

Chapter 1 - The Communication Process: Learning from Models

Learning objectives

- Learn communication models
- Communication terminology
- What we can learn from communication models
- How to apply the principles of communication to your everyday lives
- Understand reasons for communication breakdowns
- Learn how to communicate effectively

Summary

- Basic communication models, what we learn from them, reasons for communication breakdowns and factors that can improve them.

Term	Definition
Source Credibility Appeals	Appeals based on the personal attractiveness of a communicator to the audience.
Trustworthiness	One's character of integrity.
Competency	One's expertise in a given area
Status	One's standing in a relationship to others
Dynamism	One's boldness, energy, and assertiveness
Sociability	One's likeability
Logical Appeals	Appeals based on logic and reasoning
Emotional Appeals	Appeals based on the expected emotional response of an audience.
Channel	The medium used to transmit a message.
Effects	The intended or unintended impacts of a message
Information source	Where the message is conceived
Transmitter	Mechanism for encoding the message.
Signal	The message.
Receiver	Mechanism for decoding the message.
Destination	Where the message ends up.
Noise	Interference that occurs in the transmitting or receiving of signals.
Feedback	Response to a message of activity.
External Noise	Interference from an environmental source.
Internal Noise	Interference from an internal source.
Physiological Noise	Interference from a biological condition or function.
Psychological Noise	Interference from a mental state.
Field of Experience	The totality of all we are at the moment of communication
Culture	The shared ideas, traditions, norms, symbols and values that define a community.
Transactional Theory	Theory that sees communication as a dynamic process, involving continuous changes in communicators and environments.
Paralanguage	Elements of speech that are not recognized as language.
Standpoint Theory	Theory that holds that our background and experiences determine our perspective.
Reward Power	Power that comes from offering benefits or gifts
Legitimate Power	Power that comes from holding an office, title, or other legitimate position.
Expert of Information Power	Power that comes from knowledge or expertise.
Coercive power	Power that comes from making threats or intimidations.
Referent power	Power that comes from personal attractiveness.
Trickle-Down Access	Controlled and restricted access to information, flowing, mostly downward.
Simultaneous Access	Unrestricted access to information flowing from mass media and reaching everyone at the same time.
Open Access	Unrestricted and uncontrolled sharing of information on open platforms, accessible to everyone.

Chapter 2 – Perceiving Self in Relations to Others

Learning Objectives

- Learn about the four faces of self concept
- Understand the role of internal voice in self-concept
- Learn how external voices influence self-concept
- Understand the challenges of measuring self-concept across cultures

Summary

- Importance of developing a positive self-concept
- Encouraging self-concept in others
- How we create, validate and revise the script of our lives
- Internal voice plays a significant role in how we see and position ourselves in the world
- The views of others (external voices) also influence our self-concept and self-efficacy (the extent to which we believe we can accomplish the goals we set ourselves)
- Family, romantic partners, peers, teachers, coaches, caregivers, health care providers, work place colleagues and supervisors all have a role to play in our personal script.
- Media = strong impact on self-image
- Impact of unrealistic depictions of body image in fashion magazines, ads, tv

Glossary – Chapter 2

Term	Definition
Reference Group	A group whose opinions we value and in which we hold or aspire to membership.
Self-concept	Relatively constant thoughts and feelings about who we are and how we differ from other people.
Self-image	Our views of ourselves
Looking-glass self	How we think other see us
Ideal self	The person we would like to be
Real self	The person we actually are
Self-esteem	Our perception of our overall value
Self-efficacy	Our perceived ability to accomplish something or to make a difference
Global self-esteem	Self-esteem that shows in many aspects of our lives.
Life Scripts	Storylines that we create to guide us through life
Self-fulfilling prophecy	A prediction or belief that leads to its own fulfillment
Social Comparison Theory	Theory that holds that we look to others for a standard of comparison
Assimilation effect	Heightened self-esteem following a favourable social comparison
Contrast Effect	Feelings of inadequacy and lowered self-esteem following an unfavourable social comparison.
Significant Others	People who's opinions matter to us and how we perceive ourselves
Cyberbullying	Malicious communications in the form of text messages, emails, or postings on social and personal websites.
Body-Image Disturbance	Reduced levels of satisfaction with our bodies and a downward spiral in how we see our physical selves.
Myth of Perfection	The false notion that a state of perfection exists and is attainable
Self-Enhancement	The tendency to pay more attention to information that supports a positive view of the self
Self-Criticism	The tendency to pay more attention to information that supports a negative view of the self.
Self-Serving Bias	The tendency to credit our successes to internal or personal factors and our failures to external or situational factors.
Individualism	Focus on individual needs and goals
Collectivism	Focus on group needs and goals
Face Work	Politeness strategies aimed at making other people feel better about themselves.

Chapter 3 – Perception of Others

Learning Objectives

- To understand the nature and characteristics of perception
- To understand how perception influences how we see others
- To learn how the characteristics of perception can have an impact on our communication with others
- To gain insights into how to apply what we know about perception to our interactions at home and in social and workplace settings.

