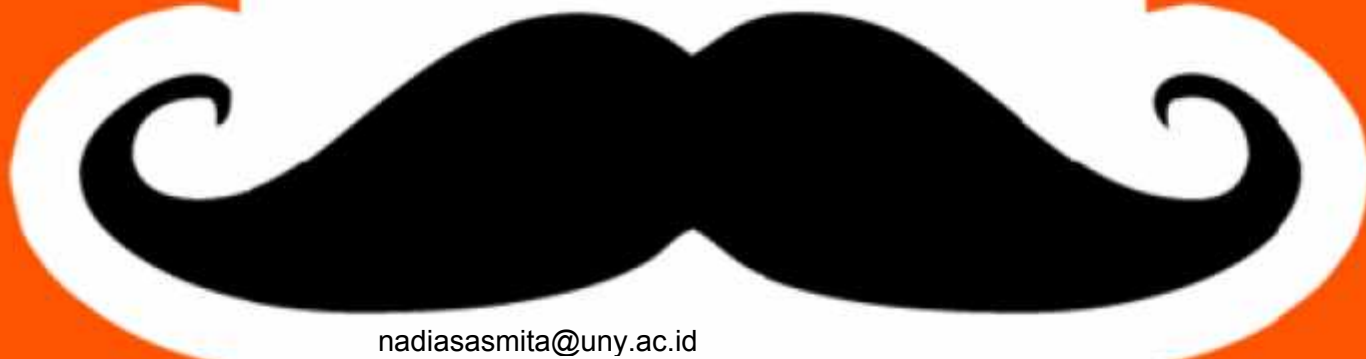


# **PAY ATTENTION !**

1. TYPE OF COMMUNICATION → 2
2. TECHNIQUE OF COMMUNICATION → 3
3. LEVELS OF COMMUNICATION → ?



nadiasmata@uny.ac.id

4. BARRIER OF COMMUNICATION → ??

TODAY'S MISSION

150922

CLASS A

PERTEMUAN 2

# The Communication Process



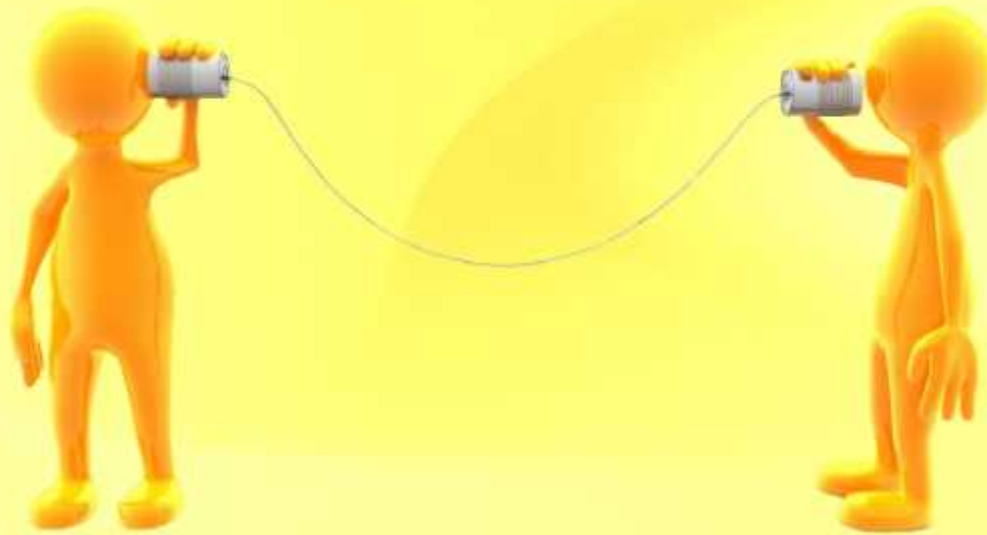
Presented by: Keron Roberts

COMMUNICATION

# Objectives

- Define communication
- Analyze the two models of communication
- Explain the elements of the communication process

