

DEFINITIONS OF COMMUNICATION

1. Communication is a term used to refer to any dynamic, information-sharing process. (Clevenger, 1959)
2. A process involving the selection, production, and transmission of signs in such a way as to help a receiver perceive a meaning similar to that in the mind of the communicator. (Fotheringham, 1966)
3. It is a process, a series of progressive and interdependent steps leading to the attainment of an end, in speech the end being the communication of some specific meaning from one person to another. (Bradley, 1974)

TERMINOLOGY

- A. Source: the person who makes the decision to communicate; the initiator of a communicative effort.
- B. Message: the internal meaning a source seeks to transmit/transfer to a receiver. It exists only in the mind.
- C. Encode: the creation of a signal associated with a message
- D. Signal: the specific stimulus chosen to convey the message.
- E. Channel: the carrier of the signal, i.e. visual, auditory, olfactory, tactile, or gustatory stimuli
- F. Decode: the association of a meaning with a stimulus
- G. Receiver: the object of the communication effort
- H. Feedback: the reactions and responses of the receiver which are perceived by the sender, thus enabling the sender to adapt his/her signals in order to communicate more precisely
- I. Entropy: barriers to communication; noise or interference (e.g., physical, physiological, neurological, psychological, cultural, or semantic)
- J. Field of Experience: that which makes the person an individual, i.e., education, accidents, interactions with others, physiological makeup, etc.

When you communicate, you frequently communicate more than you intend or realize. Barker and Wiseman theorized three signals or stimuli are actually communicated in each interpersonal speaking effort:

1. Primary stimulus: the oral signal you transmit
2. Complementary stimulus: that which accompanies the primary stimulus, mostly nonverbal such as facial expressions, kinesics, oculosics, and vocalics; these are controllable during the communication effort
3. Auxiliary stimulus: unrelated stimulus that is usually uncontrollable during the communication, e.g. age, gender, clothing, hair style, general hygiene