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COMMUNICATION
BROADCASTING • JOURNALISM
COMMUNICATION STUDIES
PUBLIC RELATIONS • THEATRE
Communication Defined

- Message transmission and connection
- To self, individuals, groups
- Known and unknown
- By speaking, writing, nonverbal cues, photos, art work, music, etc.
- Through various channels or methods
- To persuade, inform, educate, motivate, impact
Intrapersonal Communication

- Intra...
  - Intramurals
  - Intracoastal waterway
    Within yourself or to yourself
- How many talk to yourself?
- What do you say?
- How affect outcomes
- When answer out loud...
Intrapersonal Situations

- Speaking
- Academics - tests, projects, classes
- Athletics
- Drama
- Dating
- Everything...
Intrapersonal Quotes

“If you tell the truth you don’t have to remember what you said.”

- Mark Twain
Intrapersonal Quotes

“Move back and let the starters shoot.”
- Unnamed former teammate of John Forde in junior high basketball
Intrapersonal Quotes

✦ “You’ve got to be careful if you don’t know where you’re going ‘cause you might not get there.”
✦ “It ain’t over ‘til it’s over.”
- Yogi Berra
“The person you see is the person you’ll be.”
- Dr. Robert Schuller
“Properly understood and applied, prayer is the most potent instrument of action.”

- Mohandas K. Gandhi
Intrapersonal Quotes

“Look at the word problem. Now substitute the word opportunity.”
- Ann Landers
Intrapersonal Ponderings

- Think of two lists of situations
  - Statements I made to myself that were unfairly negative that affected me (Eyeore)
  - Statements I made to myself that helped me succeed (Stuart Smally)
Interpersonal Communication

- Typically defined between two people
- One-on-one communication
- Interactive and two-way
Interpersonal Communication

✦ Methods - how...
  ✦ Speaking (in person and on phone - land, cell, satellite)
    ✦ Tone of voice and accent
  ✦ Writing (on paper) - grammar, etc.
    ✦ Notes, letters, cards
  ✦ “Writing” (electronically)
    ✦ E-mail, texting, Facebook, MySpace
  ✦ Nonverbal
Interpersonal Situations

- Meeting someone new
  - Nervous?
- Seeing old friends or family
- Interviews
- Staff reviews, meetings with boss
- Customer situations
- Other
Nonverbal Communication

✿ Messages portrayed through visual and related cues
✿ Larger impact than verbal
✿ Must coincide with other cues
✿ Can be intentional or unintentional
✿ Need to understand to communicate well
Nonverbal - Appearance

- Cleanliness - nails, hair, breath, teeth, clothes
- Style of dress for situation
  - Persuasion studies
  - Classroom study
- Shoe shine and shave
- Jewelry, etc.
- Smile
Nonverbal - Gestures/Posture

- Fingers
- Arms
- Standing
- Sitting
Nonverbal - Eye Contact

- Look into eyes without staring
- Looking away when questioned
- Eyes window to soul
Nonverbal - Proximity

✦ Normal space
✦ Invading space
✦ Learn by watching space relationships
Nonverbal - Touching

- Handshake
- Patting on back
- Hugs
- Care needed
Small Group Communication

- When work in groups
- Why work in groups
  - Like real world
  - Three heads typically better
  - Learn how to get along
  - Group dynamics
Small Group Communication

Meeting Tips
- Know purpose
- Provide agenda
- Set time boundaries
- Review action steps
- Plan next meeting
Presentation Tips

- Know topic
- Personal experience
- Academic sources
  - Library
  - Books
  - Journals
- Media outlets
- Others
Presentation Tips

- Know audience
- Work background
- General age
- Nationality/language
- Gender possibly
- Supportive or not
- Number of people
Presentation Tips

- Know setting
- Directions
- Time available
- Seat arrangement
- Technology
- Distractions
Presentation Avoidances

- Monotone speaking
- Mumbling
- Reading
- Apologizing
- Frowning
- Insulting, speaking down
Presentation Tips - Summary

- Know details
- Analyze others
- Practice
- Look for opportunities
- Smile
- Have fun
Summary

- Communication impacts everything
  - Professional and personal
- Manners matter in communication
- Some “natural” at communication elements
- All can learn or improve
Questions or Comments?
Other Areas of Communication. . .
Mass Media

- Communication to “large” groups through channels
- Traditional
  - Newspaper, Magazine, Radio, TV, Billboard
Mass Media

- New
  - Web, Cell Phones, IM
  - “Cross promoting”
  - TV ads say see Web
  - Classroom and elsewhere
  - WebTV and podcasts...
Mass Media

- Bad news is news (Dirty Laundry)
- Agenda setting
- Publicity - uncontrolled information
- Advertising - bought space or time
- Ethical concerns
Public Relations

- The need for good news distribution
- Fall into the field
- Brief definition
  - Coordinating communication to groups and individuals for organization’s and publics’ benefits
Public Relations

- Managing communication
- Between an organization and publics
- Internally and externally
- Through mutually beneficial relationships
Public Relations

- Two-way communication
- Counseling and
- Evaluation
- If you don’t back it up with performance and hard work, talking doesn’t mean a thing. - Michael Jordan
- Problems in news...