# The communication process



Communication is the process of passing information from a source to a receiver

# Communication Models

Communication is classified into two groups:

- Linear
- Interactive

# Linear Model



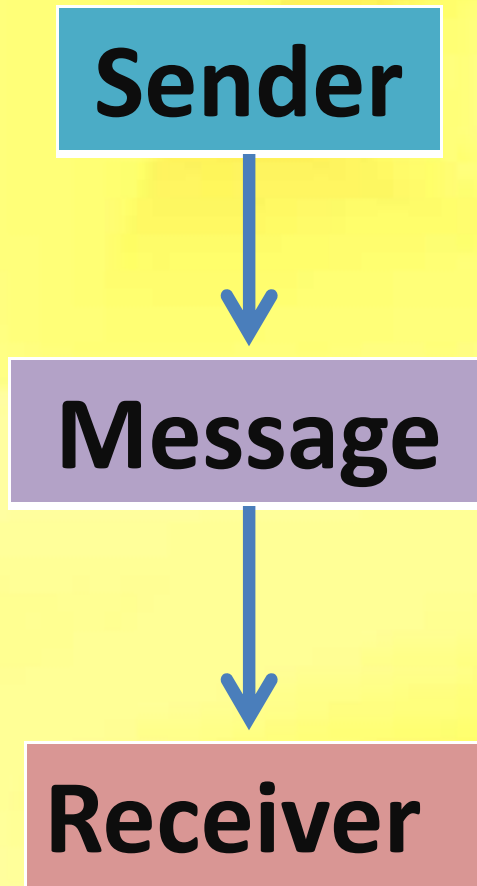
Here information is transmitted from sender to receiver via a channel **without the sender receiving any feedback** (See fig 1)

# Linear Model



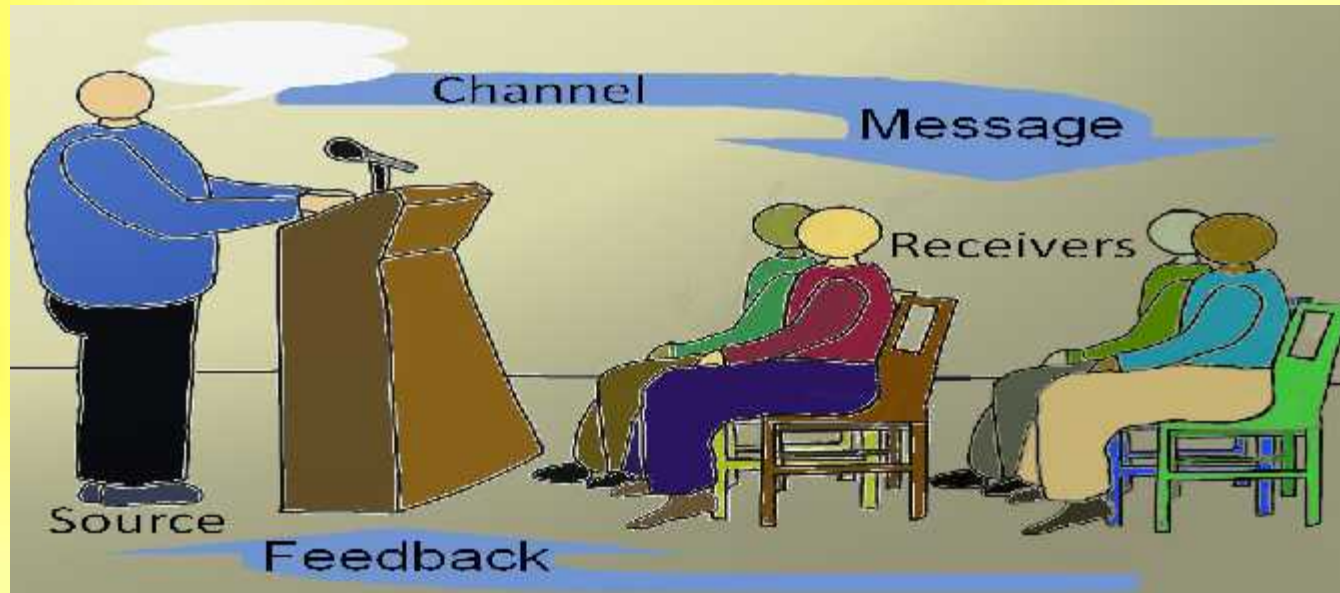
Example: Talking to a person and that person is ignoring you

