

## 10. Social communication

### Interpersonal communication

**Communication** is a process in which people seek to share meanings through symbolic messages. It requires an understanding of the relationship between people, it requires the meaning of symbols and the terms they use. It should also be remembered that no symbol, word, gesture, sound can accurately reflect the thought they illustrate.

#### The Aristotle's model - the simplest scheme of communication



Communication takes place between the sender and the receiver. It can run in one direction, as well as triggering feedback, i.e. response or reaction of the recipient.

The sender starts the communication process. In an organisation it is the person who has the information and wants to convey it.

## 10. Social communication

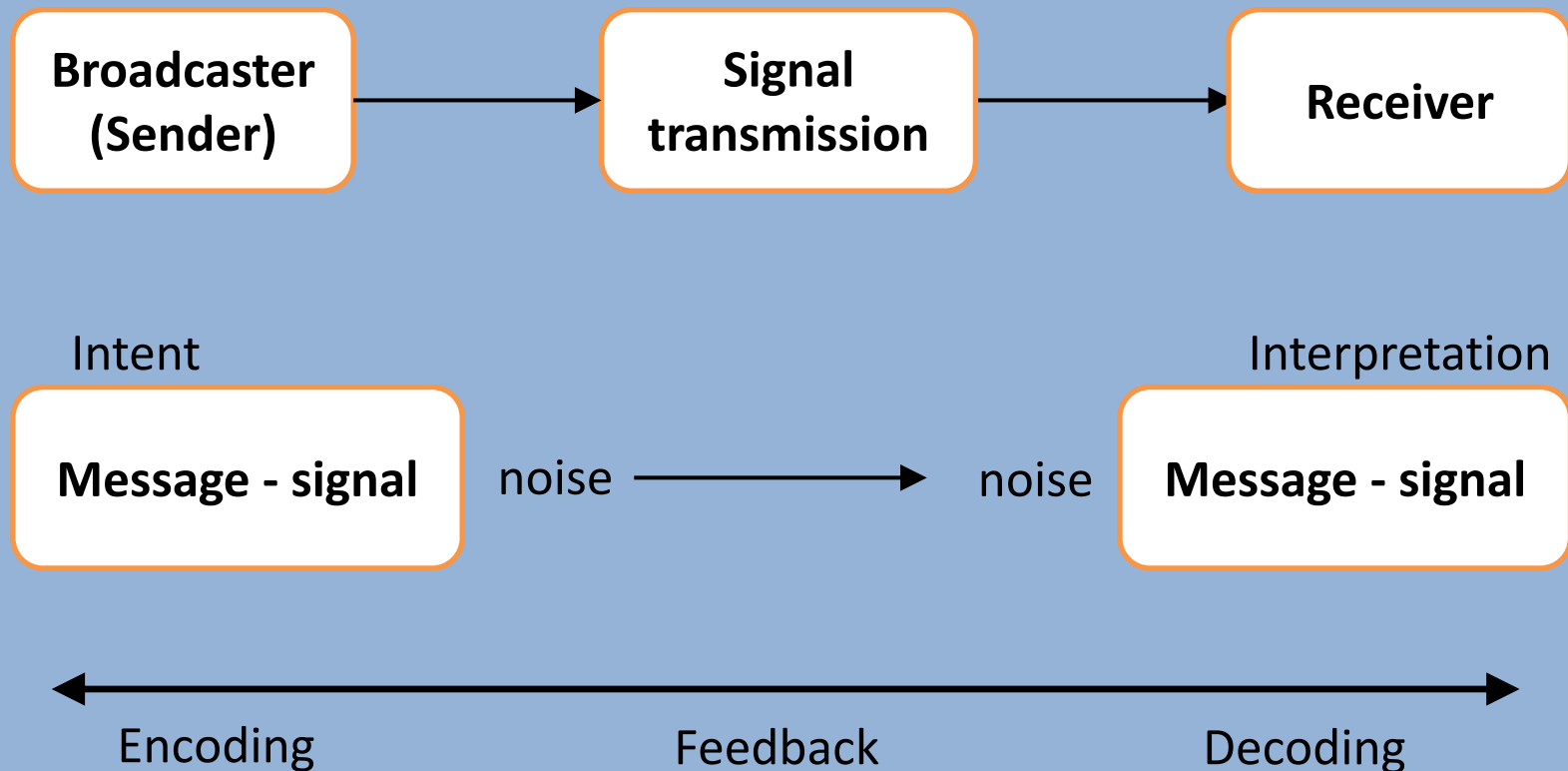
### Interpersonal communication (cont.)

**The recipient** is the person who takes with his senses the message transmitted by the sender. The recipient may be one or more. Communication takes place if the recipient has received and understood the message. If the message has not reached the recipient or if the recipient has not understood it, no communication has taken place.

**Encoding** is where the sender translates the information to be transmitted into symbols. The sender must translate the information into symbols that the addressee understands. If the symbols are not understandable to the recipient, or in his understanding have a different meaning from that assigned to them by the recipient, this is a communication barrier.

