

# *Communication: An Introduction*



**Tine A. Wulandari, S.I.Kom.**

# Why we have to Communicate?



## **Various Errors in Understanding Communication**

- ❧ There is nothing difficult about communication.  
Communication is a natural ability; every person is able to do so.
- ❧ Communication skills are talents, innate nature, not be obtained because of the practice or business or education.
- ❧ When talking, then I automatically communicate
- ❧ Communication occurs only when I want it.
- ❧ Meaning contained in the words (In fact we are the ones who give meaning)

# What is Communication?



**Communication depends on our ability to understand each other. Although our communication can be ambiguous, the main goal is understanding. Over the years, guide books state that the communication is not a panacea for all social problems. But a failure in communication can result in huge losses for an organization.**

# *Defining Communication*



**Defining communication is challenging.  
Therefore Sarah Trenholm stated although communication  
has existed for centuries, does not mean that communication  
has been well understood.**

# Definition Etymologically

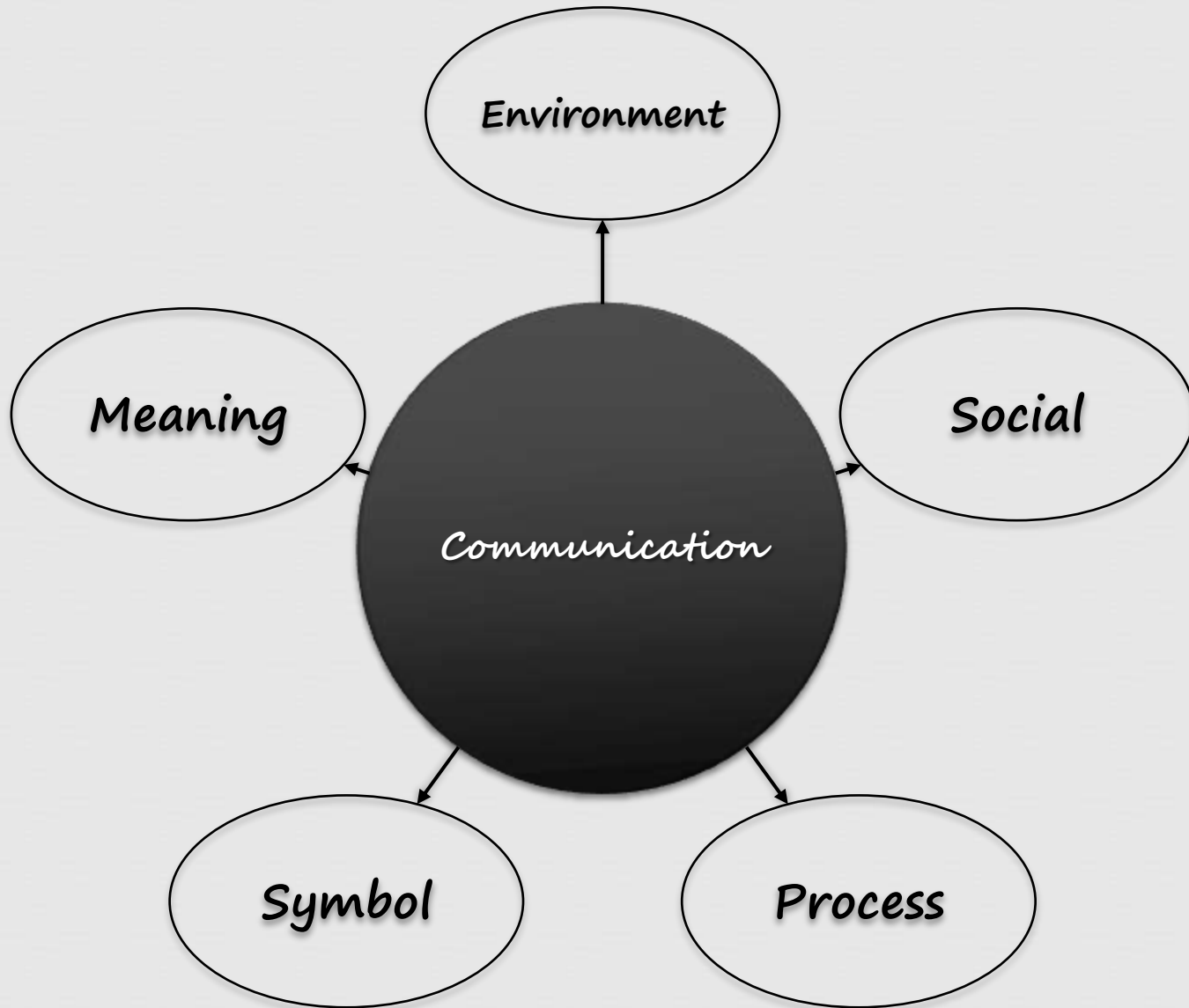


- ❧ The term "communication" comes from the Latin word **communis** which means same.
- ❧ Or **communico, communicatio, communicare**, which means "making the same" (to make-common).
- ❧ The term **communis** is a term most often referred to as the origin of the word "communication".
- ❧ Another word that is similar to the communication is a community, which emphasizes the similarities or togetherness

# West and Turner



**Communication** is a **social process** by which individuals use **symbols** to create and interpret **meaning** in their **environment**.



**Communication is a social process. Social is a concept that humans and interaction is part of the communication process. Communication always involves human and interaction. It mean, communication always involves two people, the sender and receiver.**

**Process means of communication is continuous and has no end. Communication is also a dynamic, complex, and ever-changing**

**The symbol is an arbitrary label or representation of the phenomenon. Symbols usually have agreed together in a group, but it may not be understood by people outside the group. Concrete symbols is a symbol that interpret the object. Abstract symbol is a symbol that represents an idea or thought.**

**Meaning is something that taken from a message. Without shared meanings, we all will have difficulty in using the same language or in interpreting the same event.**

**Environment is the situation or context in which communication occurs. Environmental elements, namely: time, place, historical period, relationships and cultural background of speaker and listener. Environment can also be connected. It mean, communication can take place with the help of technology.**



# Communication's Principles



## ❧ **Communication is a symbolic process**

Communication is something that is dynamic, circular and does not end at some point, but it continues.

