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WHAT IS COMMUNICATION ?

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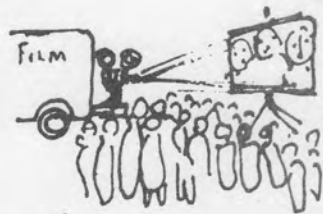
INTRODUCTION: WHAT IS COMMUNICATION ?

This booklet was written to provide a teaching resource for communication courses for village level workers. It was anticipated that a number of illustrations would also be reproduced as large flipcharts (eg: "We can communicate in many different ways"). The instructor would use this booklet as a teaching guide. The teaching lessons could follow the outline here, using the flipcharts as desired with other steps developed on the chalkboard (eg: the sequence that illustrates communication starting with one person and follows through to checking for understanding). Additional booklets could then be distributed for follow-up reading and review.

The booklet has been revised in translation to Sinhala and Tamil and will be used in Sri Lanka in that form.

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We can communicate in many different ways:



Communication starts with

ONE PERSON

and

A MESSAGE



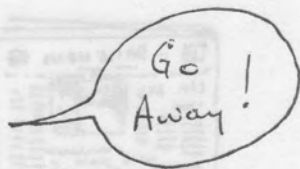
Go Away

Communication includes

SOMEONE to

HEAR and UNDERSTAND

the message



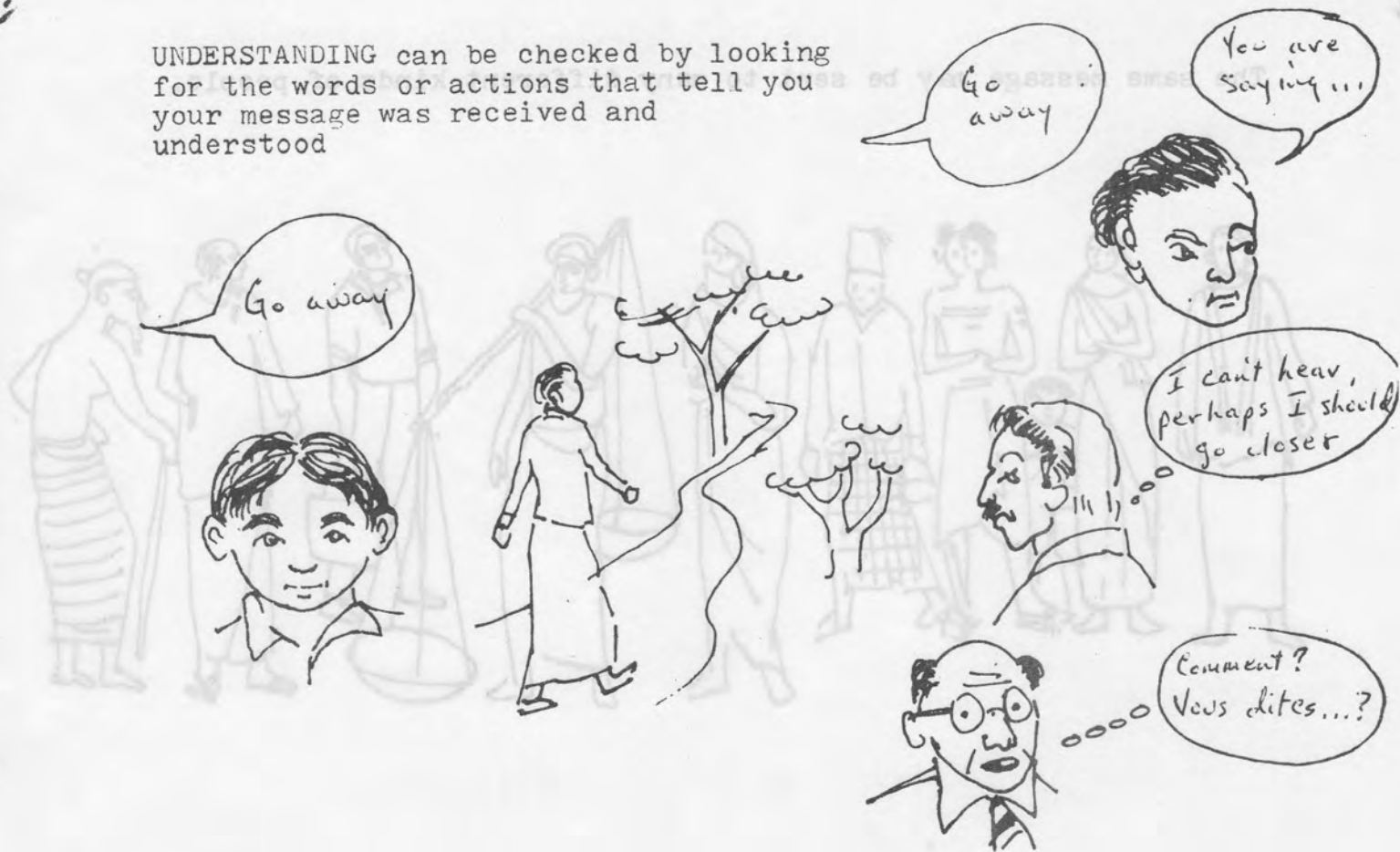
Go
Away!



