

# *Communication's Scope*



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# Communication's Scope



**Components**

**Contexts**

**Characteristics**

**Methods**

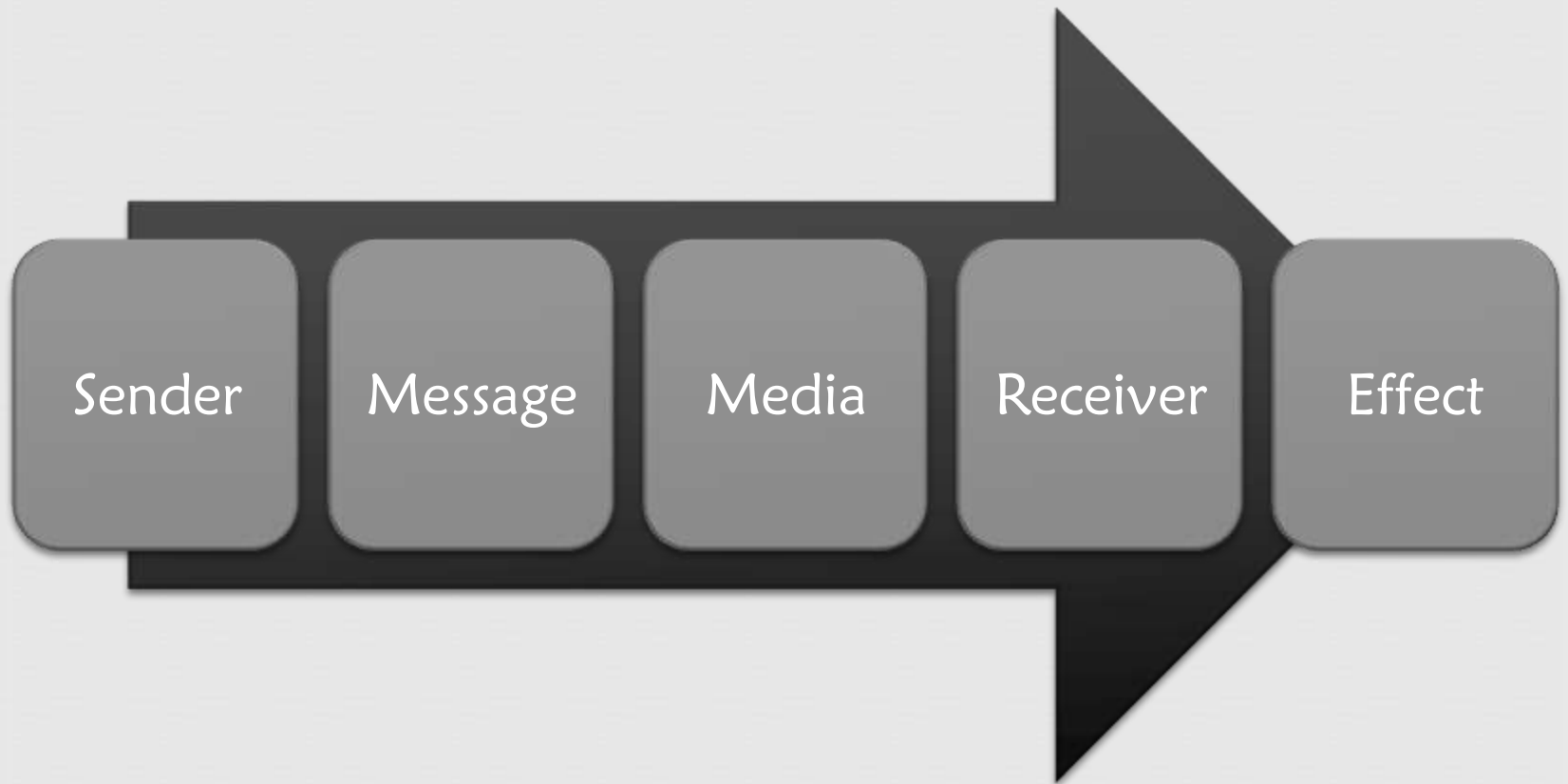
**Techniques**

**Purposes**

**Models**

**Fields**

# The Components



# The Contexts



## ☞ **Personal Communication**

Intrapersonal  
Communication  
Interpersonal  
Communication

## ☞ **Group Communication**

Small Group Communication  
Large Group Communication

