

Basic Concept of **COMMUNICATION**

YULI CANDRASARI

WHY DO WE COMMUNICATE ?

- ✖ We can't not communicate
- ✖ At least 75 percent of human activities is to communicate
- ✖ Communication can be done consciously or unconsciously
- ✖ We do not always communicate using voice
- ✖ We communicate using body language

WHAT IS UNDERSTANDING OF

COMMUNICATION ?

DEFINING COMMUNICATION

- ✖ Communication is a process
- ✖ Communication an interaction system
- ✖ Communication to achieve goals

COMMUNICATIONS COMPONENTS

- ✖ Information source
- ✖ Message
- ✖ Channel
- ✖ Receiver
- ✖ Feedback
- ✖ Noise

PHASES OF COMMUNICATION

- ✖ One step flow communication
- ✖ Two step flow communication
- ✖ Multi step flow communication

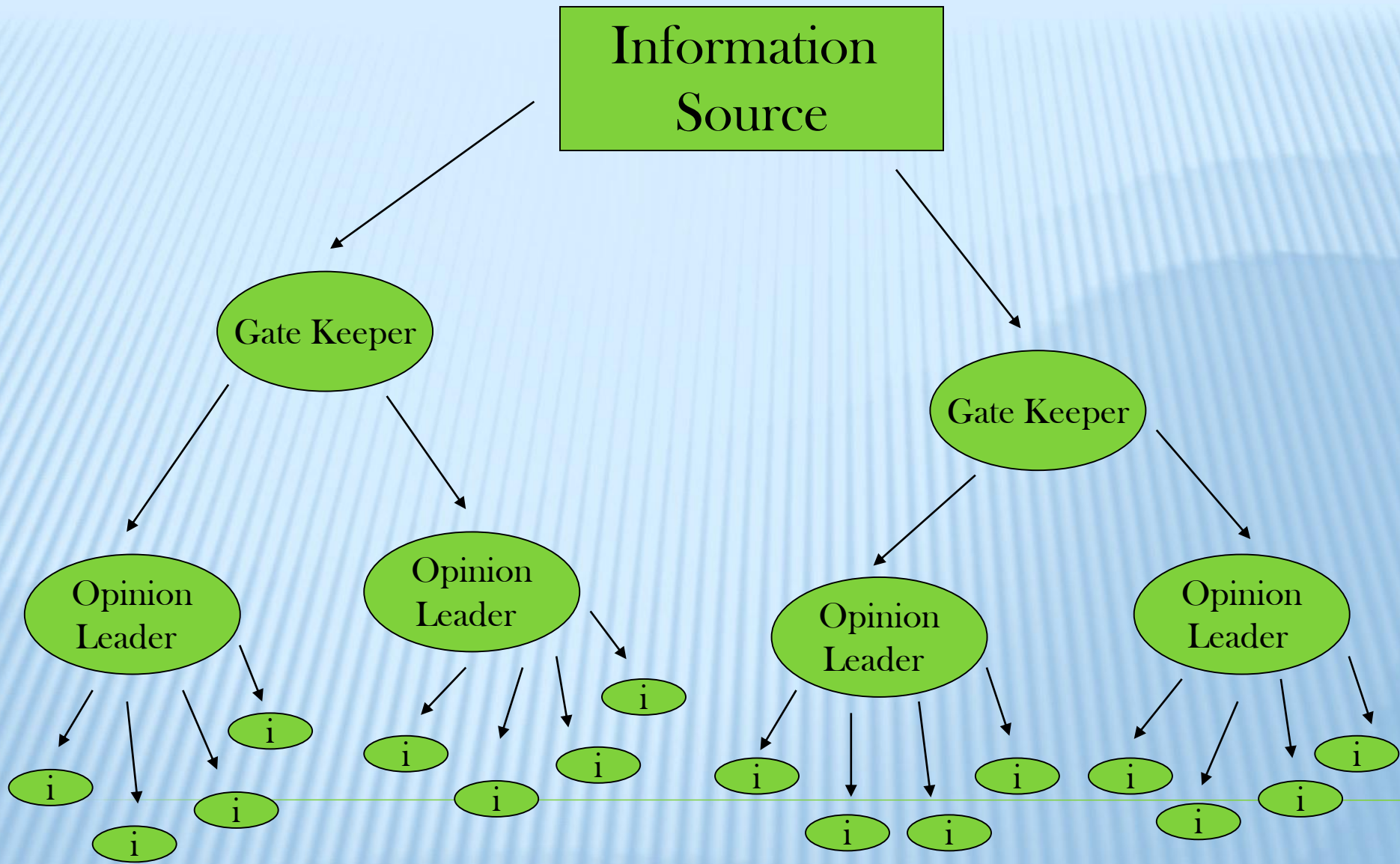
PHASES OF COMMUNICATION

- ✖ One step flow communication

Information source → receiver

- ✖ Two step flow communication

Information source → opinion leader → receiver



- Multi step flow communication

CONTEXT OF COMMUNICATION : BASED ON LEVEL

- ✖ Intrapersonal communication
- ✖ Interpersonal communication
- ✖ Small-group communication
- ✖ Large-group communication / Public communication
- ✖ Organizational communication
- ✖ Mass communication

CONTEXT OF COMMUNICATION : BASED ON LEVEL

✕ Intrapersonal communication

- Communicate by his self
- Consciously or unconsciously
- Perception
- Ex : Thinking

CONTEXT OF COMMUNICATION : BASED ON LEVEL

✕ Interpersonal communication

- Dyadic communication
- Face to face communication
- Proximity
- The self in interpersonal communication
- Listening
- Interpersonal relationship (development, maintenance, deterioration, repair and dissolution)

CONTEXT OF COMMUNICATION : BASED ON LEVEL

✕ Small-group communication

- Interaction
- Know each other
- Have a similar goals
- Family, friends, discussions friend, etc

CONTEXT OF COMMUNICATION : BASED ON LEVEL

✕ Large-group communication / Public communication

- One information source
- Public
- Formal
- One way communication
- Passive audience
- Speech, public lectures
- Purpose of communication to provide information, entertainment and persuade