I hear
something

3

UNDERSTANDING can be checked by looking for the words or actions that tell you your message was received and understood



6

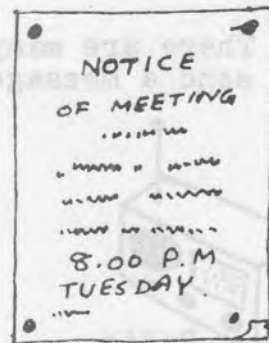
UNDERSTANDING can be checked by looking
your message was received and
understood

The same message may be sent to many different kinds of people.



7

The style or tactic for presenting your message might be quite different for each person (or thing).



This is called the TREATMENT.
(serious, comic, friendly, simple,
academic, humour, angry, complex)

There are many methods that we can use to send a message



Radio



Books



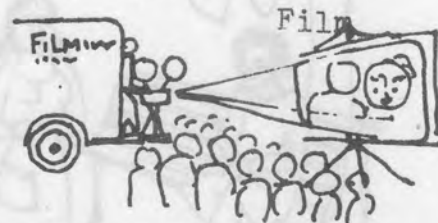
Posters



Newspaper



Lecture and meeting



Film

One person sending messages to many. These are called MASS MEDIA techniques.



Telephone talk



Personal letter



Conversation



Non-verbal

One person communicating (sending and receiving messages) with another. These are PERSONAL communication techniques.

10

There are three types of communication CONTENT:

1. INFORMATION

"There are at least two ways that one can 'tap' a rubber tree to obtain rubber. In the first way, a slit is cut ..."

to influence the receiver's knowledge of choices.

2. INSTRUCTION

Cut a 1/2" deep slash in the bark of the tree



to influence the efficiency of the receiver's actions.

3. MOTIVATION

I want you to go out and tap 10 more trees



to influence the values the receiver places upon choices.

What is COMMUNICATION ?

The dictionary says:

Com mūn i cātion, noun. Act of imparting (esp. news);
information given; intercourse.

