

Communication's Scope



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Communication's Scope



Components

Contexts

Characteristics

Methods

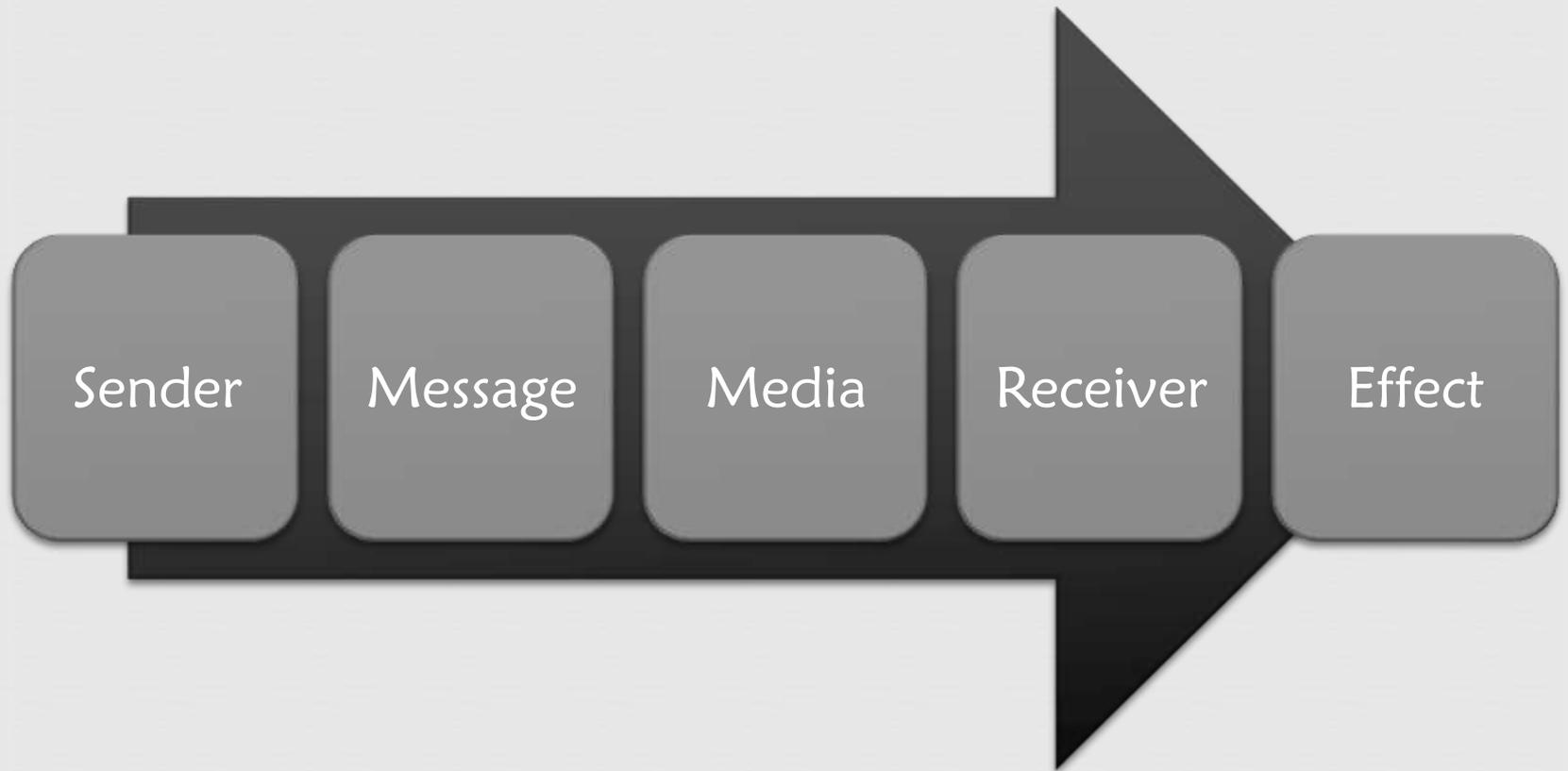
Techniques

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**

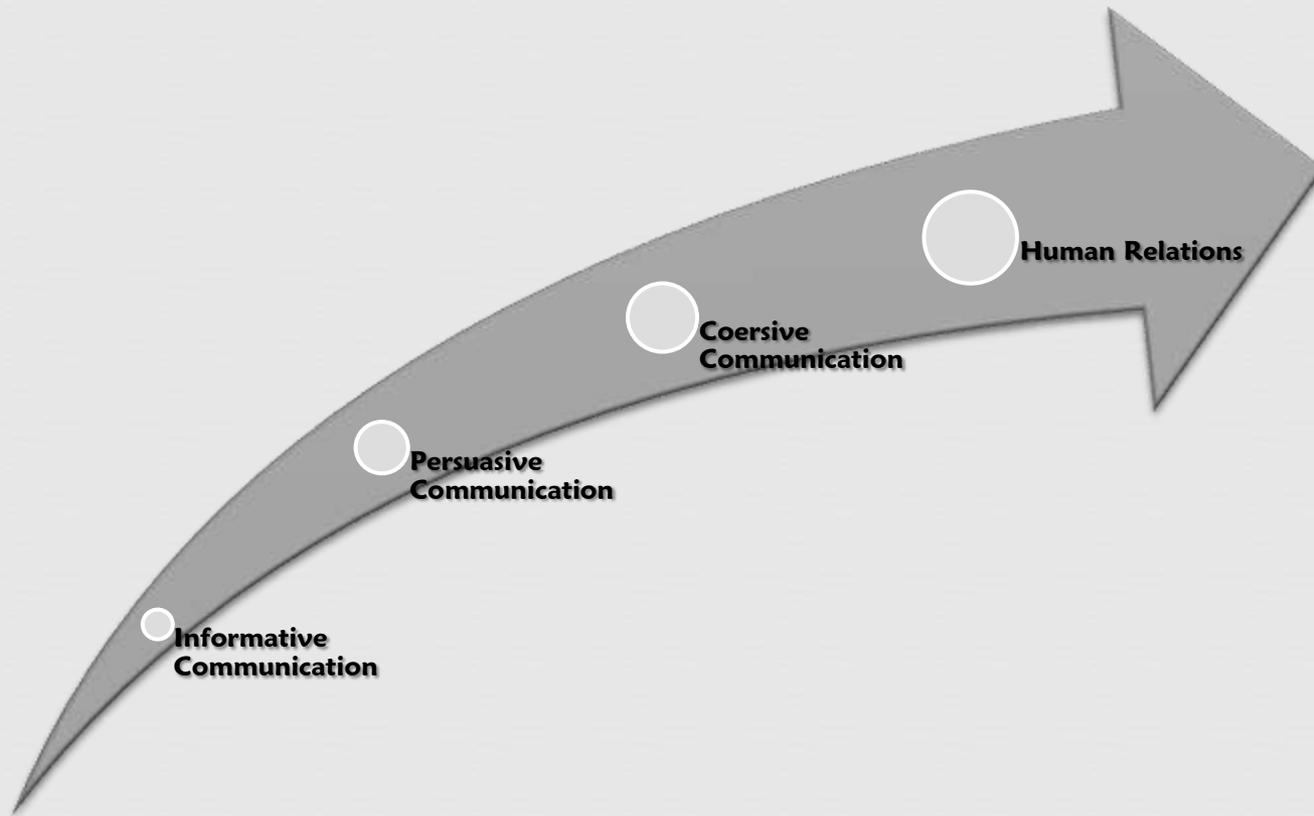
Non-verbal

- **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**