

## **Direct Communication**

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# Agenda

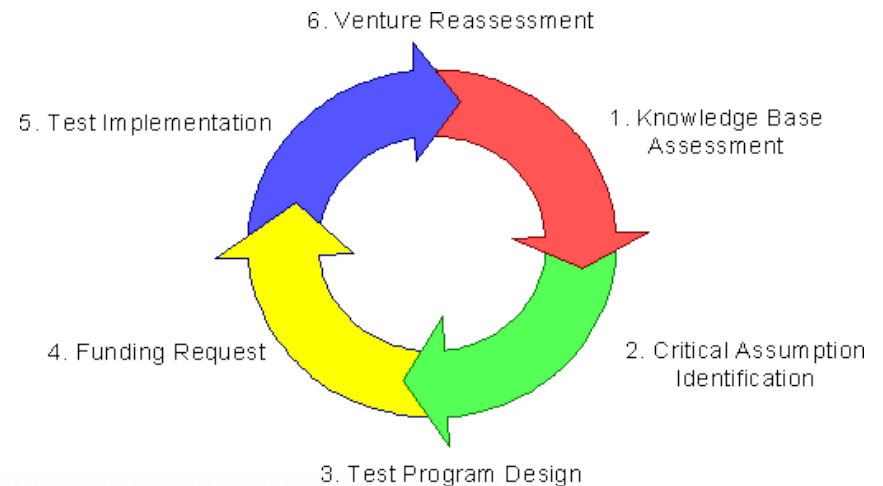
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- **What is being communicated about?**
- **Forms of communication**
- **Sender-receiver model**
- **Rhetorik**
- **Factual and relationship level**
- **Communication axioms**
- **Inner map and perception**
- **Communication levels**
- **Implementation**

## What is being communicated about

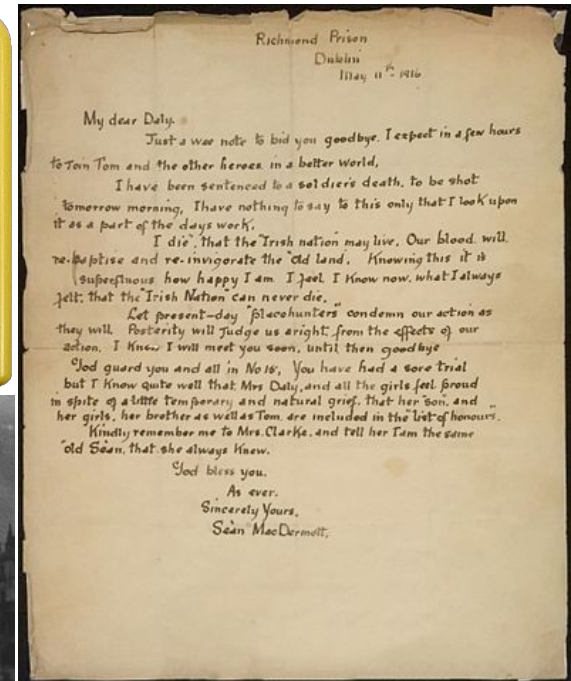
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- **Create plans together**
- **Reach agreement**
- **Make decisions together**
- **Justify „lone“ decisions**
- **Get feedback and understand it correctly**
- **Explain control measures**
- **Give feedback**