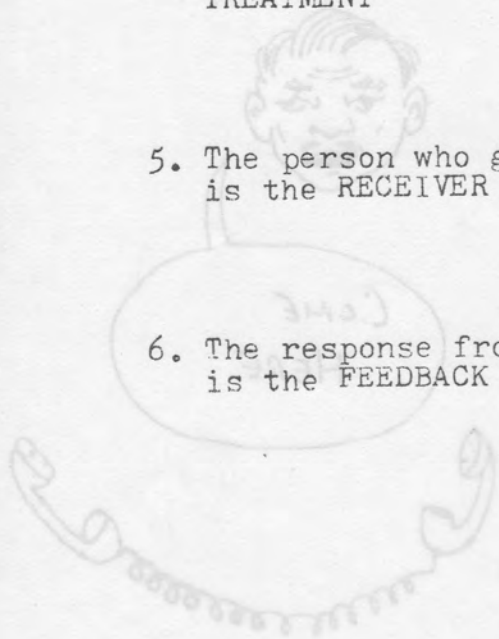
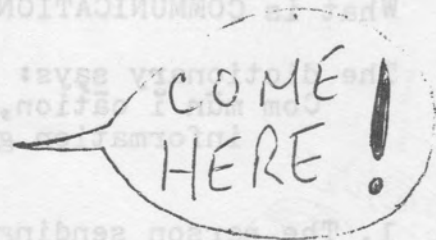
1. The person sending the message is often called the SOURCE
2. What he or she says is the CONTENT of the message
3. The method of sending the message is the CHANNEL



4. The tactic or style in which the message is sent is called the TREATMENT

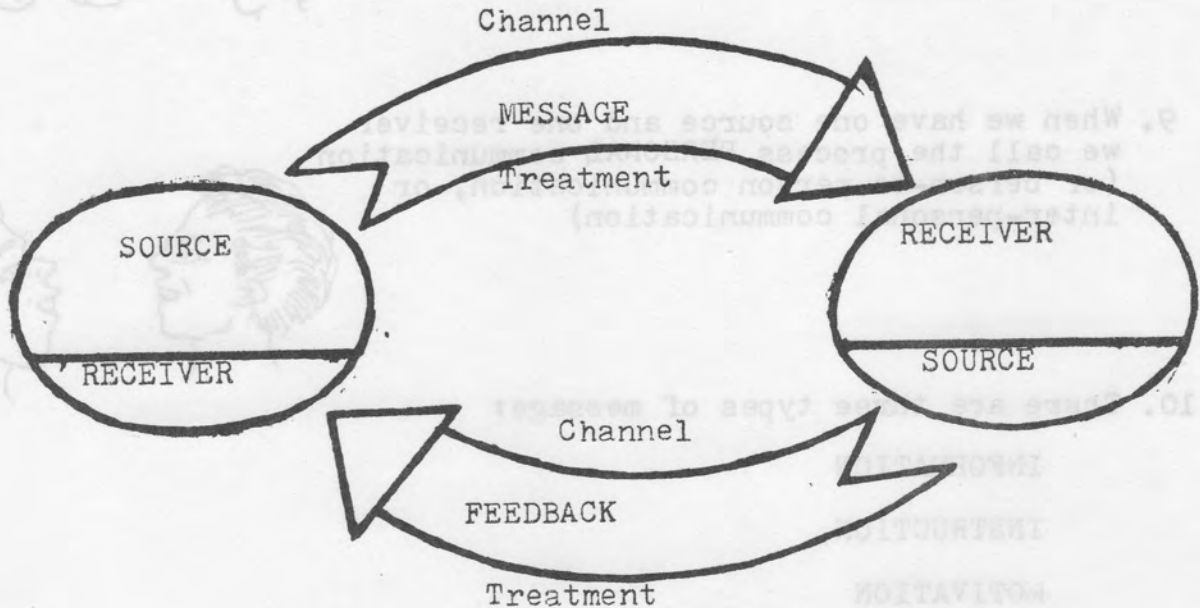
5. The person who gets the message is the RECEIVER or audience

6. The response from the receiver is the FEEDBACK

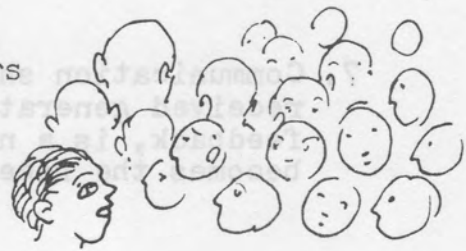


13.

7. Communication should be a continuous process. A message received generates a response; this response, called feedback, is a new message and the original source becomes the receiver and so on.



