

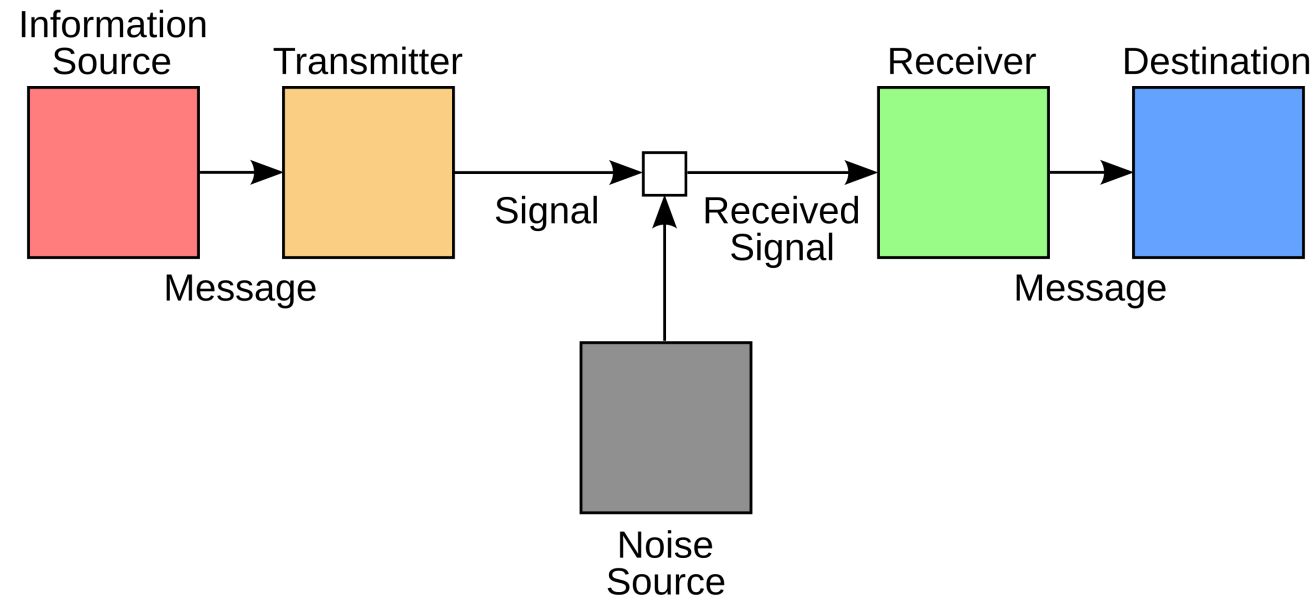
Basics in communication



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Shannon-Weaver model

One of the first communication models defines five components for communication:





- This model was developed with a focus on telephone conversations and the detection of communication problems.
- However, it can also be useful for understanding any type of communication and critically reflecting on the different components that constitute it.

--> Can you recall a situation in which communication broke down because the receiver misunderstood the message? If you consider this model, can you identify the error and the component that caused the misunderstanding?

Critically reflecting



Communication is more complex than this model.

Firstly, communication is not a one-way process. The receiver plays an active role in the communication process — communication is interaction.

The communication process always takes place within a context, such as power relations, culture, experiences and values.

There may be more than two people involved in a communication situation.

Communication has multiple layers; we communicate not only through words, but also through body language, pictures, songs and even AI.

Activity – choose one!



1. Think about your field of study and design a communication model that reflects the complexity of a communication situation in the context of your future profession.
2. Ask your AI tool to design a communication model that reflects the complexity of a communication situation in the context of your future profession. Take a step back and critically analyze this model. What do you like from this result? What do you don't like? Why?

Upload your results to the e-learning platform in a single file.

Re-Direction (CBHE Strand 2: 2023 – 2026), Nr9: 101128509



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