



CMST 1545

Chapter 3 & 4



YOUNGSTOWN
STATE
UNIVERSITY

extension = mind/body expression







Global Village = single community linked by technology

TABLE 1 DISTINCTIONS BETWEEN INTERPERSONAL COMMUNICATION AND MASS COMMUNICATION

CHARACTERISTICS	INTERPERSONAL CHANNELS	MASS MEDIA CHANNELS
Message flow	Tends to be two-way communication	Tends to be one-way communication
Communication context	Face-to-face	Interposed
Amount of feedback readily available	High	Low
Availability to overcome elective exposure	High	Low
Speed to large audience	Relatively slow	Relatively rapid
Possible effect	Attitude formation and change	Knowledge change

Lasswell's Verbal Model of Human Communication

- | | |
|----------|---------------------------|
| Source | 1. Who? |
| Message | 2. Says What? |
| Channel | 3. Through Which Channel? |
| Receiver | 4. To Whom? |
| Feedback | 5. With What Effects |

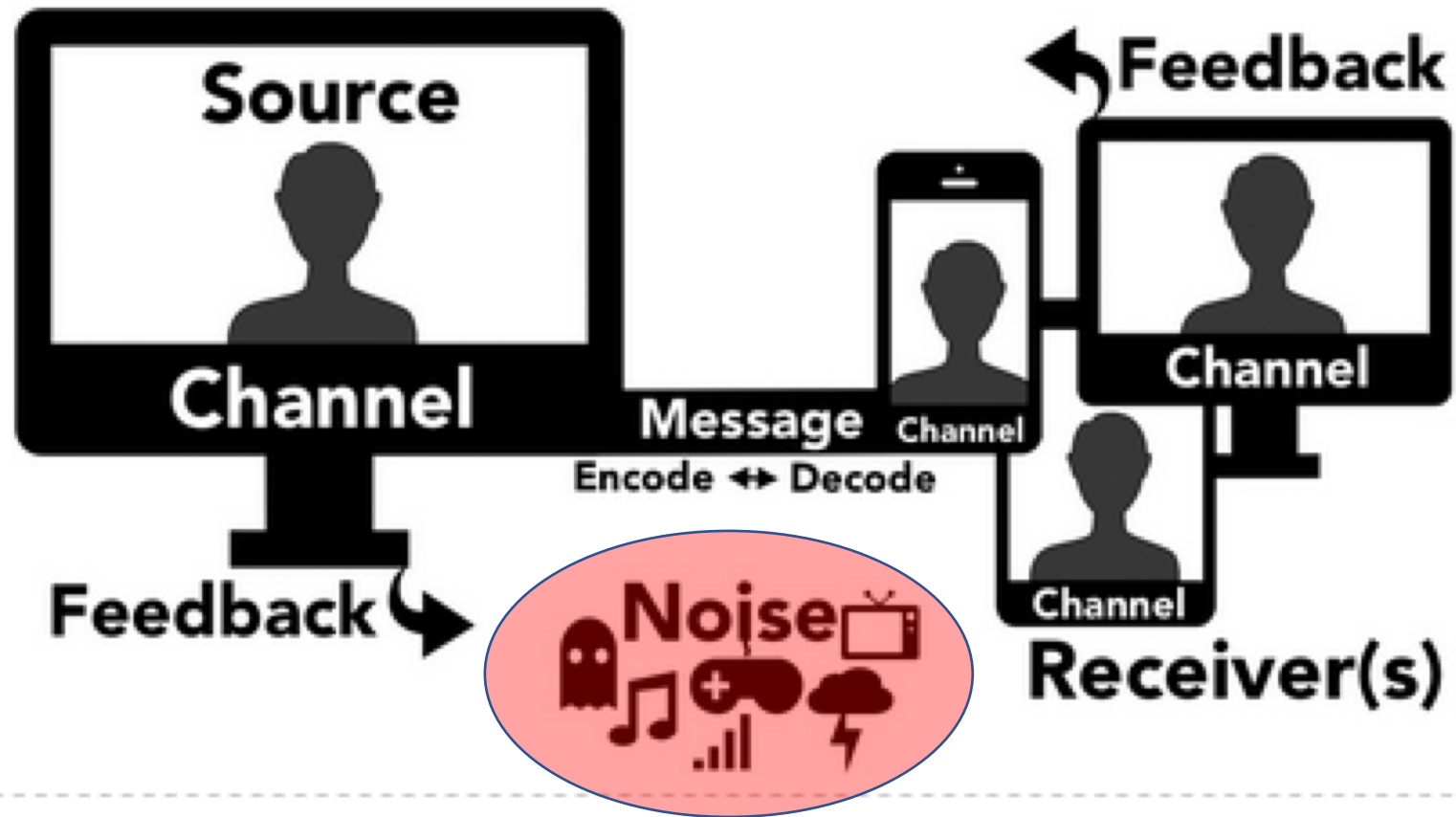


Figure 2 Transactional Model



Digital Communication = symbols of language or words

Symmetrical Communication = banter





Complementary communication = dominance/submission





Language = letters, words, and sounds as symbols

Symbolic Interaction = communication in society



George Herbert Mead's "Mind, Self, and Society" (1931)

The Social Act's three parts...

- 1.The initial gesture from a person,
- 2.The response by another person (either overtly or overtly),
- 3.The resulting act perceived by each party.



