

Université Abderrahmane Mira Bejaia
Faculté des sciences Humaines et sociales
Département de communication

Module: Anglais

Niveau: M2

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Syllabus :

Part one: Communication

Part two: Media and Information Literacy (MLI)

Part three: Grammar

Part four: Vocabulary and Concepts

Parte one

Communication

COURSE N°01

Introduction to communication:

The general view of communication is that it is an interaction within a social context. Communication usually involves **a sender (source)** and **a receiver**. It involves **the interlocutors exchanging signals**. These signals could be verbal or graphic, it could be gestural or visual (photographic).

In essence, communication involves using codes that are done with the eyes, body movement or sounds made with the voice. Whichever way it is done, there is always a process in which someone initiates a meaning intent that is passed to the interlocutor (receiver). Daniel (2016) asserts that it is when feedback, which involves the receiver responding to the signal by initiating another circle of meaning exchange, has been sent to the sender (source) that the communication process has gone full circle and become complete.

Communication is the process of creating meaning as well as ascribing it. It is the exchange of ideas and interaction among group members. The Oxford Advanced Learner's Dictionary of Current English defines communication as the activity or process of expressing ideas and feelings or of giving people information. One can safely say that communication is the act of transferring information and messages from one place to another and from one person to another. In a related manner, the Online Business Dictionary describes communication as a two way process. It involves participants reaching a mutual understanding beyond merely encoding and decoding information, news, ideas

and feelings. It is important that they also create and share the meaning content in the messages passed. In addition to this, communication is also seen as a means of connecting people or places. It is also regarded as an important key function of management because an organization cannot operate without communication between levels, departments and employees

Again, communication can be defined as a field of study concerned with the transmission of information and broadcasting. It can involve any of the various professions, which have to do with the transmission of information such as advertising, public relations, broadcasting and journalism. The foregoing shows that communication is something human beings do every day in different ways and through different means. That is, the modern man communicates through different methods like speaking, using telephones, blogging, television, art, hand and body gestures and facial expressions. This can happen in closed intimate settings or over long distances. An example is the internet. The acts of communication draw on a number of inter and intra-personal skills like observing, speaking, questioning, analyzing and assimilating. It enables collaboration and cooperation.

Course N°02:

Elements of communication

Above all, language is the basic level of communication between one human being and another. It is the means by which we pass on our ideas, feelings, knowledge and requests. Awoniyi affirms that without communication there would be chaos. He adds that human existence and civilization as we know today would disappear without communication. He further claims that there are at least five important elements of the communicative process. This is shown in Table 2.1 below.

Sender (Encoder)	Message	Medium of Transmission	Medium of Receipt	Receiver (Decoder)
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This table elaborates on how these elements of communication interact to make communication happen. The process requires the sender to encode message, through a medium of transmission, which the receiver receives and decodes through the medium of receipt. In essence, the sender must encode the message (i.e. the information being conveyed) into a form that is appropriate to the communication channel and the receiver(s) decode the message in order to understand the meaning content of the message. The goal of communication is for the receiver to understand the message sent. This is explained as the ability to categorize sender's intent, understand the message sent and act upon it.

Course N°03

Categories of Communication

Human and Non- Human Communication

At this juncture, it is necessary to state that there is human and non-human communication. Human communication may be classified as verbal, non-verbal, written and other forms of electronic communication. Non-human communication includes animal communication, communication among plants and fungi and bacteria quorum sensing.

Based on the foregoing, possible answers to the question- "What is communication?" may be: the transmission, exchange of thoughts, messages or information through the medium of speech, signals, signs, writing or behaviour. It can also be said to be the art and technique of using words effectively to impart information or ideas. In simple terms, **communication means speaking to or with some other person near or far away, either face-to-face through speech,**

telephone calls or text messages, body language, signs and so on. It can be done by both human and non-human beings. However, it is important to note that non-humans do not **speak** but are likely to communicate through signals or symbolic behaviour. The essential point to observe here is that non-humans communicate too.