# Linear Model





# Interactive Model



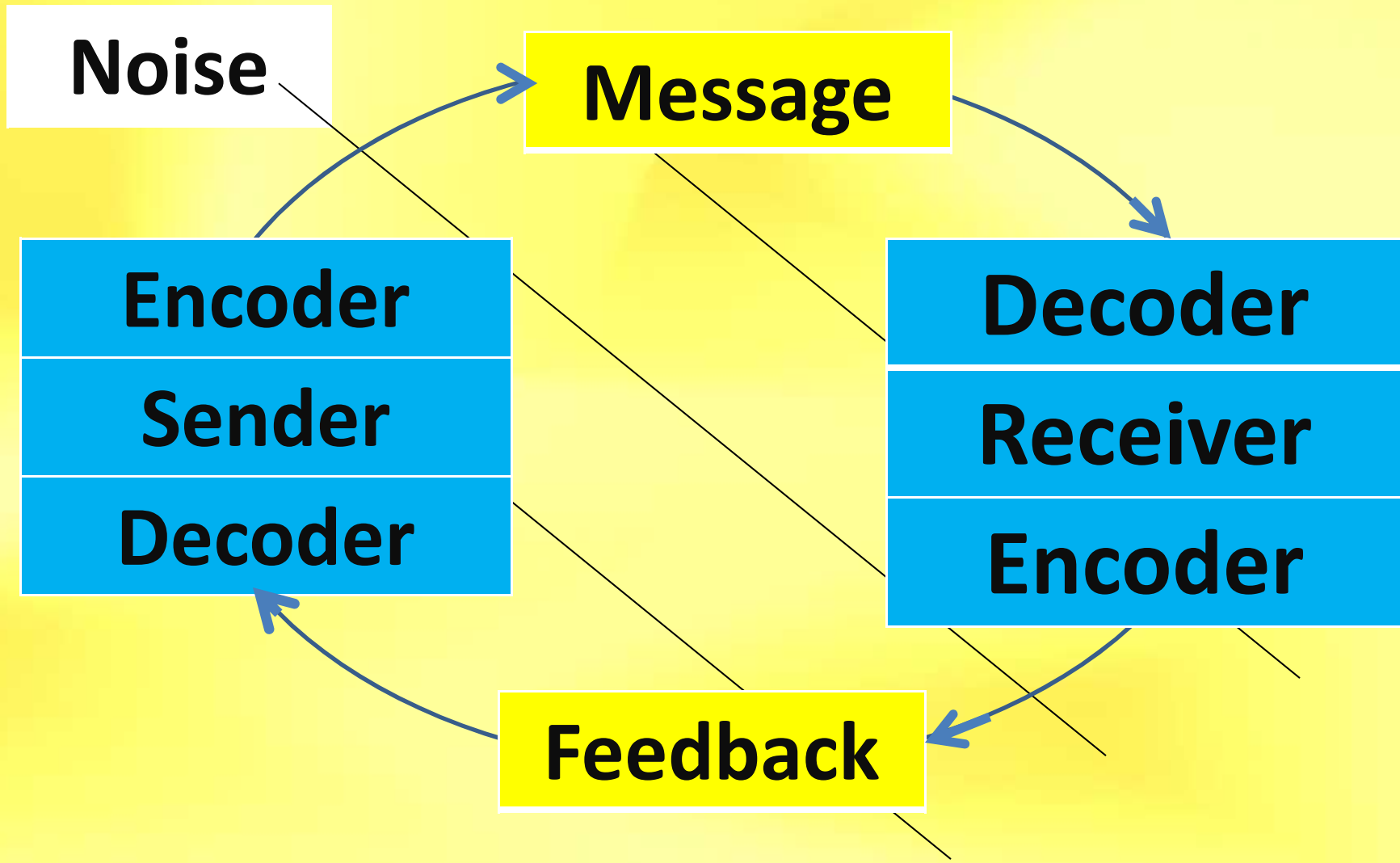
- Here there is **feedback**; it allows the sender to know that the message was received.

