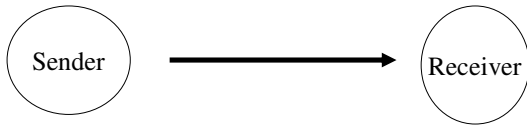


The Communication Behavior Perspective

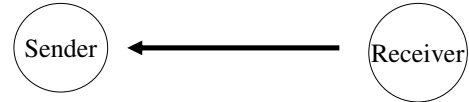
Sender Oriented



Communication takes place when a message is sent

Communication Behavior Perspective

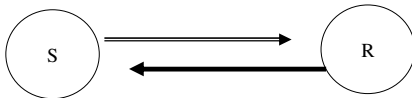
Receiver Oriented Communication We can never-not communicate!



By this definition, objects can communicate with you?!?
Where is the responsibility of the sender?

The Communication Process Perspective

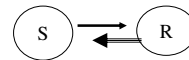
Communication as a dynamic process involving active participation of two or more persons.



If only one is not consciously involved –
-It is not communication!

Bilateral Definition

Sender must intend to send
Receiver must interpret the message

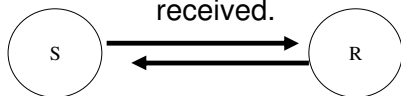


Can be misinterpreted



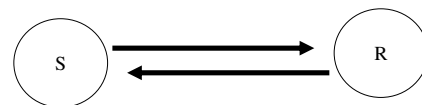
The Shared Meaning Definition

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



Interaction Oriented Definition

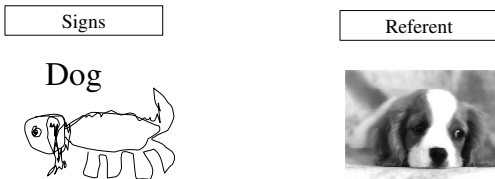
Two individuals communicate with each other if both are sending and receiving messages



Signs and Referents

- Sign is anything that stands for or indicates something else

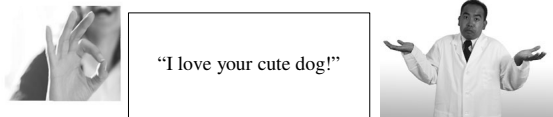
Referent is the something else



Signal are those signs designed for communication

Symbol is any sign that is an arbitrary representation of some referent:

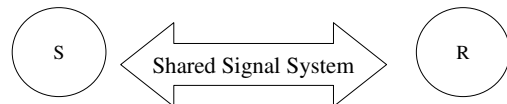
Word, gestures



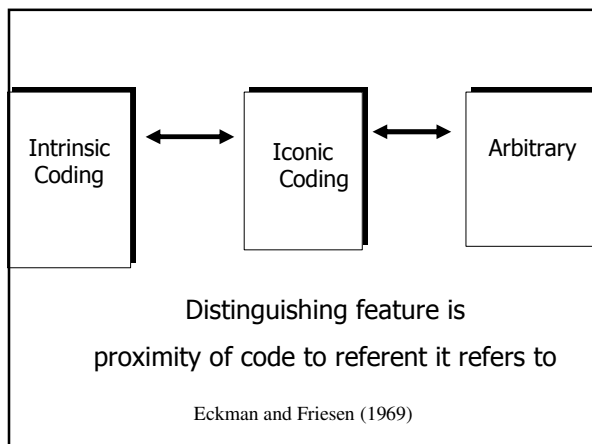
- Semblances-Signs that resemble their referents in some way and are expressed voluntarily:

- Examples: Putting on a happy face
- Pretending to be afraid
- Eye on you

The Communication Code Perspective



Communication occurs whenever two or more individuals, using a socially shared or biologically shared signal system, send and receive a message.



Intrinsic Code

- Biologically shared
- Innate signal system
- We inherit rather than learn

Posture, movement, scents, touches
My mole



