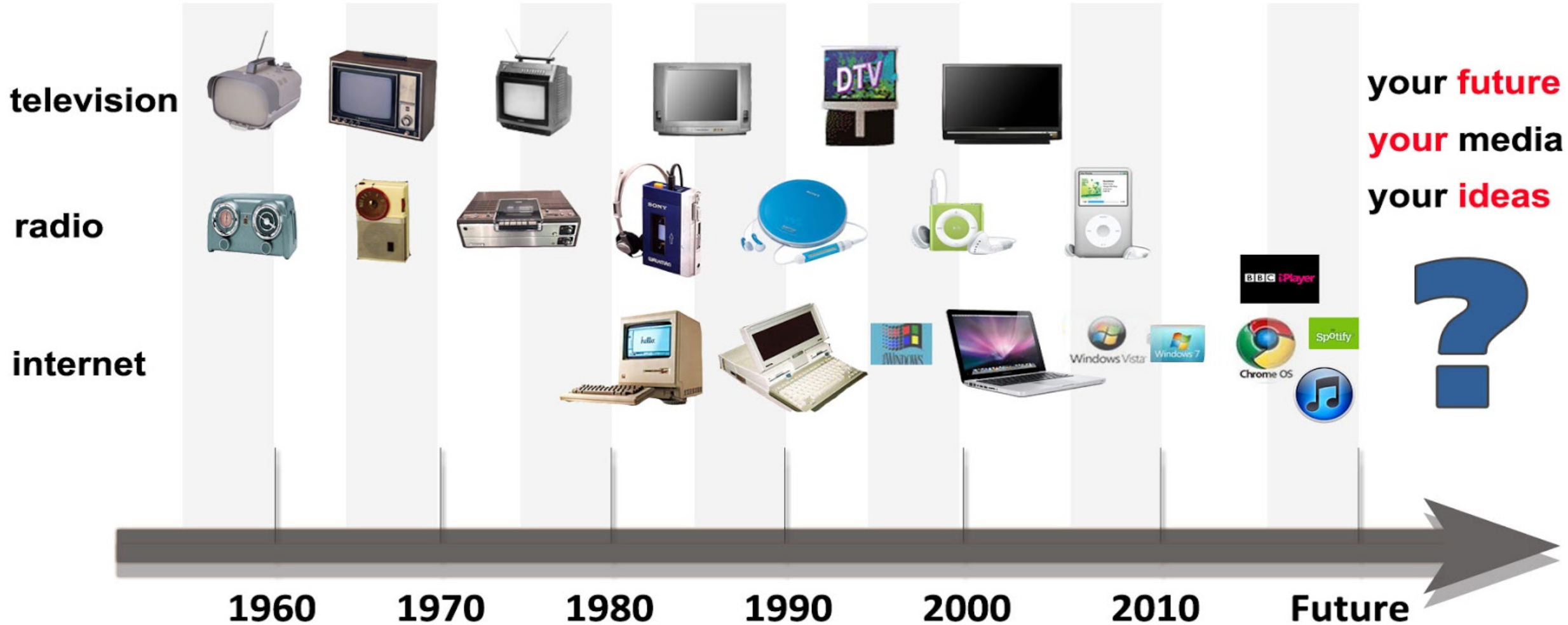


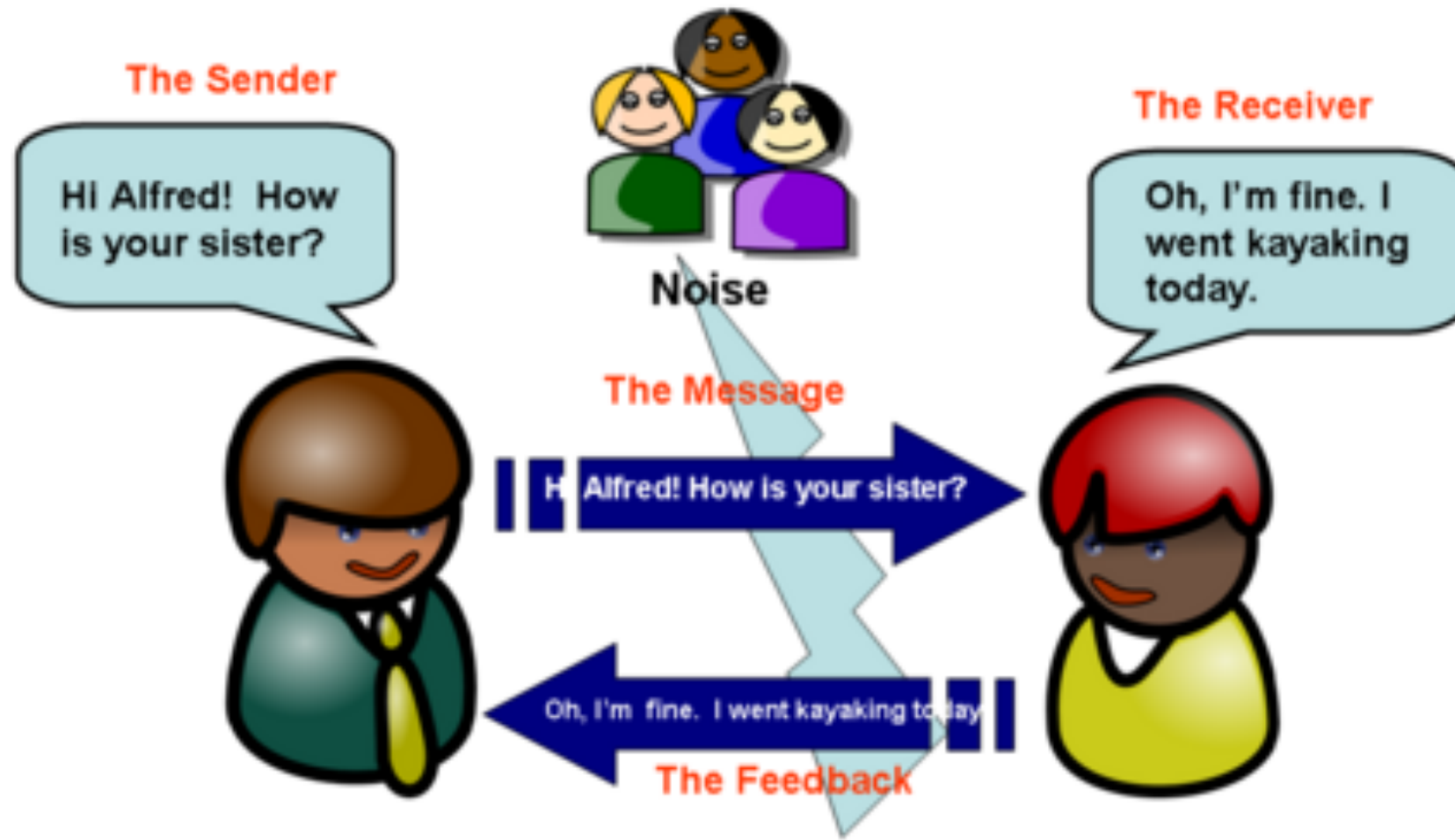
The Communication Process



EVOLUTION OF MEDIA

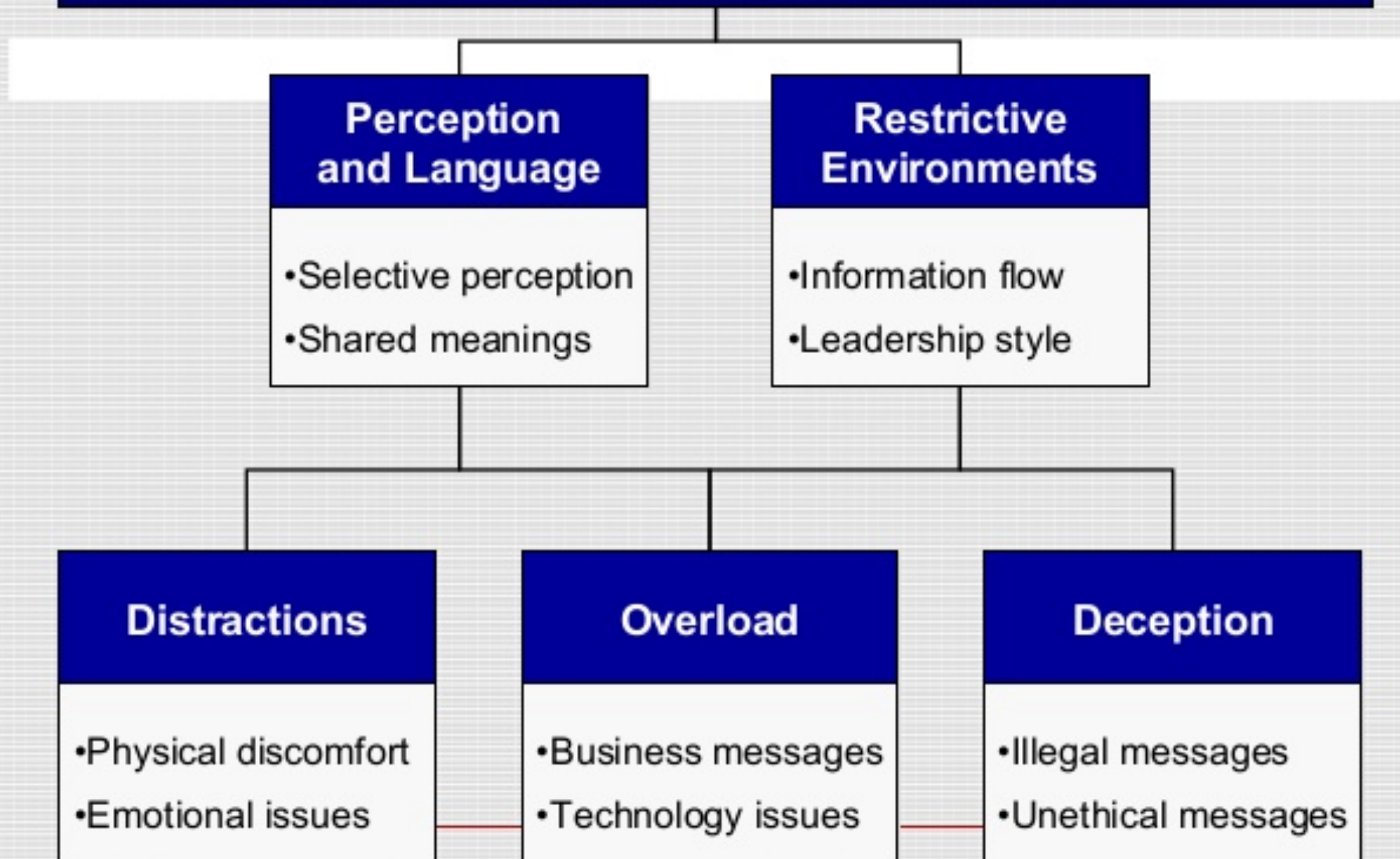


The Communication Process



The noise in this diagram could be any barrier to communication.
It is not limited to audible sounds.

Communication Barriers



Barriers to Communication

- Barriers exist at every stage in the communication process.
- They are considered noise or interference, and can sometimes lead to miscommunication

Barriers to Communication

1. **Perception**

- a. This process determines which messages we select or screen out and how the information is organized and interpreted

2. **Filtering**

- a. Some messages are filtered or stopped altogether on their way up or down.
