

## Chapter 1 : Generalities

### 1. What is the communication ?

Opposing popular belief, the verb "**to communicate**" does not only mean to transmit, to express a message. Originally, it signifies "**to establish a connection with.**" It is also used in the sense of putting in common. To exchange, to share, to consult, to confer, to participate. To communicate is therefore to be received and to receive. However, we are "received" with the frame of reference of the other and we understand either by using our own frame of reference, or by trying to imagine the frame of reference of the other. Thus, we can define communication as being: **An interactive and dynamic process of sending and receiving messages.**

The word communication is of Latin origin (Communicare); it means:

- Sharing: Making common or transmitting (something).
- Transmission: Expressing one's thoughts or feelings through speech, writing, gesture and mimicry, in order to be understood.
- Relationship: Establishing a relationship with someone

### 2. The elements of communication

Communication is a system that brings different elements into play:

➤ **The actors :**

- **Sender:** The sender puts his or her intentions into words.
- **Receiver:** The recipient receives the message.

The sender and receiver are both responsible for the success of the communication.

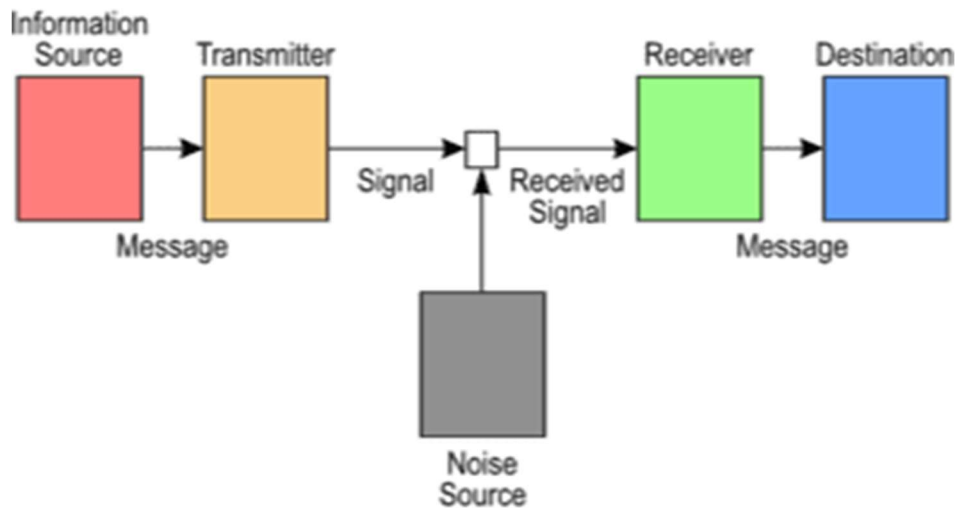
- **The signs exchanged** It can be physical (noise), psychological (ideas) or semantic (misunderstood meanings).
- **The message:** The sender wishes to inform something and has a specific purpose.

Explicit message	Implicit message
Information is explicit when it is written clearly and precisely in a text, word for word. Its meaning is unambiguous.	Information is implicit when it is implied, subtle or suggested. The reader has to deduce it for himself.

- **The channel:** Sound waves transmit the message to the recipient. The channels used to transmit the message can be divided into two broad categories:
  - **Personal channels:** these include all means of direct, one-to-one contact, combining communication with the media.
  - **Interpersonal channels:** These include all media that convey the message indirectly and without personalised contact with the receiver.
- **The meaning:** The recipient translates and understands the message.
- **Feedback:** Made up of two words (feed and back), this term can be translated as *rétro information* or *rétroaction*.



According to the SHANNON/WEAVER model, communication follows the following process:



Each actor in a communication situation seeks to achieve certain goals: to inform, to create or maintain a relationship, to convey an image, to influence, etc. These goals are called the communication stakes.

### 3. Types of communication

There are four types of communication:

#### 3.1. Interpersonal communication

this is communication between two individuals. Relationships are defined according to the following characteristics:

- Distance.
- Congruence (all communication signals point in the same direction).
- Incongruence (Communication signals are not clear and lead in different directions).

#### 3.2. Group communication

This type of communication takes place between members of a group who can talk to each other.

#### 3.3. Mass communication

This type of communication corresponds to the dissemination of a message from a sender to a very large number of receivers using collective broadcasting techniques. The instruments of this communication are the mass media (press, radio, posters, cinema, Internet, TV, etc.).

## **3.4. Computer-assisted communication**

It is a communication that takes place between individuals using a computer (exchanging texts, images, sounds, videos, etc.). There are several ways of communication via the computer, such as e-mail, discussion forums or chat rooms, online file transfers, web searches, etc.).

## **4. The different forms of communication**

There are several forms of communication, generally classified as follows:

### **4.1. One-way communication**

In this type of communication, only the person presenting speaks. There is no feedback. One-way communication allows the receiver to find out.

### **4.2. Two-way communication**

It allows both parties to exchange ideas, ensures understanding through feedback and creates conditions of equality between the interlocutors. It is often found in conversations, group discussions, etc. This type of communication sometimes takes more time and effort and can be ineffective when the parties cannot agree.

### **4.3. Verbal communication**

It refers to all the information transmitted by voice during a communication situation (sales interview, study, survey, etc.). It is a structured and codified way of expressing an idea, a need, etc.

### **4.4. Non-verbal communication**

Non-verbal communication expresses emotions, feelings and values. Non-verbal communication (or body language) mainly expresses our inner feelings (facial expression, gestures, intonation, attitude, symbols, facial expressions, body language... which complement the auditory message.

## **5. The 5 c's of communication**

- Clarity: Precision
- Confidence: In oneself and in others
- Creativity: Open-mindedness and flexibility, enabling us to establish a unique, original and adapted

## Communication

---

- **Concentration:** The ability to listen actively, one subject at a time.
- **Consideration:** The quality of understanding and seeing the situation from one's own point of view, in such a way as to respect it.