INTENTION MATTERS

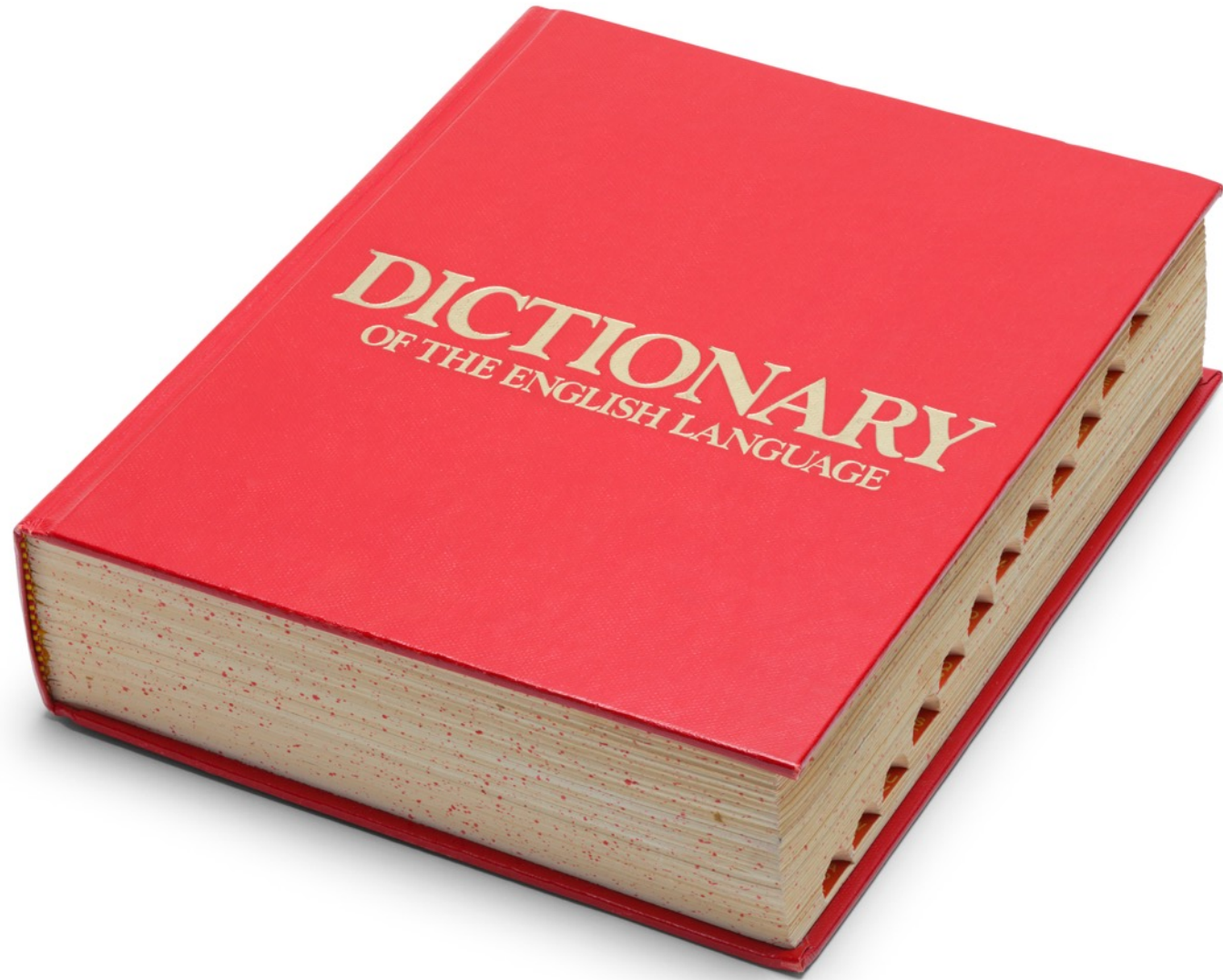
= to read and respond appropriately



Generalized other = see ourselves “I” and “me”



Significant other = how we see those that matter



Denotative meaning = commonly accepted meaning

I N T E R P R E T A T I O N

Connotative meaning = personal impression/interpretation



Structural meaning = arrange language for meaning



MAP ≠ TERRITORY

Intentional orientation = imagined



Extensional orientation = reality



Levels of Abstraction

Level 1 – Specific, identifiable terms, easily understood by the receiver.
Examples include; "LeBron James," "iPod," and "My sister, Jennifer"



Level 2 – Categories and definitive groups, using less specific terms.
Examples include: "athlete," "computer," "aunt," and "newborn baby"



Level 3 – Classes and less definitive groups, non-specific terms.
Examples include: "women," "people," "everybody," "nobody," and "we"



Level 4 – Abstract terms, differences in meanings among all people.
Examples include: "lover," "hope," "happiness," "pleasure," and "charity"

Figure 1 Levels of Abstraction in Language and Meaning.

(Source: Hayakawa 1964)

Allness language = stubborn





Either-or = extremes

WALL



NO WALL





CMC = computer-mediated communication



Postcyberdisclosure panic = freak out!

Fingered speech = keystroking rapidly



Catfish = fraud







CMC Challenges



Spoofting = suspect



Trolling = upsetting

Lurking = not participating





Spamming = unwanted

Acronyms

=

speed response

ASL	=	age, sex, location (used primarily in chat sessions)
BAE	=	before anyone else
BRB	=	be right back
BTW	=	by the way
FOMO	=	fear of missing out
Gr8	=	great
ICYMI	=	in case you missed it
IMHO	=	in my humble opinion
KISS	=	keep it simple stupid
LOL	=	laugh out loud
NVM	=	nevermind
OTOH	=	on the other hand
PLZ	=	please
POV	=	point of view
ROFL	=	roll on floor laughing
TTYL	=	talk to you later