8. When we have one source and many receivers we call the process MASS COMMUNICATION



9. When we have one source and one receiver we call the process PERSONAL communication (or person-to-person communication, or inter-personal communication)



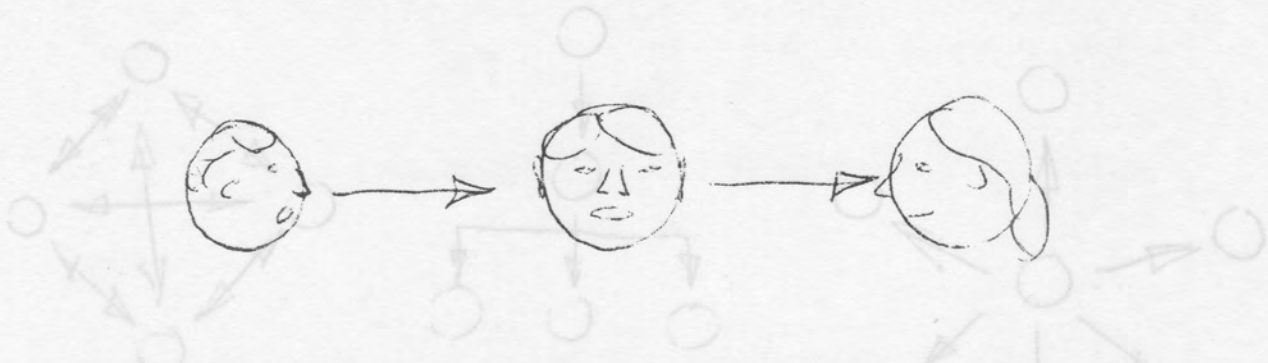
10. There are three types of message:

INFORMATION

INSTRUCTION

MOTIVATION

Communication often occurs in a straight line pattern . . .



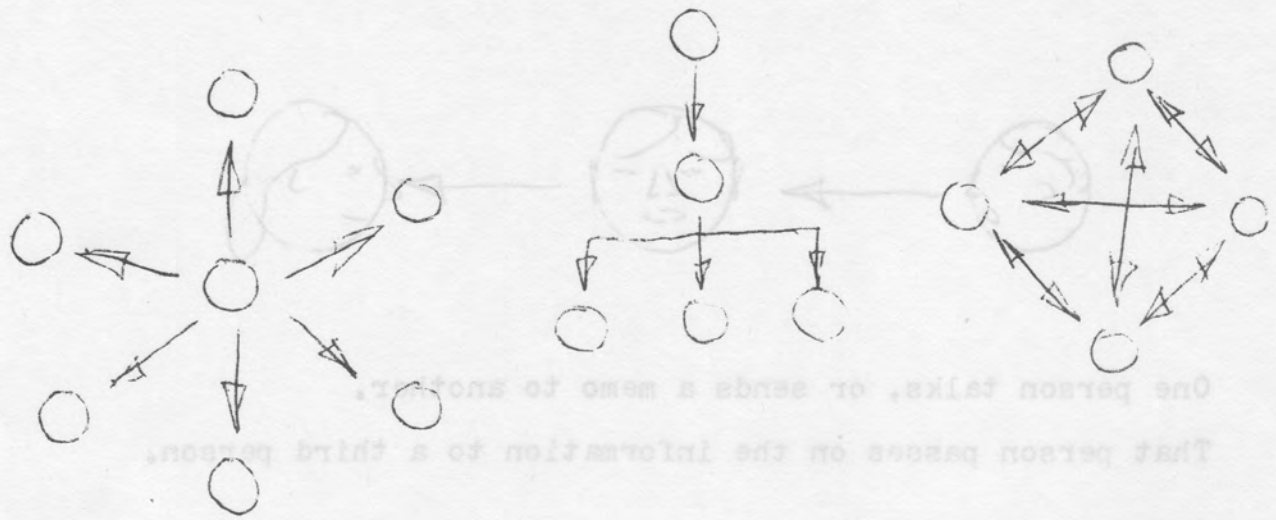
One person talks, or sends a memo to another.