1 Communication process, verbal and non-verbal communications.

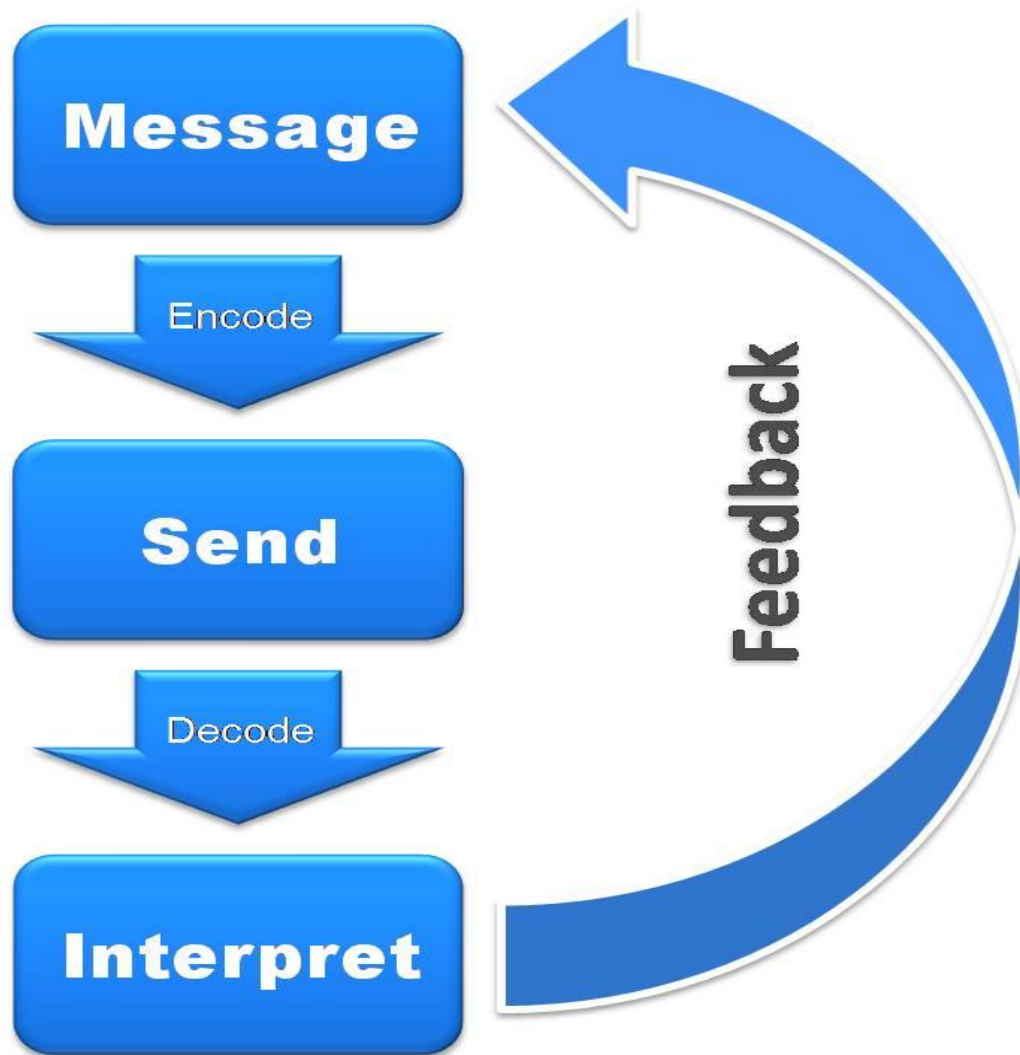


Fig 2.1 above shows that one can safely conclude that communication is carried out, to not only pass on information but ultimately to get a feedback. Feedback is very important in the communication process as it distinguishes communication from information. When there is feedback, the communication process is complete, making it meaningful .

Why Do We Communicate?

People communicate to satisfy the needs for belonging, to be heard and be appreciated. People communicate to keep in touch with and connect with others such as friends, family, colleagues and business partners. In short, people communicate to socialize. The human being is a social animal living and operating in a community peopled by other human beings with whom they are in constant touch. The human is able to socialize because of its ability to communicate. In addition, people communicate in order to get things done or make their intentions and feelings known. Above all, people communicate with specific purposes in mind.

There are four basic purposes of communication. Almost all of these purposes are better served through verbal communication than other options like email or print messages. Communication can be used to convey information. This can be done verbally or through text based media to pass information such as time of meeting or policy statements from an organisation's administration to its employees.

COURSE N°04

Types and Levels of Communication

There are many types and varieties of communication, depending on the medium used or the way in which information is exchanged. For example, communication can be done through the internet, telephone mobile phones), speaking, singing, dancing, sign language, touch and eye contact, body language and even the way one dresses. All these inform the types of communication that exist. Teaching is also a type of communication because a teacher passes information to students through channels such as face-to-face in the class, by means of speech, visual aids and experiments, through written notes, on the internet which could be through Skype, video conferencing or blogging. In addition, there is

human (verbal, non-verbal, business or written) and non-human (occurring among animals, plants and fungi, and bacteria) communication. Generally, the following are the types of communication.

1/Verbal communication: The **Verbal Communication** is a type of oral communication wherein the message is transmitted through the spoken words. Here the sender gives words to his feelings, thoughts, ideas and opinions and expresses them in the form of speeches, discussions, presentations, and conversations.

2/Non-verbal communication: The **Non-Verbal Communication** is the process of conveying meaning without the use of words either written or spoken. In other words, any communication made between two or more persons through the use of facial expressions, hand movements, body language, postures, and gestures is called as non-verbal communication.

3/Written communication: Written communication is **any written message that two or more people exchange**. Written communication is typically more formal but less efficient than oral communication. Examples of written communication include: Emails. Text messages.

4/Visual communication: is the use of visual elements to convey ideas and information which include but are not limited to, signs, typography, drawing, graphic design, illustration, industrial design, advertising, animation, and electronic resources.

5/Non-human communication interspecies communication, symbolic reference, nonhuman communication, animal cognition, Grey parrot cognition

6/Mass Communication is the process of imparting and exchanging information through mass media to large segments of the population. It

is usually understood for relating to various forms of media, as its technologies are used for the dissemination of information, of which journalism and advertising are part. Mass communication differs from other types of communication, such as interpersonal communication and organizational communication, because it focuses on particular resources transmitting information to numerous receivers. The study of mass communication is chiefly concerned with how the content of mass communication persuades or otherwise affects the behavior, the attitude, opinion, or emotion of the people receiving the information.