# Forms of communication

- Verbal
- Written
- By actions
- Gestures
- Facial expression



## Sender-Receiver Model

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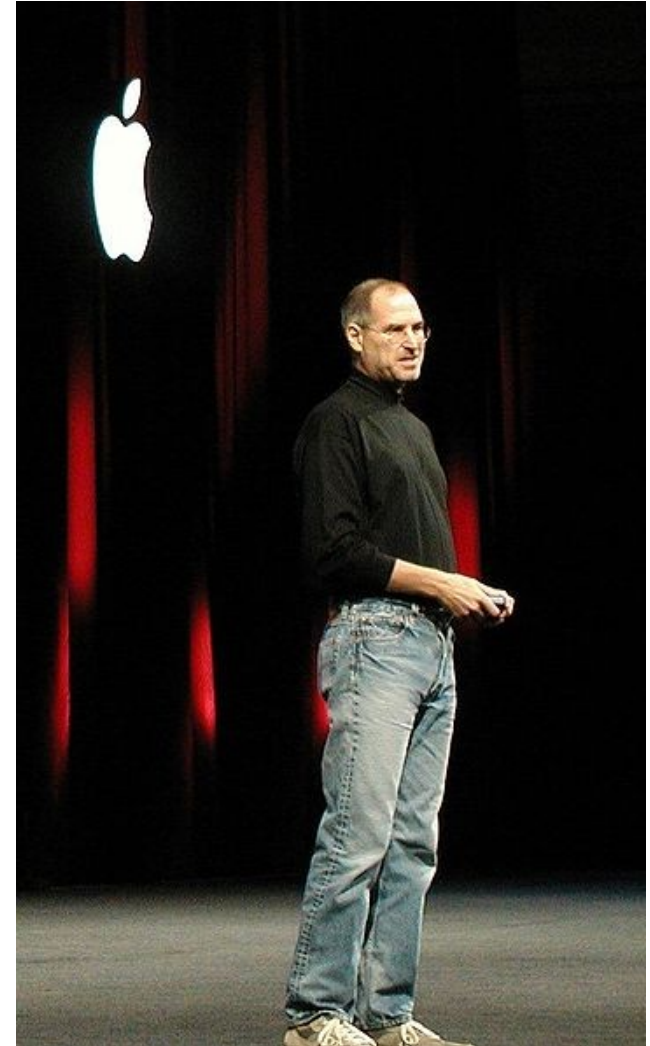
- *Said is not heard*
  - *Heard is not understood*
  - *Understood is not agreed*
  - *Agreed is not retained*
  - *Kept is not able*
  - *Able is not applied*
  - *Applied is not kept*
- *Tell me, and I will forget.*
  - *Show me, and I may remember.*
  - *Involve me, and I will understand.*



## Rhetorik – Aristotle

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- **Logos – the logical appeal**
  - logical appeal or the simulation of it, the term logic is derived from it. Used to describe facts and figures that support the speaker's claims or thesis.
- **Pathos – the audience's emotion**
  - metaphor, simile, a passionate delivery, a simple claim that a matter is unjust. Pathos is most effective when the author or speaker demonstrates agreement with an underlying value of the reader or listener.
- **Ethos – credibility of the presenter**
  - how well the presenter convinces the audience that he or she is qualified to present (speak) on the particular subject





## Factual level

- **Content, facts and arguments. Culturally agreed and more or less clearly defined sign systems (spoken languages, writing). The sender encodes the information with the language, the receiver must decode it. Mastery of the language is preconditioned.**

航空会社 Airline	便名 Flt. No.	出発地 Origin	到着 Arrive	変更 Wait	到着 手荷物あり	出口 Exit 手荷物なし
JAL	22	宮古島 Miyakojima	22:05	22:04	4・5	1
JAL	188	女満別 Nemuro	22:10	21:55	2・3	6
JAL	388	福岡 Fukuoka	22:15	22:17	4・5	1
JAL	916	沖縄 Okinawa	22:15	22:15	4・5	6
JAL	536	札幌 Sapporo	22:25	22:11	4・5	1
JAL	346	関西 Kansai	22:25	22:23	4・5	1
JAL	890	福岡 Fukuoka	22:40	22:37	4・5	6
JAL	538	札幌 Sapporo	22:45	22:26	4・5	6
JAL	894	福岡 Fukuoka	23:00		4・5	1
JAL	58	沖縄 Okinawa	23:00	23:03	4・5	1
JAL	540	札幌 Sapporo	23:10		4・5	1
JAL	348	関西 Kansai	23:20		4・5	6
JAL	932	沖縄 Okinawa	23:20	23:30	4・5	1

## Relationship level

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- **Communication about how to understand a certain content and how the relationship between the communicating partners will be seen.**  
**„Metacommunication“ („Communication over communication“). The relationship level carries the factual level, builds the basis for a process of understanding.**



## Factual and relationship level: Example

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- **„*Your work is always ready on time, Nikola*“**
- **Para-verbal signals: an ironic accent and emphasis**
- **Non-verbal signals: a reserved look, amusing facial expression, repellent posture**
- **Context (spatial, temporal): a team meeting with plenty of participants**
- **The speaker can always back down on the literal interpretation of their statement while everybody laughs**

## Communication axioms

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- **One cannot *not* communicate: even not communicating about a topic has a meaning**
- **Every communication has a factual and relationship level**
- **The nature of a relationship is conditioned by the punctuation of the communication sequences of the communication partners: human relationships are circular, because the partners react to the behaviour of the other alternately. Patterns develop (grumbling, withdrawal, etc.)**
- **Human communication occurs digitally and analogue: digital (language), analogue (para-verbal and non-verbal signals, context)**
- **Interpersonal communication sequences are either symmetrical or complementary: depending on whether the relationship between the partners is based on equality of difference**

## Inner map and perception

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- **Mentally seen there is no „reality“, but only more or less approximated and cutout inner images of the outer world. An „inner map“ is the view of the world, the attitude and doctrine (beliefs, firm assumptions about the world) and the assumptions over the communication situation and communication.**



