Communication

An Introduction

- Definition
  - Latin: *communicare* - share, communicate, unite
    - Simply said: Exchange of *signs*
- All communication is culturally based.
  - Example greeting: Handshake vs. Bow
- You cannot not communicate
  - Intentional communication - Examples language, uniform
  - Unintentional communication - Examples body language, breaking codes
- Definition - second attempt
  - "Communication is a dynamic, systemic process in which meanings are created and reflected in human interaction with symbols" (Samowar, Porter, Stefani 1998: 25)
    - Dynamic process
      - Ongoing
      - Unretracteble
      - Interacting
      - attention seeking
    - Systemic process
      - Context
      - Location
      - Time
      - Group
      - Culture
    - Attribution of meaning
      - Based on personal / cultural experiences
      - Symbols: Words, Actions
- Characteristics of Communication
  - No direct Mind-to-Mind contact
    - Ability only to infer : different solutions
  - Communication defines the world: World as text
    - Examples:
      - Childhood/Old Age
      - Illness
  - Self-reflection / Other-reflection
- Communication changes the sender and the receiver
  - Scale of responses:
    - Overt C.
    - Covert C.
    - Unconscious
    - Biological
- Consequences for Communication in Tourism and in Leadership Communication