

A First Look At Communication

Chapter One

Focus Questions

- What are the benefits of studying communication?
- How is communication defined?
- What communication processes and skills are relevant in all contexts?

Focus Questions

- How do different models represent the process of human communication?
- What careers are open to people with strong backgrounds in communication?

Introduction to the Author

- Fascinated by the field
- A communication scholar for more than 30 years
- Sees communication as both science and art
- Believes communication is central to personal identity and cultural life



Introduction to the Book

- Communication is intricate
 - Basic processes
 - Skills
 - Public speaking
 - Team interaction

Introduction to the Book

- Book divided into three parts
 - Introduction of discipline
 - Six basic communication elements
 - Seven communication contexts

The Values of Studying Communication

- Personal life
- Personal relationships
- Professional life
- Civic life

Defining Communication

- Process
- System
 - Openness
 - Homeostasis
- Symbols
- Meanings
 - Content
 - Relationship

Linear Model of Communication

- Linear
 - Howard Laswell
 - Shannon & Weaver

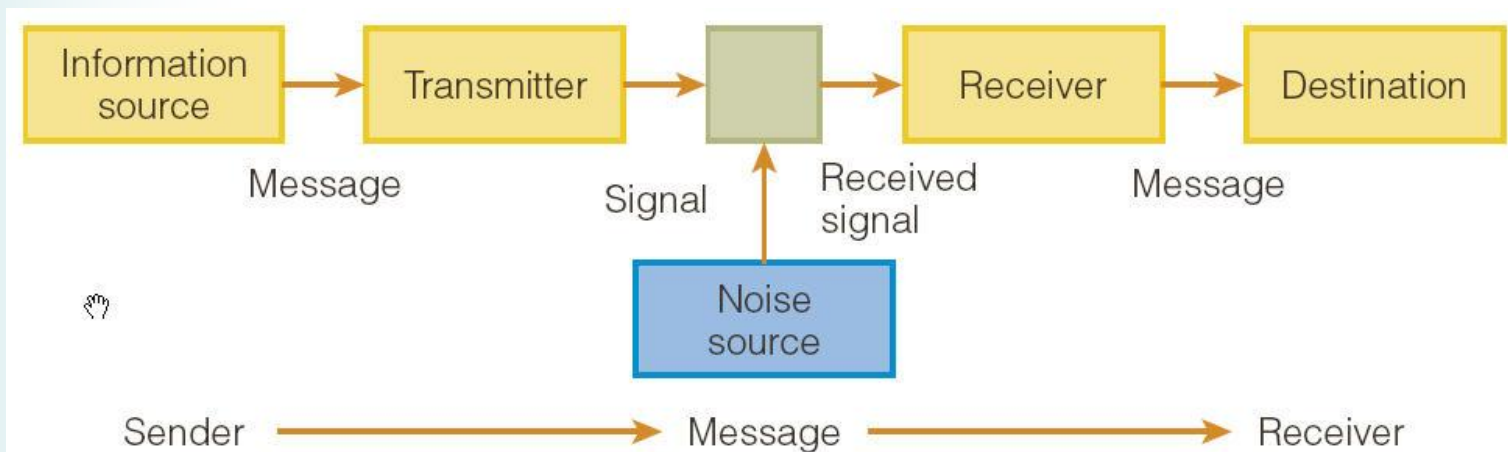


Figure 1.1 THE LINEAR MODEL OF COMMUNICATION
Source: Adapted from Shannon & Weaver, 1949.