That person passes on the information to a third person.

HOWEVER . . .

Can you identify situations where these patterns occur ?

Communication occurs in many patterns



Can you identify situations where these patterns occur ?

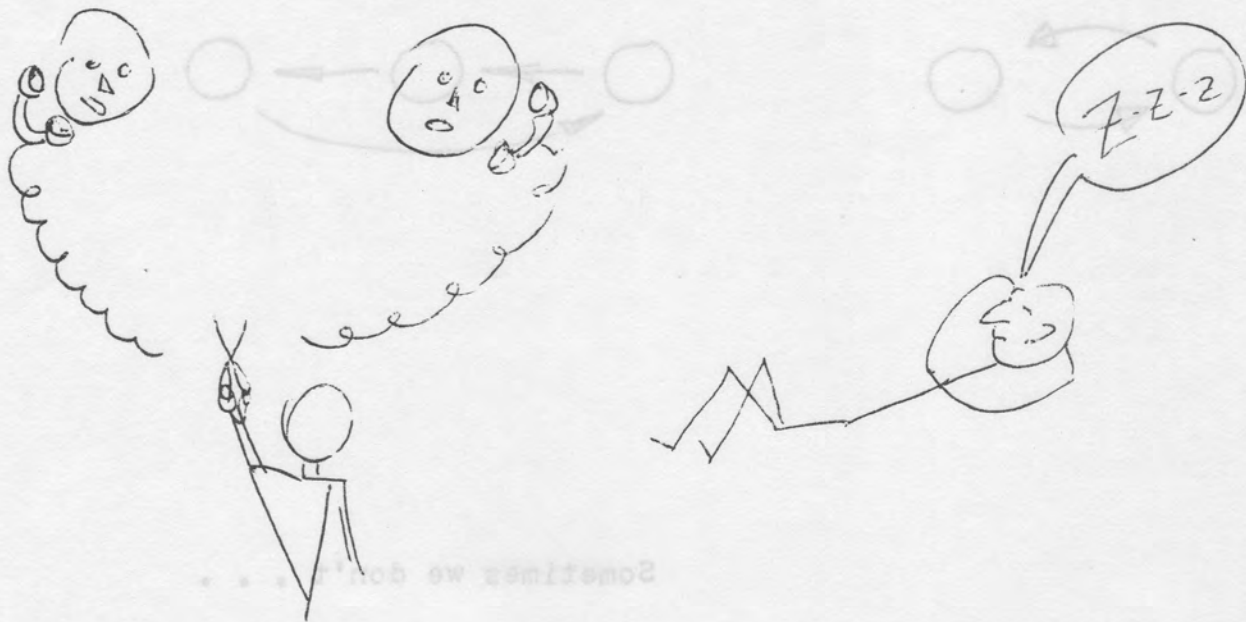
Sometimes we get feedback from our messages A communication barrier situation stops the natural flow of communication



Sometimes we don't . . .

18

A communication BARRIER occurs when some person, event, or situation stops the natural flow of communication