## ❧ **Every behavior has a potential communication**

At the time the person does not intend to communicate something, but interpreted by others then that person has been involved in the communication process. Gestures, facial expressions (non-verbal communication) can be interpreted by someone else becomes a stimulus.

## ❧ **Communication has dimensions of content and relationship**

❧ Each message has a communication dimension in which the contents of the contents of the dimensions we can predict the dimension of the relationship existing between the parties that perform the communication process.

## ❧ **Communication takes place in various levels of intentional**

❧ Communication actions performed by a person can occur ranging from a low level of intentional communication means unplanned actions (what to say or what will be done in detail), until the act of communication that really intentional (parties involved expects a response and hope that the goal is reached)

# Communication's Principles



## ❧ **Communication occurs in the context of space and time**

Communications sent messages both verbally and non-verbally adapted to the place, where the communication process takes place, to whom the message was sent and when the communication took place.

## ❧ **Communication involves the prediction of communication participants**

When we greet someone then we will predict that the person will reply to our greetings. Predictions like this would make a person easier in the communication process.

## ❧ **Communication was a systemic**

Within each person contains an internal side which is influenced by cultural background, values, customs, experience and education. How does one communicate is influenced by some of the internal stuff.

## ❧ **The more similar socio-cultural background, the more effective communication**

If two people do the communication comes from the same tribe, the same education, there is a tendency that the two parties have the same material to communicate with each other. Both sides have the same meaning of the symbols are interchangeable.

# Communication's Principles



## ❧ **Communication is non-sequential**

The communication process is circular in the sense that lasted one direction. Involving the response or responses as evidence that the message sent was received and understood.

## ❧ **Communication is processual, dynamic, and transactional**

Consequence of the principle that communication is a process that is dynamic and transactional communications. There is a process of giving and receiving information between the parties to communicate.

## ❧ **Communication is irreversible**

Communication can not be withdrawn, if someone had said to hurt someone else, then the effect will not go away on the others.

## ❧ **Communication is not panacea to solve various problems**

Communication is not the only panacea that can be used to solve the problem.