Interactive Model

- Wilbur Schramm
- Builds on linear model
 - Include feedback

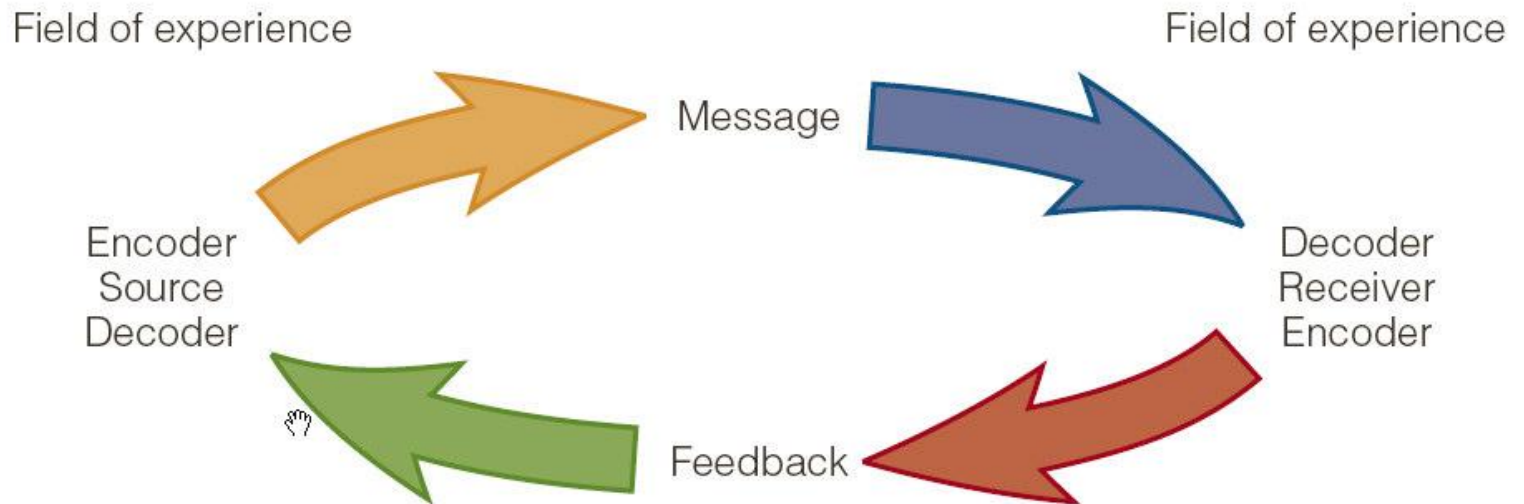


Figure 1.2 THE INTERACTIVE MODEL OF COMMUNICATION
Source: Adapted from Schramm, 1955.

Transactional Model

- Captures the dynamism of human communication
- Portrays communication as changing over time.

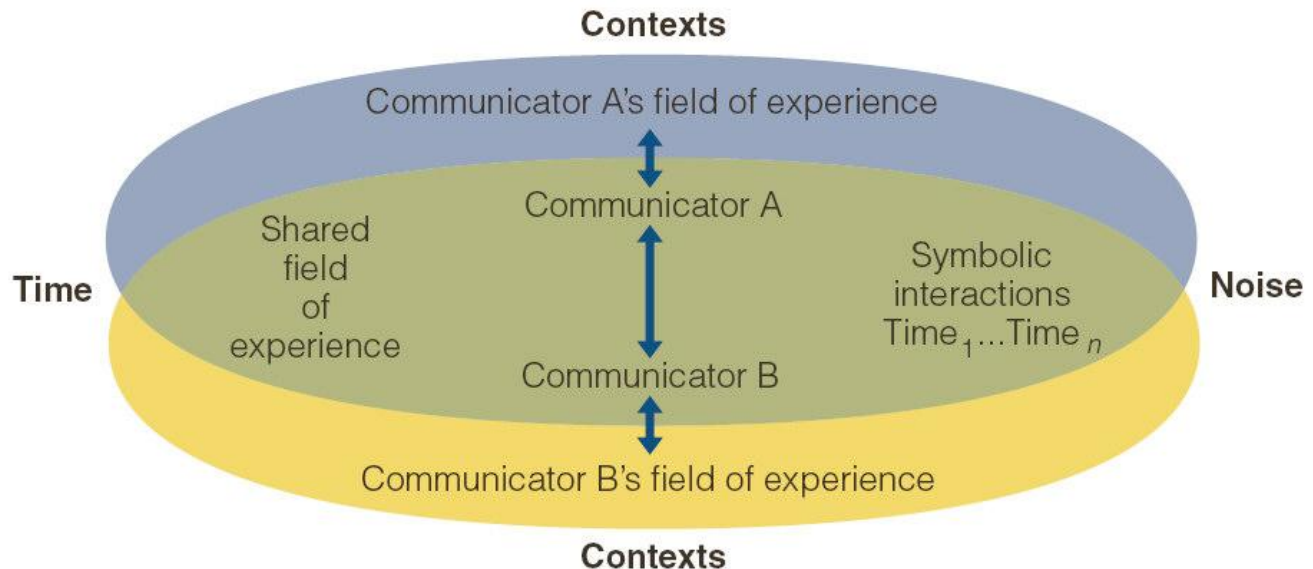


Figure 1.3 A TRANSACTIONAL MODEL OF COMMUNICATION
Source: Adapted from Wood, 1997, p. 21.

Careers in Communication

- Research
- Education
- Mass Communication
- Training & Consulting
- Human Relations & Management

Summary

- Introduction to the author
- Introduction to the book
- Values of studying communication
- Defining communication

Summary

- Linear model of communication
- Interactive models
- Transactional model
- Careers in communication