

Who says what
In which channel
To whom
With what effect?

What is Communication Studies?

Communicator
Message
Medium
Receiver
Effect

Communication Acts and Events

Communication can be defined as "an activity in which symbolic content is not merely transmitted from one source to another, but exchanged between human agents, who interact within a shared situational and/or discursive context." From Stuart Price (1996). *Communication Studies*. New York: Longman, p. 75.

Communication Codes and Conventions

Communication Studies attend to the relationships between **transmission, exchange, the generation of meaning, context and discourse.** "All communication involves signs and codes. Signs are artefacts or acts that refer to something other than themselves; they are signifying constructs. Codes are the systems into which signs are organised and which determine how signs may be related to each other." From John Fiske. (1982). *Introduction to Communication Studies*. New York: Routledge, p. 1.

Communication Practices

Forms of Communication

Communication Media and Technology

Communication Theory
Artificial Intelligence
Cognitive Science
Cybernetics
Linguistics
Literary Criticism
Political Economy
Psychoanalysis
Semiotics

Practices
Intrapersonal
Interpersonal
Group
Mass
Extrapersonal

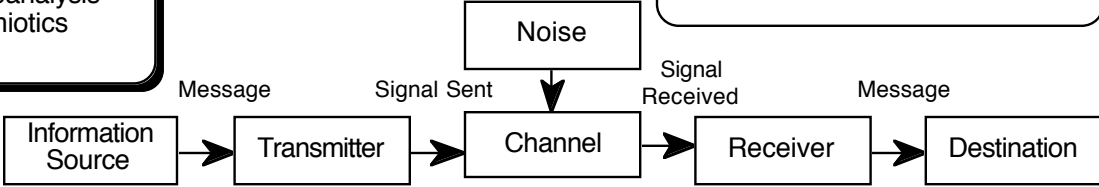
Genre and Performance

Purposes
Socialisation
Ritual
Instrumental
Persuasive
Expressive
Narrative

Forms
Oral
Written
Printed
Non-verbal
Pictorial
Graphical/
Symbolic
Technological

The Medium is the Message

1. Someone
2. Perceives an Event
3. And Reacts
4. In a Situation
5. Through Some Means
6. To Make Available Materials
7. In Some Form
8. And Context
9. Conveying Content
10. Of Some Consequence



Stephen Petrina (2003)