PAY ATTENTION!

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

4. BARRIER OF COMMUNICATION → ??

TODAY’S MISSION
150922
CLASS A
PERTEMUAN 2

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The Communication Process

Presented by: Keron Roberts
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

Sender

Message

Receiver
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
Encoding

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

This allows the message to be conveyed to the receiver.
• 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* komunikikan selengkapnya, (2) kondisi fisik dan mental komunikikan sepenuhnya, (3) suasana lingkungan padas aat terjadinya komunikasi, dan (4) tanggapan komunikikan 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
Quiz Time!

Ready for a Quiz?
KEEP CALM ITS QUIZ TIME
I know you don't like it but it's quiz time :(
MENTION & DEFINE THE CONCEPT OF COMMUNICATION

1. TYPE  \( \rightarrow \) WHY
2. TECHNIQUE  \( \rightarrow \) WHY
3. LEVELS  \( \rightarrow \) WHY
4. BARRIER  \( \rightarrow \) WHY

CAUTION
USE THE GOLDEN RULE

CAUTION
USE THE GOLDEN RULE

CAUTION
USE THE GOLDEN RULE
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!