## ☞ **Organizational Communication**

## ☞ **Mass Communication**

Press

Radio

Television

Film

# The Characteristics



**Face to face**

**Mediated**

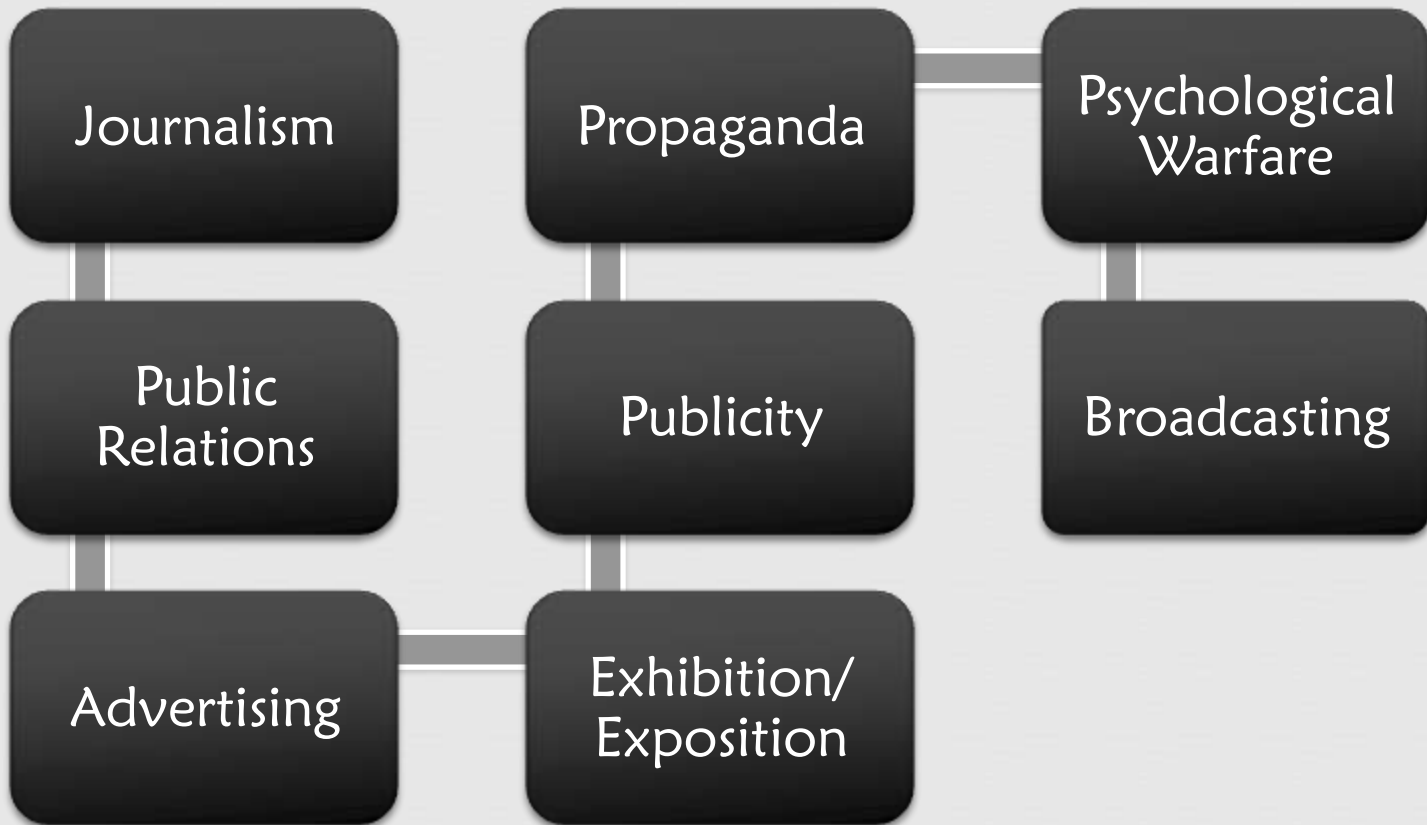
**Verbal**

- **Oral**
- **Written/printed**

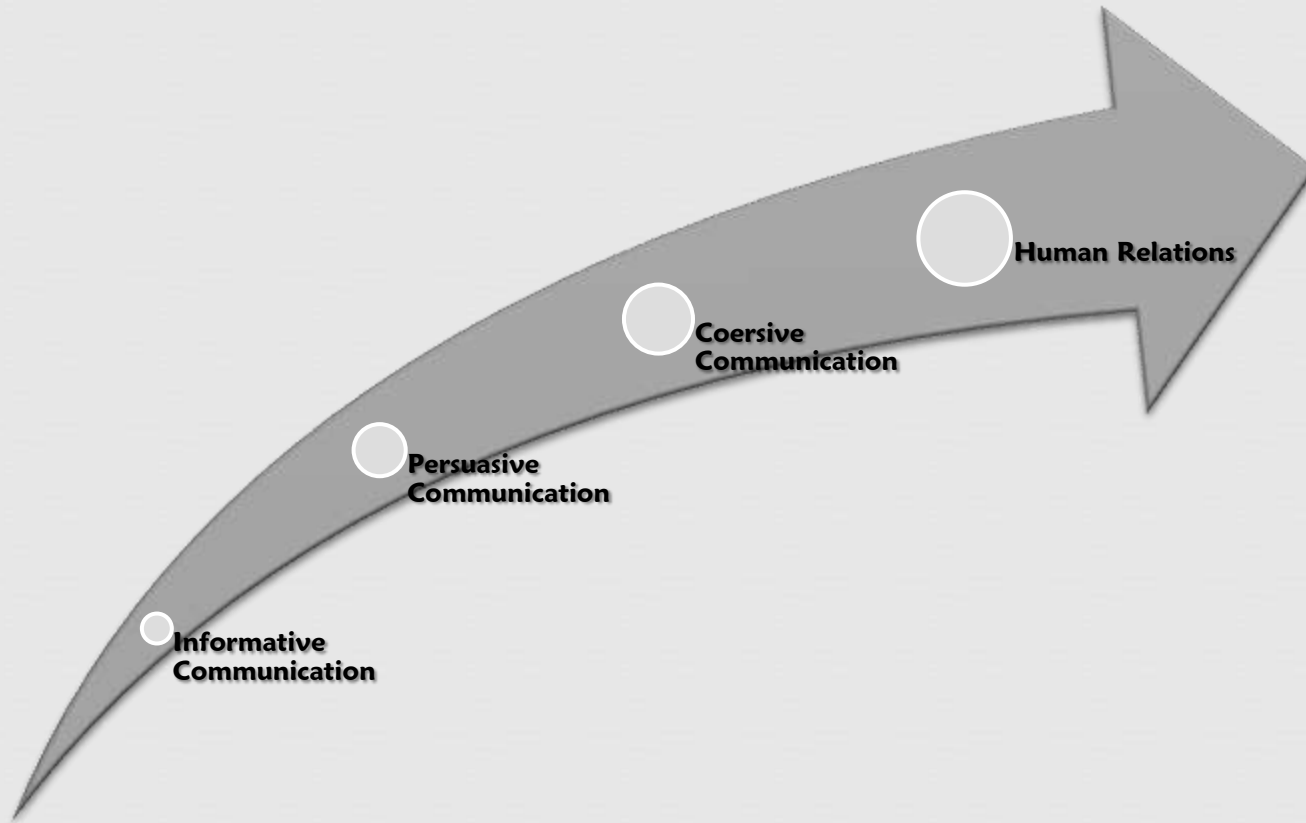
**Non-verbal**

- **Gestural**
- **Pictorial**

# The Methods



# The Techniques



# *The Goals/Purposes*



*Attitude  
change*

*Opinion  
change*

*Behavior  
change*

*Social  
change*



# The Models



*One step flow communication*

*Two step flow communication*

*Multi step flow communication*

# The Fields



- ❧ **Social Communication**
- ❧ **Business Communication**
- ❧ **Political Communication**
- ❧ **International Communication**
- ❧ **Intercultural Communication**

- ❧ **Cross-cultural Communication**
- ❧ **Development Communication**
- ❧ **Traditional Communication**
- ❧ **Environmental Communication**
- ❧ **Health Communication**