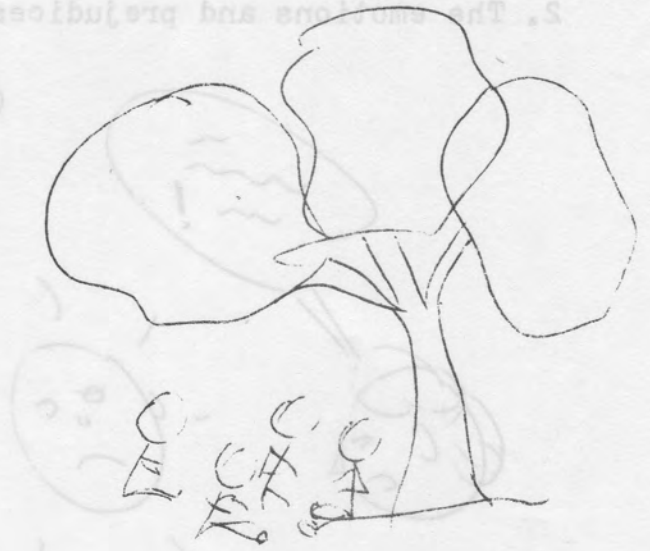
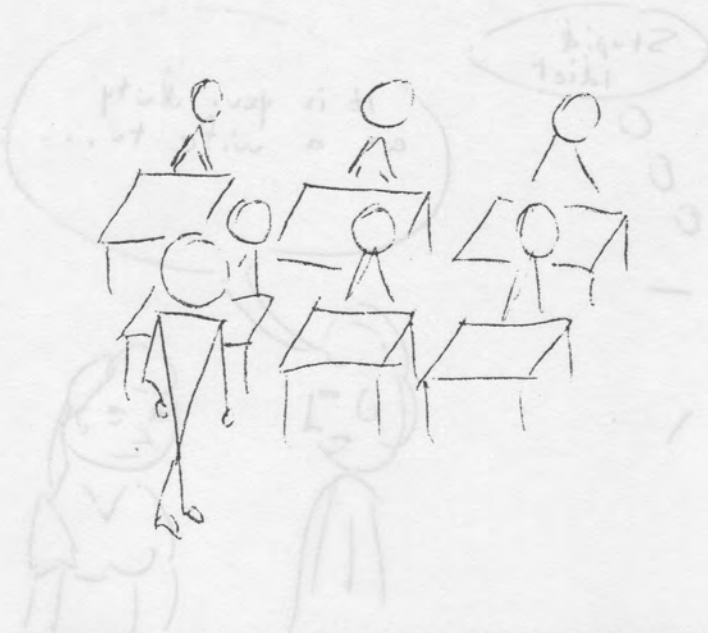


BARRIERS:

BARRIERS:

1. The physical setting

2. The emotions and prejudices of the



Which setting is best for communicating ?

12

BARRIERS:

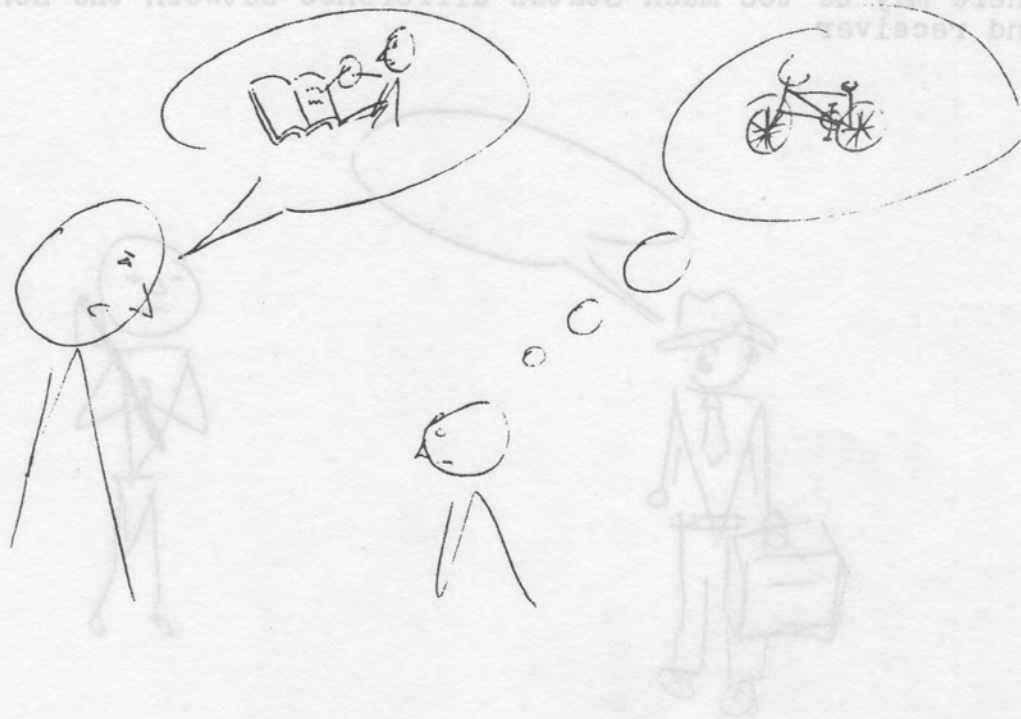
2. The emotions and prejudices of the communicators



