

# When Does Communication Occur?

## The Behavior Perspective

Focuses on what happens within individuals

Communication behavior is any behavior that occurs as an integral part of sending or receiving

## The Communication Process Perspective

Focuses on the process (sending/receiving, flow, feedback, noise)

Communication is the dynamic process involving the active participation of two or more persons

## The Communication Code Perspective On the Next Page

### Bilateral Definition

A sender must intend to send a message and an interpreter must interpret. (it can be misunderstood)

### Shared Meaning Definition

Communication does not take place unless the intended message is essentially—though not precisely—the same as the one received.

### Interaction Oriented Definition

Two individuals communicate if both are sending and receiving messages

### Sender Oriented

Communication requires the intention to send a message

### Receiver Oriented

Communication is the response to a stimulus

### Message Oriented definition

Only behaviors that are typically sent with intent, are used with regularity among members of a social community, interpreted as intentional, and have consensually recognizable interpretations.

## Key Definitions to Understanding the Code Perspective

**Sign-** something that stand for or indicates something else

**Referent-** the something else—The real dog

**Signal-** Signs designed for communication—the word dog

**Symptoms** –cause and effect between referent and sign (fever is a sign and thus a symptom of illness)

**Symbol** – Any sign that is arbitrary (Head nod means yes, thumbs up means good job)

**Semblance** – Signs that resemble their referents and are expressed voluntarily (Pretending to like the gift your mom gave you) Faking it!



## The Communication Code Perspective

**Intrinsic Code**—biologically shared innate signal system using symptoms

**Iconic Code-** a leaned or inherited signal system in which semblances are deliberately used

**Arbitrary Code-** learned signal system that is socially constructed and uses symbols to convey messages

Communication is  
Socially shared signal system that is code;  
Encoder makes something public via the code;  
Decoder responds systematically to that code



## Communication

Occurs whenever two or more individuals using a socially shared or biologically shared signal system send and receive a message

### Unlike Message-Oriented Includes Communication that is Biologically Based and

1. Behavior that is inherited rather than leaned
2. Occurs spontaneously (involuntarily)
3. Consists of symptoms that can be classified as signals (they have the purpose of communication)
4. Is nonpropositional (The symptom must indicate the referent so that the message cannot be proven false)