# Interactive Model



Example: Having a conversation with someone

# Interactive Model

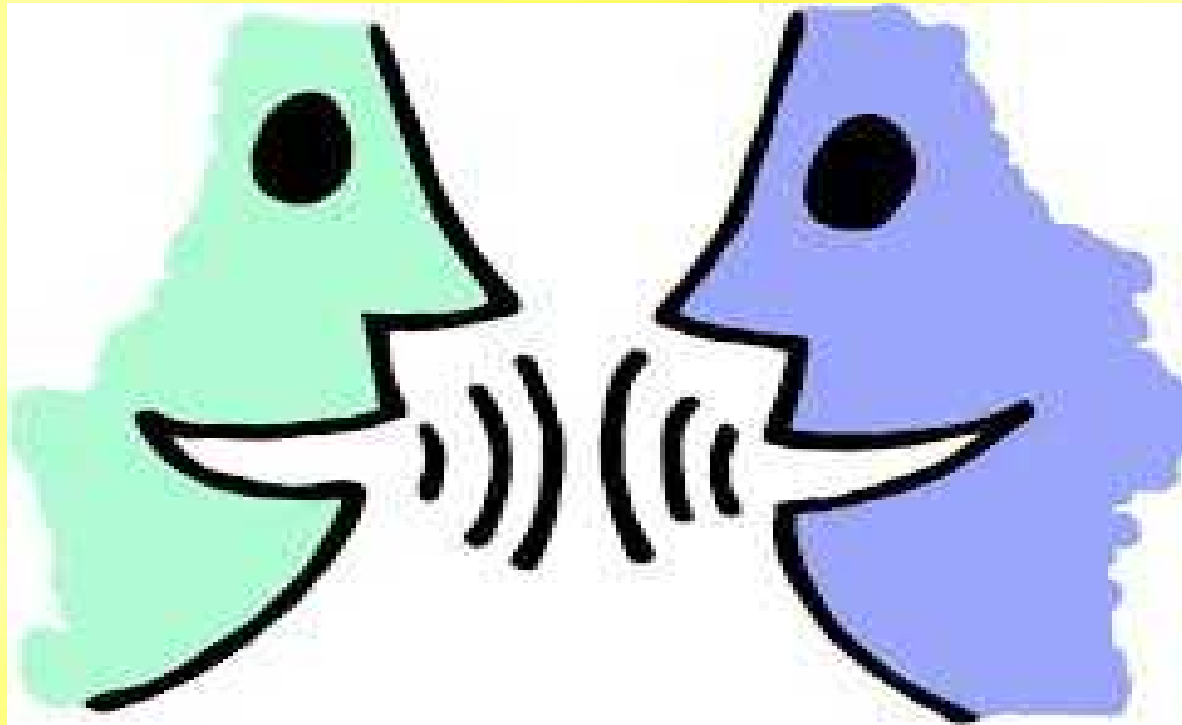


# Encoding



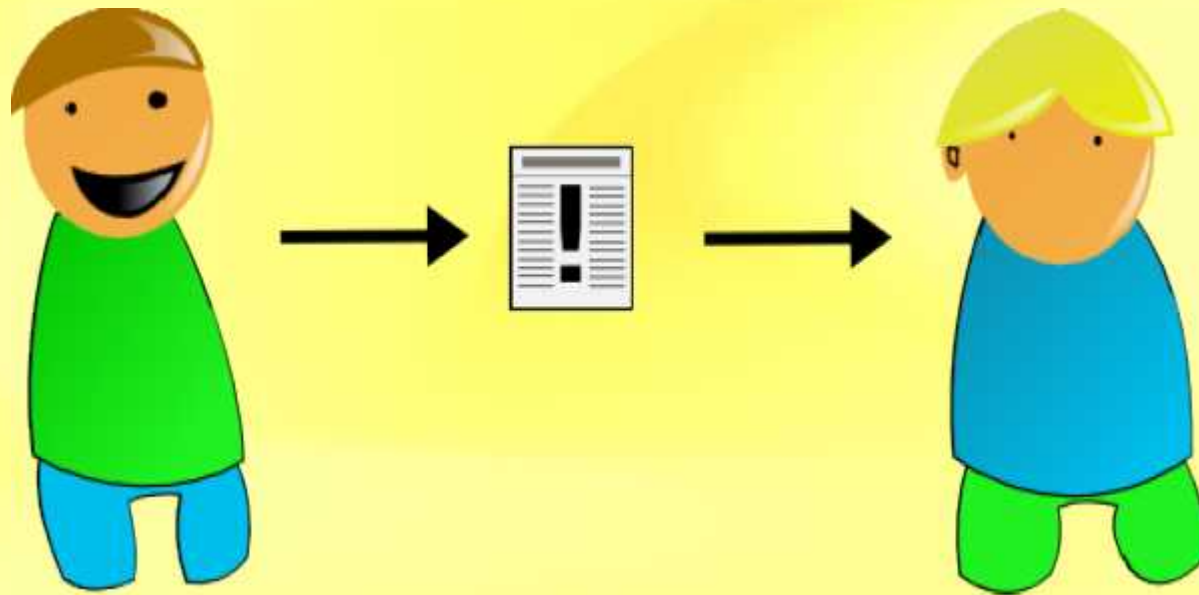
Encoding is putting thought or information into words, signs or symbols.

