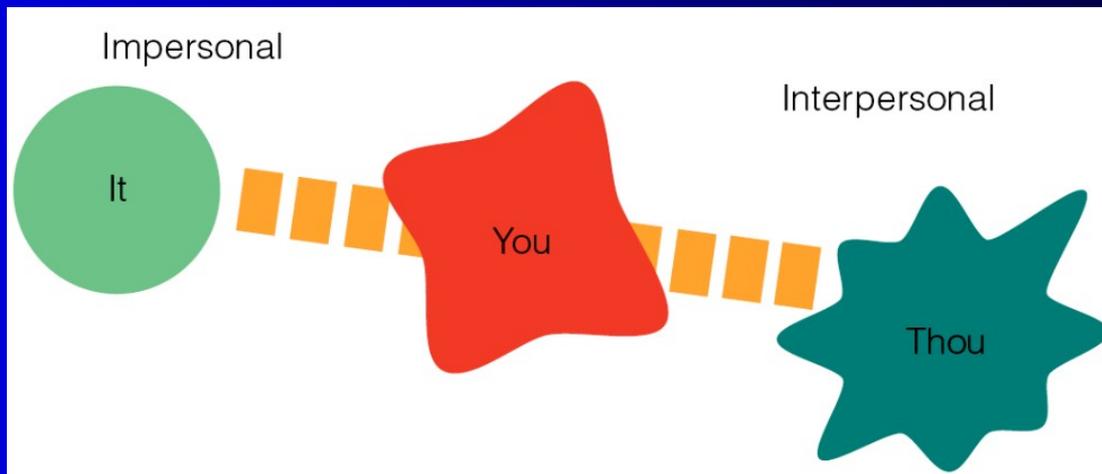
- People often simultaneously send and receive messages
- Communication changes over time
- Communication occurs within systems

Transactional Model



Breadth of the Field

- Intrapersonal Communication
- Interpersonal Communication



- Group Communication

Breadth of the Field (cont'd)

- Organizational Communication
- Health Communication
- Mass and Social Media
- Public Communication
- Intercultural Communication



Unifying Themes

- Symbolic Activities
- Meaning
- Critical Thinking
- Ethics and Communication

Careers in Communication

- Research
- Education
- Media Production, Analysis, and Criticism
- Training and Consulting
- Human Relations and Management

Textbook WebLinks

- 1.1: [Multicultural Education Resources](#)
 - This University of Virginia website provides resources and dialogues for equity in education.
- 1.2: [The Foundation for Critical Thinking](#)
- 1.3: [National Communication Association \(NCA\)](#)

WebLinks (cont'd)

- 1.4: [International Communication Association \(ICA\)](#)
- 1.5: NCA's Credo for Ethical Communication
- 1.6: ICA's Statement on Standards
- 1.7: NCA's "Communicating Common Ground"
- 1.8: "Communication Currents"
 - NCA's online magazine

Websites

- American Communication Journal
- CengageNow
- Careers in Communication
 - List compiled by Olivet College Career Dev.
 - Looking for a Job: www.monster.com
- O*NET OnLine
 - Developed by the U.S. Department of Labor
 - This site provides information on key attributes and characteristics of workers and occupations