## Inner map and the human's perception

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- **Sender:**
  - **How do they experience the situation and their communication partner?**
  - **What kind of a communication process is meaningful with this background?**
  - **What do they define as aim of their communication based on their perception?**

## Inner map and the human's perception

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- **Receiver**

- **How does the inner map of the receiver look like?**
- **Can they integrate the sent information in their inner map?**
- **Does the information seem meaningful for them or not?**
- **What does the receiver deduce from the information about the inner map of the sender?**
- **How does the receiver refer to that, what they believe about the inner map of the sender?**

## Inner map and the human's perception

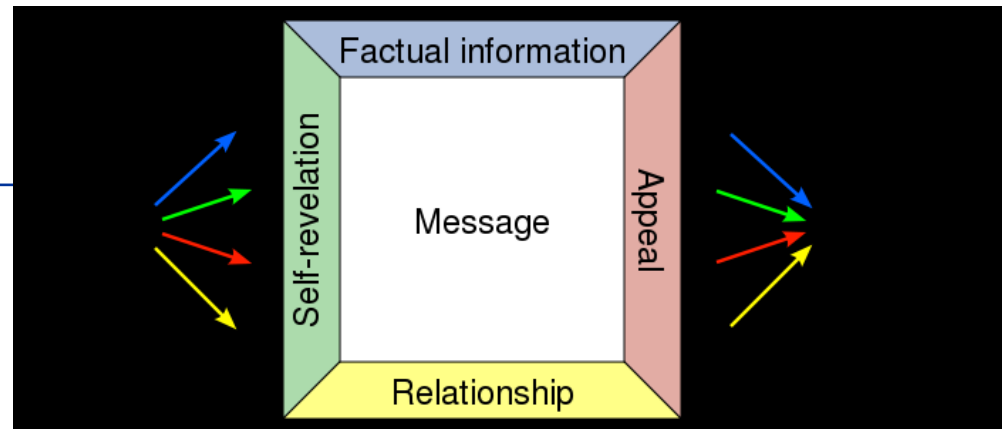
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- **Normally we assume implicitly that our communication partner has to see the world exactly as we see it.**
- **We perceive selectively:**
  - **Accommodation: Informations get denied at reception until it fits**
  - **Assimilation: only those informations are let through the filter of perception, which confirm the already existing position**
  - **Cognitive dissonance: registered differing informations get reinterpreted, so that they fit**



## Four-sides-model

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- „I‘m not ready with the blog post“

- **Factual information**

- *The blog post is not ready*

- **Relationship – „what do I think of you and what is my stance to you“, „how do I see our relationship and the context of our interaction“, „how do I define your status and mine“**

- You are the expert and I need your help.
- We are both good at this and you can help.

- **Self-revelation – the sender gives information about themselves, about the information they have, their views, etc. Consciously or not.**

- *I mixed it up*
- *I like you therefore I acknowledge my failure*

- **Appeal – implies that the receiver should do some things**

- *Please do it yourself*
- *Please find someone else to do it*

- **One cannot always take the four-sides-model into consideration, but at least for presentations, meetings, etc.**

# Communication levels

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- **Verbal**
  - Words, topics, logic, facts, arguments, etc.
  - The content of the talk
- **Para-verbal**
  - Voice tone, tenor, loudness, tempo, melody
  - Breaks, clearing ones throat, „Erm“, breathing, stability of the voice
- **Non-verbale, „body language“**
  - Spacial behaviour, distance
  - Body movement, body stance
  - Clothes
  - Gestures, facial expression
  - Eye contact, eye movements
  - Convergence of behaviour
- **Context**
  - Spatial and temporal conditions during the conversation
  - Spatial, temporal, professional and institutional environment (at a conference, during a session, at a GLAM partner)
  - Status relationship of the partners (equal or hierarchic)
  - Symmetrical or assymetrical communication (a talk or a presentation)
  - Further participants in the talk, confidentiality
  - Previous and following speakers with similar topics
  - The time before and after the talk, disruptions
  - Cultural conditions and differences

## Implementation

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- **Plan time for preparing for important talks, meetings, etc.**
- **Listen actively, be aware of your partner**
- **Be aware of the context**
- **Choose the right language**
- **Look at yourself and get better**
- **Ask for feedback**

# Images

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- [https://commons.wikimedia.org/wiki/Handshake#/media/File:Hermandad\\_-\\_friendship.jpg](https://commons.wikimedia.org/wiki/Handshake#/media/File:Hermandad_-_friendship.jpg)
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