# Encoding



This allows the message to be conveyed to the receiver.

# Message



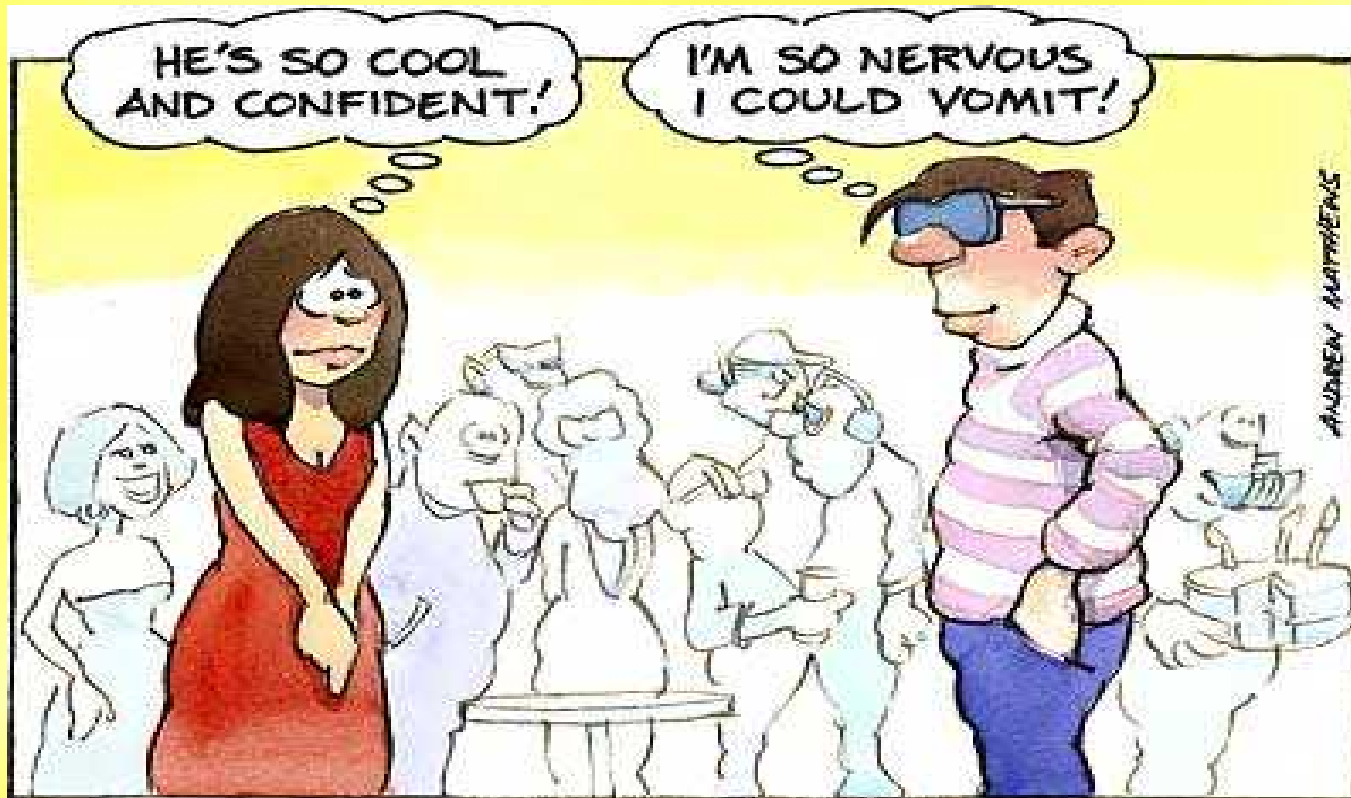
- Message – is the information being transmitted from the sender to the receiver