# 10. Social communication

## Expanded communication model



## 10. Social communication

### Parameters of the data channel

#### Basic parameters of a data channel:

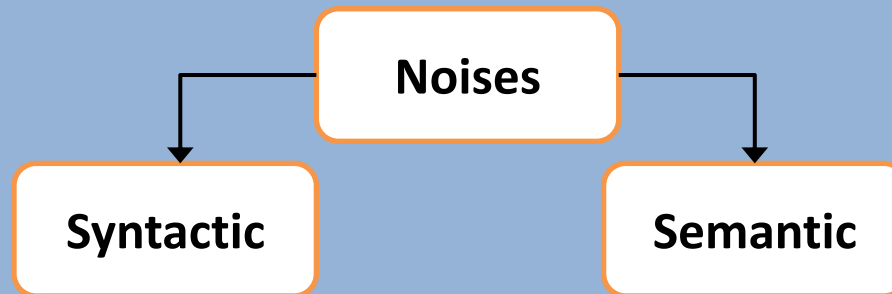
1. **Reliability** - determines the ratio of received signals to transmitted signals.
2. **Signal transfer rate** (shaped with average time).
3. **Efficiency** - depends on the form of transmission - written, oral, telephone.
4. **Information noises** - everything that unintentionally distracts the recipient's attention from the information being conveyed.

## 10. Social communication

### Parameters of the data channel (cont.)

**Syntactic noises** - occur when the technical means used to transmit, send and receive information fail.

**Semantic noises** - disruption of the communication process, consisting in the wrong choice of the form of expression, which hinders its proper understanding. They may result from the distortion of information content by organizational, cultural and personality factors.



## 10. Social communication

### Communication process

**The process of communication between people** can take place in a form:

- verbal communication,
- non-verbal communication.

**Verbal communication** is communication based on words. It boils down to the fact that we use words when communicating messages. When we talk to another person, we use words. While reading a book, we receive the author's messages conveyed to us by words. Writing a letter or an essay we convey messages with words.

**Non-verbal communication** is the second type of communication. As the name suggests, this technique does not require words, and its weight depends on how strongly the sender is connected with the message (with what he wants to convey) and with the recipient.

## ***10. Social communication***

---

### **Communication process**

"Body language" reveals the true content of the message to us. What is really important is that we hear and see with our senses.

## 10. Social communication

### Verbal communication

Depending on the direction of messages sent, we distinguish between communication:

- vertical,
- horizontal communication.

**Vertical communication** usually refers to formal messages flowing between employees and their superiors in order to achieve the assumed objectives, provide information and instructions. Then we are talking about downward communication.

We may also have vertical communication in the opposite direction - directed upwards. This happens when subordinates inform their superiors about their achievements, the degree of tasks performed, problems occurring at work, etc.

**Horizontal communication** is when it takes place between members of the same group or employees performing functions at the same level. This communication can be formal or informal.



## 10. Social communication

### Verbal communication (cont.)

In each spoken message we can distinguish **four levels of communication**:

- **the factual (formal) plane** through which we pass certain information,
- **the plane of self-presentation**, through which we inform about our mood when we send a message,
- **the plane of mutual relations**, which informs about the attitude towards the interlocutor (or the environment),
- **the plane of the appeal**, in which our wish to the recipient is included.

## 10. Social communication

### Verbal communication (cont.)

In verbal communication, factors such as the following play an important role here:

- **accent** (often more important than the content of the message),
- **the degree of fluency of speech** (testifies to competence and responsibility),
- **the content of the statement** (it depends on the power and interpersonal relationships).

## 10. Social communication

### Ability to listen actively

The **ability to listen** actively is important for a full understanding of communication. We can achieve this by using techniques such as:

- **Reflection** - We inform the interlocutor how we have understood his or her feelings or intentions,
- **Paraphrasing** - We put the message we have heard into other words, making sure that it has been understood correctly,
- **Clarification** - encourage the interlocutor to focus on the main idea of the message or ask for a more precise explanation of the matter,
- **Confirmation** - we add certain words, confirming that we are interested in what has been said and we listen carefully.

## 10. Social communication

### Non-verbal communication

The main forms of **non-verbal communication** are:

- facial expression,
- visual contact,
- gestures and other body movements,
- tactile contact,
- posture,
- distance from the partner,
- external appearance,
- non-verbal aspects of speech,
- smile.

## 10. Social communication

### Features of effective communication

**Effective communication features** are:

- reliability of the sender,
- sending understandable messages,
- ensuring the flow of feedback.

The credibility of the management is particularly important in an organisation.

Communication is understandable when verbal information is consistent with body language.

Communication is effective when what we want to communicate is consistent with what the partner has understood.

**A barrier to communication** can be noise and the attitude of the interlocutors (succumbing to stereotypes).

## 10. Social communication

### Communication errors

#### Sender errors:

- The sender often wants to come out better in the eyes of the recipient, so his message is not consistent with what he really thinks and feels.
- The sender constructs an unclear statement so that he can withdraw from it.
- Sending contradictory messages at the same time.

#### Recipient's mistakes:

- Lack of focus on what the partner says.
- Wanting to speak quickly and not listening to the interlocutor.
- Prematurely formulating assumptions about what the interlocutor will say in a moment.
- Listening to the interlocutor just to judge him/ her, which causes him/her to distort his or her speech when he or she secures himself or herself.

## 10. Social communication

### Levels of communication in organisations

In institutions, in organizations there are **5 levels of communication**, i.e. human communication:

1. Intrapersonal level - **Objective** → **Human institution** → **Human being**.  
Intrapersonal communication is a complex process, including neurophysiological processes, where the human brain receives, processes and sends information from the individual.
2. Interpersonal level - **Individual - Individual** (one person is the sender and the other person is the recipient).
3. **Individual - Group** (an individual is the sender and a group is the recipient).
4. **Group - Individual** (the group is the sender and the individual is the recipient).
5. **Group - Group** (one group is the sender and the other group is the recipient).