CONTEXT OF COMMUNICATION : BASED ON LEVEL

✕ Organizational communication

- Organization
- Formal / informal
- Formal communication : horizontal communication, vertical communication, cross communication
- Vertical communication : downward comm and/or upward comm

CONTEXT OF COMMUNICATION : BASED ON LEVEL

✕ Mass communication

- Mass media : print media / electronic media
- Newspaper, Magazine, Radio, Newspaper, Internet
- A general message
- Managed by the agency or company

Kategori	Jumlah peserta kom	Kedekatan fisik	Saluran inderawi	Umpan balik
Kom. Massa	Banyak – heterogen	Rendah	Minimal	Paling tertunda
Kom. Organisasi				
Kom. Publik				
Kom. Kelompok				
Kom. Antar Pribadi				
Kom. Intrapribadi	Satu	Tinggi	Maksimal	Paling segera

	Kom. Antar Personal	Kom. Kelompok	Kom. Organisasi	Kom. Publik	Kom. Massa
Source	Satu orang	Anggota kelompok	Anggota organisasi (terstruktur)	Satu orang	Lembaga / perusahaan media massa
Message	Sifatnya personal	Kepentingan kelompok	Kepentingan organisasi	Umum (Publik tertentu)	Umum
Channel	Tatap muka, telepon, email (personal)	Tatap muka, telepon, milis (kelompok)	Tatap muka, telepon, email, milis, media internal	Tatap muka	Media cetak Media elektronik
Receiver	Satu orang	Kelompok dalam jumlah kecil	Anggota organisasi (terstruktur)	Khalayak (Publik tertentu)	Khalayak (heterogen)
Feedback	Ada, langsung Interaksi Transaksi	Ada, Interaksi	Terbatas, terkadang tertunda Linier, Interaksi	Terbatas, Linier, Interaksi	Tertunda, Linier Interaksi

	Komunikasi Antar Pribadi	Kom Antar Pribadi Termediasi Internet
Identitas	Asli/Jelas	Palsu/Konstruksi
Relationship	Dekat – saling mengenal	Jauh – Tidak mengenal
Komunitas	Dekat – Akrab – Terbatas Jumlahnya	Jauh – Asing – Jangkauan luas – Jmlh banyak

CONTEXT OF COMMUNICATION : BASED ON SPECIFICITY

- ✖ Political communication
- ✖ Bussiness communiucation
- ✖ Intercultural communication
- ✖ International communication
- ✖ Development communication
- ✖ etc

CONTEXT OF COMMUNICATION : BASED ON TECHNOLOGY

- ✖ Intrapersonal communication
- ✖ Medio communication
- ✖ Mass communication