# Channel



- Is the medium used to transmit the message

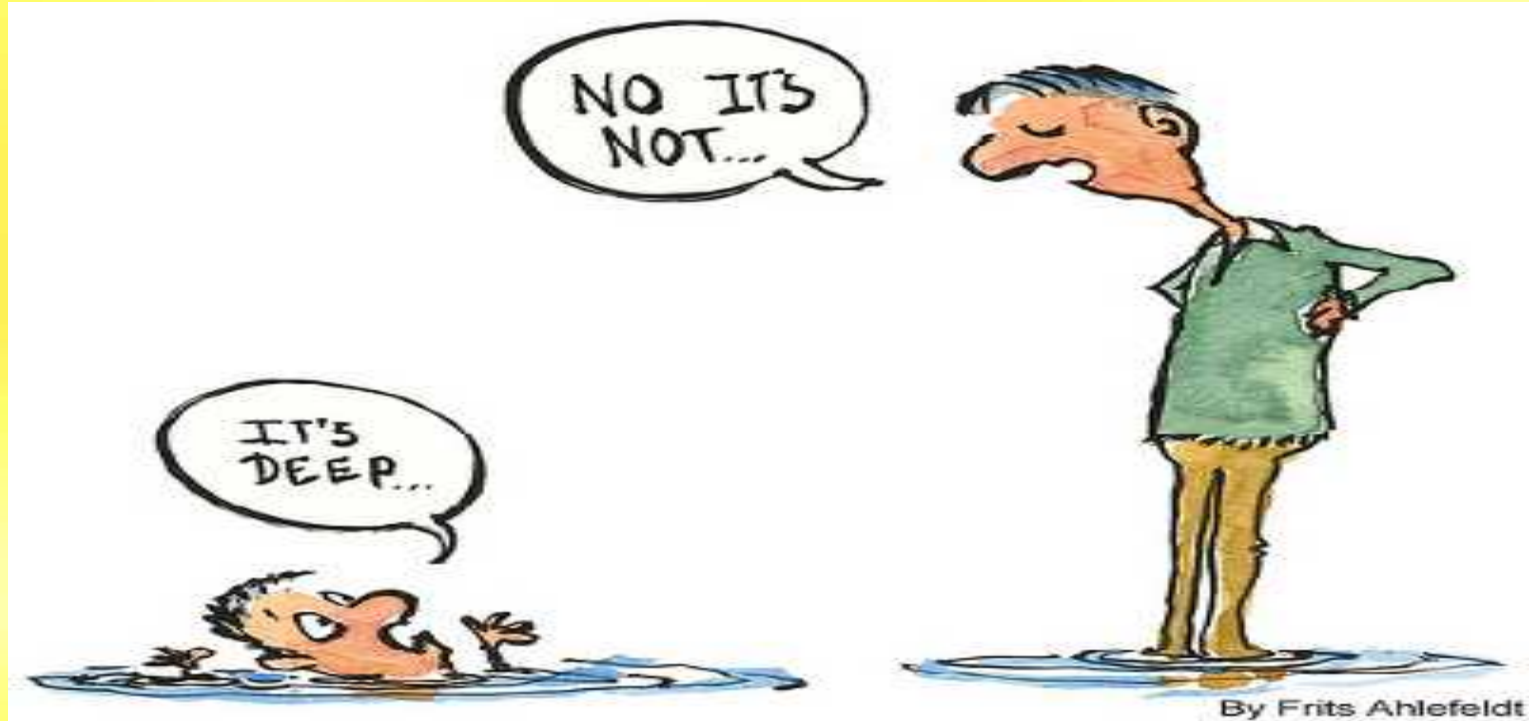
# Decoding



- Is when the sender interprets the message and gives it meaning from his/ her perspective



# Feedback



- Is the response given to the sender from the receiver.

# Feedback



Allows the sender to determine if the message was received and how accurately it was received

# Noise



- Anything that **disrupts** the communication process for example language.

# TEKNIK KOMUNIKASI

1. **Komunikasi informatif (*informative communication*)** ; komunikasi personal, komunikasi media, komunikasi massa.
2. **Komunikasi persuasif (*persuasive communication*)** ; (1) *frame of reference* komunikasikan selengkapnya, (2) kondisi fisik dan mental komunikasikan sepenuhnya, (3) suasana lingkungan pada saat terjadinya komunikasi, dan (4) tanggapan komunikasikan secara langsung.

