

- 1) What is communication?
 - a) **Two-way process** of reaching **mutual understanding**, in which participants not only exchange (**encode-decode**) information, news, ideas and feelings but also create and share meaning.
 - b) In general, communication is a means of **connecting** people or places.
 - c) **Communication**
 - i) From Latin *communicare*
(1) Meaning “to share”
 - ii) The act of conveying intended meanings from one entity or group to another through the use of **mutually understood** signs and semiotic rules.
- 2) Three parts to communication
 - a) Message giver ... **Message** ... Message receiver
 - b) Message problem
 - i) The whisper game
- 3) Symbols
 - a) The message is communicated and understood by the use of symbols.
 - b) A symbol is something that points to something else.
 - i) Ring
 - ii) A word spoken or written (languages)
 - iii) Non-verbal
 - (1) Face
 - (2) Hand
 - (3) Body
- 4) Kinds of communication?
 - a) Spoken or verbal communication
 - i) Face to face
 - ii) Phone
 - b) Non-verbal communication
 - i) Body language
 - ii) Gestures
 - iii) Dress
 - c) Written communication
 - i) Letters
 - ii) Emails
 - iii) Books
 - iv) Messaging
 - d) Visualizations
 - i) Graphs
 - ii) Charts
 - iii) Maps
 - iv) Logos
 - v) Media
 - e) Five senses

- i) See
 - ii) Hear
 - iii) Feel
 - iv) Smell
 - v) Taste
- 5) What does communication do?
- a) It connects us to each other.
 - b) It also disconnects us to each other.
- 6) What are the basic forms of communication?
- a) The spoken word
 - i) Accessible to all
 - ii) Powerful
 - iii) Personal
 - iv) Limited exposure
 - v) Temporary
 - b) The written word
 - i) Accessible to readers and writers
 - ii) Words must do what body language and voice inflection cannot do
 - iii) Personal and distant
 - iv) Unlimited exposure
 - v) Can be **permanent**
 - c) The electronic word
 - i) Accessible to all connected to the web
 - ii) Words must do what body language and voice inflection cannot do
 - iii) Personal and distant
 - iv) Unlimited exposure
 - v) Can be permanent