Summary

- Perception is:
 - *Learned and and backward looking;*
 - Culture bound and racially biased,
 - Selective and self-serving,
 - Spontaneous,
 - Largely unconscious,
 - Value driven,
 - Relative and context bound,
 - Mood dependent and completion seeking.
- Communication can fail when we block information with which we disagree, ignore or discard information that appears to be of little interest or value, or lack background to process the information.
- We undermine our communication with another person when we apply characteristics that do not apply, *rely too heavily on first impressions*, judge the person by standards that are *culturally defined and racially biased*, believe that our past experience should be guiding force for future interactions, and focus on negative and sensational elements while ignoring positive and less sensational elements.
- We lose the opportunity for rewarding interactions with other people when we place others into compartments that do not allow for individual differences.
- Stereotypes play on the most easily recognized characteristics of a group – age, gender, skin colour, manner of dress and other obvious markers.
- In stereotyping we should use a minimal amount of information to construct profiles of people we belong to groups other than our own, or rely on profiles passed to us by family and friends. Our motives may not be bad ones.
- When we rely too heavily on stereotypes, we impair our ability to communicate or develop meaningful relationships with individuals.

Glossary - Chapter 3

Term	Definition
Perception	The process of sensing, interpreting and reacting to the physical world
Stereotypes	Popularly held beliefs about a person or group of persons that do not take individual differences into account.
Breadth of perceptual field	The amount of information we take into our visual or other perceptual systems
Optical Communities	A social group that shares a similar view of the world
Own-Race Bias	The idea that accuracy increases when the identity specific members of our own race.
Out-Group	A group of which one is not a member
Selective Perception	The process by which we see and retain certain kinds of information while ignoring or discarding other kinds of information.
Load-Induced Blindness	Inability to see as a result of information overload in the visual field. Ex: blind man in book
Self-Serving	A focus on what serves our own purposes and makes us look best.
Warranting Theory	Theory that says we are more likely to believe information that someone cannot manipulate.
Impression Formation Theory	Theory related to how we put together different pieces of information to form an impression of a person.
Tar Effect	A tendency to dislike the person who criticizes someone else rather than disliking the person who is criticized.
Mood Contagion	The idea that we can catch the mood of someone else much like we catch a cold.
Self-Categorization Theory	The idea that we see ourselves as both individuals and group members, whereas we see others as either individuals or group members based on other factors.
Perspective Taking	Looking at a situation from the other person's point of view.
Counter-Stereotyping	Effort to eliminate stereotypes by focusing on similarities.
In-Group	A group of which one is a member
Active Perceivers	Individuals who choose the amount and type of information they receive.
Passive Receivers	Individuals who rely on others to select information for them.
Perception Checking	A process for confirming that we think we have seen, heard, or experienced.
Low-Context Cultures	Cultures that rely heavily on words rather than context. (Canada/USA)
High-Context Cultures	Cultures that place great importance on context and rely to a lesser degree on words. (Japan/Mexico etc)
Communication predicament of aging (CPA) model	A model that predicts the relationship among aging cues, stereotyping, and communication behaviour (talking down to elderly)

Chapter 4 – Understanding, Navigating and Managing our Identities

Learning Objectives

- Understand the relationship between self-concept and identity
- Learn how we navigate multiple identities with collective dimensions
- Importance of having our identities validated by others
- Learn about managing personal identities in different context
- Become acquainted with impression-management strategies
- Understand how people manage impressions in online environment

Summary

- Looked at labels that others put on us, as well as how we seek to present ourselves.
- In our everyday social interactions, we choose among multiple contexts (family, friendship, romantic relationships, professional ones).
- Some of these identities have collective dimensions.
- Through communication strategies, we seek to present ourselves in the ways we want others to see us.
- Our conscious and unconscious efforts at managing our impressions become integral to our everyday lives.
- While online environments open new possibilities for experimentation and impression management, online interactions also come with new responsibilities and risks.

Term	Definition
Identity	The characteristics that allow others to recognize us.
Collective identity	The characteristics of your personal identity that we share with members of a larger group.
Gender Identity	Characteristics we share with others of a particular gender.
Androgynous	A mix of both feminine and masculine traits.
Undifferentiated	Low scores on both feminine and masculine traits.
Ethnic Identity	Characteristics we share with others with a common ancestry.
Racial Identity	Characteristics we share with others with respect to racial heritage.
Religious Identity	Characteristics that relate to a belief system and/or a sense of belonging to a particular religion.
Linguistic Identity	Characteristics we share with others who speak a common language
Cultural Identity	Characteristics we share with others from similar cultural backgrounds.
Assimilation	The process of being absorbed into a larger group
Regional Identity	Characteristics we share with others from a particular region of a country
National Identity	Characteristics we share with others from a particular country
Historical Self	An outdated self, someone we used to be.
Concealable Stigmatized Identity	An identity that carries a stigma and that be hidden from others. (mental illness)
Self-Verification Theory	Theory that says we want others to see us as we see ourselves.
Self-Monitoring	The extent to which we regulate our behaviours in order to look good to others.
High Self-Monitoring	People who are very aware of the opinion of others.
Low Self-Monitoring	People who do not worry about he opinions of others.
Impression Management	The way we create impressions of ourselves in the eyes of others.
Beneficial Impression Management	Efforts to create positive impressions of close others.
1Hedging	Using words that show uncertainty or reduce the negative impact of what we are saying.
Bullying	A form of aggressive behaviour that includes punching, name calling or spreading rumors.
Social Presence Theory	Theory that explores the effects of sensing another's presence in a social interaction
Social Info Processing Theory	Theory that investigates how we process various types of information in collaborative settings such as social media.
Hyperpersonal Theory	Theory that suggests that we use limited online cues to construct idealized images of another person.
Computer-Mediated Communication	The process of using a computer to communicate messages.
Synchronous Communication	Communicators exchange messages in real time.
Asynchronous Communication	Communicators exchange messages with a time delay between messages.
Emoticons	Graphic representations of facial expressions that convey mood.