2/

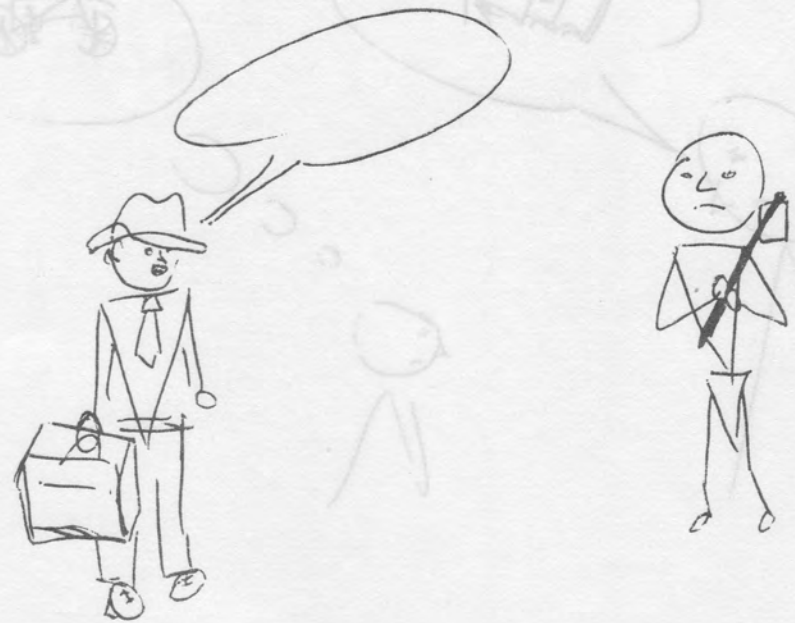
BARRIERS:

3. The receiver may be uninterested, pre-occupied or distracted



BARRIERS: 3. The receiver may be uninterested, pre-occupied or distracted.

- 4. There may be too much status difference between the sender and receiver



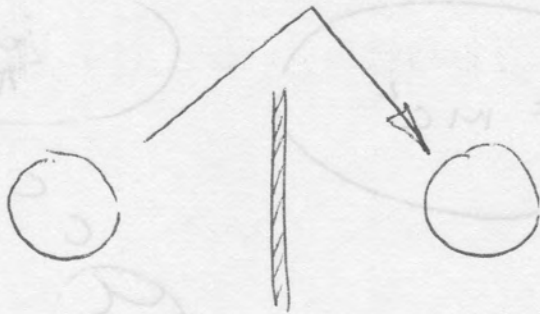
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BARRIERS:

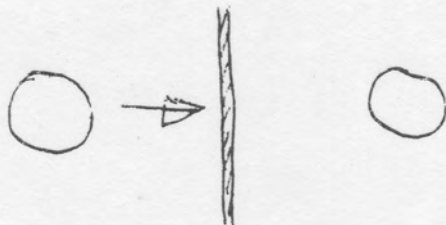
5. The language used may not be understood by both parties



17.
Sometimes the need for information, instruction, or motivation
is so great that the BARRIER will be overcome



25.
Sometime the BARRIER will totally halt the flow of communication



Many information programmes do not have a feedback system.
We may never know that the information halt has occurred.

Note: This booklet has not been pretested in English. The revised booklets in Sinhala and Tamil are currently being tested with rural development workers in Sri Lanka.

Please advise the author of the results of any revisions and testing conducted with these materials. Your assistance will be valuable to us in making the best use of these materials. We would like to hear of your experiences.