### 3. Komunikasi instruktif/koersif (*instructive/coersive communication*) ; prosedur dan aturan-aturan tertentu.



# JENIS KOMUNIKASI

## A. CARA PENYAMPAIAN

1. VERBAL → Oral & Tertulis
2. NONVERBAL → Simbol (Gambar, Foto, Gesture)

## B. KELANGSUNGAN → Langsung & Tidak Langsung

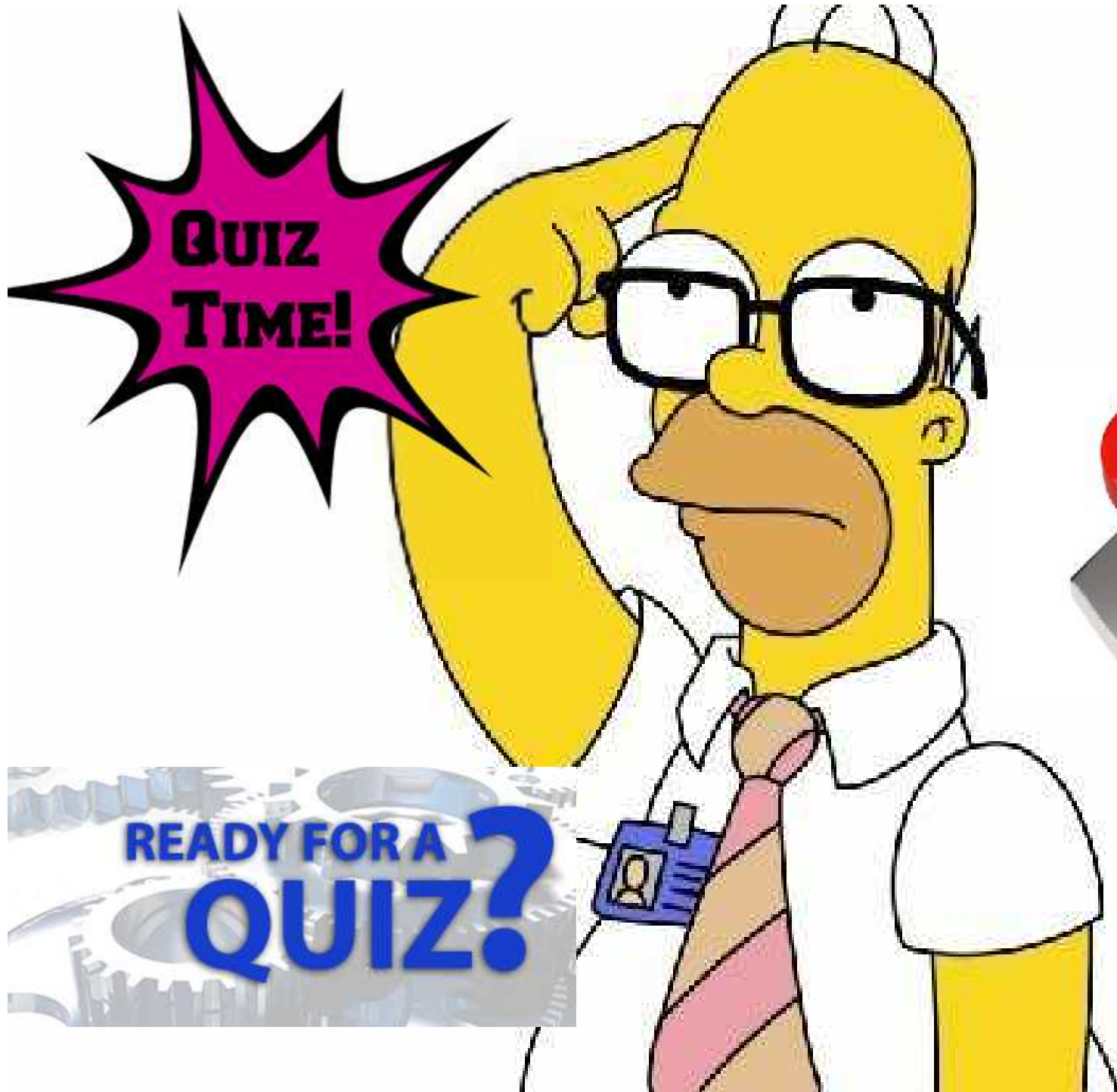
## C. PERILAKU → Formal, Informal, Nonformal

## D. TUJUAN KOMUNIKASI

1. Pidato
2. Ceramah
3. Wawancara
4. Perintah

# WELCOME TO WORLD OF COMMUNICATION









**KEEP  
CALM  
ITS  
QUIZ  
TIME**



**know**

**you dont like it**

**but its**

**QUIZ TIME :)**

# MENTION & DEFINE THE CONCEPT OF COMMUNICATION

1. TYPE → WHY

2. TECHNIQUE → WHY

3. LEVELS → WHY

4. BARRIER → WHY





## VIDEO 1 – BERJUALAN DI TROTOAR

1. Tipe > **VERBAL ORAL**
2. Teknik > **INFORMATIF & PERSUASIF**
3. Level > **ONE TO GROUP COMMUNICATION**
4. Perceptual Barrier

## VIDEO 2 – DONALD TRUMP

1. Tipe > **VERBAL ORAL**
2. Teknik > **PERSUASIF**
3. Level > **ONE TO GROUP COMMUNICATION**
4. Perceptual & Cultural Barrier

## VIDEO 3 – OHIO MARCHING BAND

1. Tipe > **NON VERBAL BODY LANGUAGE**
2. Teknik > **INFORMATIF**
3. Level > **SMALL GROUP COMMUNICATION**
4. Interpersonal & Cultural Barrier

## VIDEO 4 & 5 – COMMERCIAL VIDEO

1. Tipe > **NON VERBAL (SOUND, BODY LANGUAGE, APPEARANCE)**
2. Teknik > **INFORMATIF**
3. Level > **MEDIA MASSA**
4. Perceptual & Emotional Barrier

**GOOD JOB,  
BRAIN!**