- b. Filtering can involve:
 - i. Delaying or deleting negative information.
 - ii. Using less harsh words so that events sound more favourable.

Barriers to Communication

3. *Language*

- The sender must ensure that the receiver understands what they mean by their words and gestures.
- Lack of mutual understanding is a common reason why messages are distorted.
 - **Jargon:** technical language and acronyms, words that mean something different in certain groups
 - **Ambiguity:** many words in the English language have more than one meaning

Barriers to Communication

4. *Information overload*

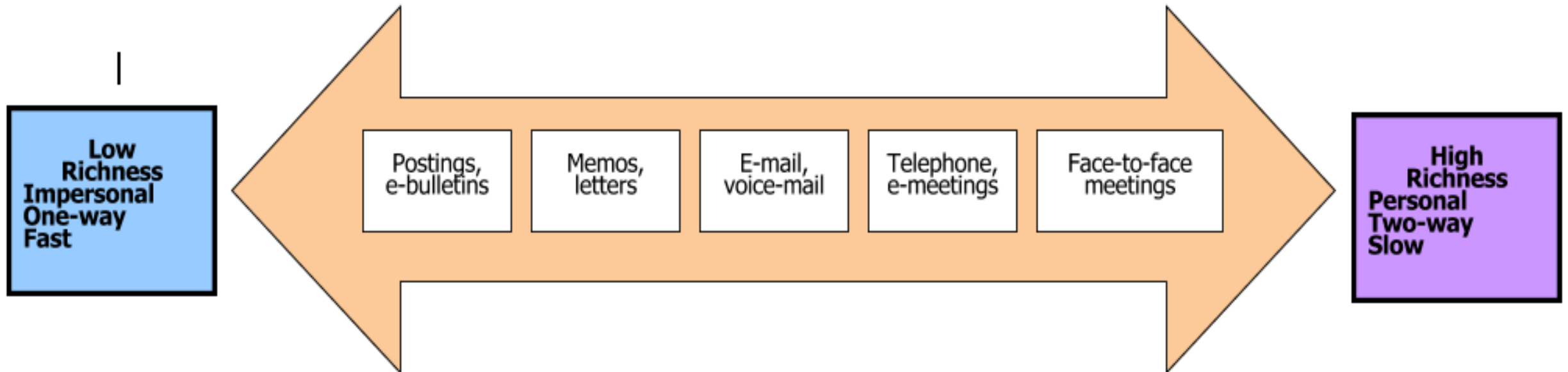
- When the volume of information exceeds the person's capacity to process it.

5. *Cultural misunderstandings*

- People who speak different languages have a difficult time understanding each other.

Communication Channels

Channel richness: the capacity of a channel or communication medium to carry information in an effective manner



Non-Verbal Communication

Non-verbal communication can also vary across cultures:

- The handshake:
 - Westerners appreciate a firm handshake
 - Asian and Middle Easterners favour a loose grip
 - Germans prefer one good handshake stroke
 - Spaniards prefer more than five or six strokes
- Shaking your head from side to side:
 - In the Western world this means "no"
 - In India this can mean "I understand"
- Silence:
 - In Japan this is a sign of respect for the speaker
 - In Canada this is viewed as a lack of communication or a sign of disagreement

EVERYTHING CHANGES

COMMUNICATION



1986



2001



2013