



JAVIER FIZ PEREZ

INTRODUCTION TO THE ART OF COMMUNICATION

From theory to practice



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PREFACE

Psychology and communication have always been two areas closely interrelated. The man and the logos, the man and the exchange of communication... The various facets of the other mark all human relationships. All human relationships are based on different facets of the other.

From this perspective, the course of this work deliberately articulated develops and takes shape. It is divided into four chapters in which the various faces of the communicative universe are explored. The six chapters are enriched with some tools for analysis and application appendices.

In the first chapter, the beginning is the survey on the concept of communication, first step to the illustration of the distinctive features of the models that have tried to explain the communication processes. Various perspectives are analyzed, from that mathematical by Shannon and Weaver, that pragmatic in which communication is the result of interaction between text and context: the conversational implicatures of Paul Grice, the relevance theory by Sperber and Wilson propose, albeit in differently, a vision of communication processes in which the context is the key to reconstruct these processes. On this line, the attention to the polysemy of the message is the starting point of the structure, rather complex, of the semiotic-informational model by Umberto Eco in which the communication process is examined in all its components. The close connections between communication and relationship are the basis of the assumptions by Paul Watzlawick where are examined

the different facets of communication exchanges. Finally, the proxemics by Hall focuses on non-verbal communication, or rather, on its various manifestations.

In the tools for analysis is proposed a different view in which the more academic approach is abandoned to propose a rundown on new communication scenarios; a historical overview is the common thread that explains the origins of the media up to the new and unpredictable new media scenarios where kaleidoscopic multimedia expressions give life to new and appealing forms of communication.

In the second chapter the focus shifts on the corporate universe proposing an analysis of the communication based on the culture and business climate, as an important component of the company, key indicators of solidity and “health” of the company. This first part is preliminary to the analysis of the various communication functions. Specifically, to understand the internal communication, linked to the information flows within enterprises, is proposed a survey of different media, print and electronic, that characterize it: from classical newsletter to futuristic tele and video conferencing, a sort of informative itinerary who leads the reader to discover the most widely used communication tools in the enterprise. The application appendix proposes, however, a quick look at the making of an external communication plan, explaining the main stages.

In the tools for analysis, it focuses the attention on the “pathological” effects of communication; degeneration of communication processes in the company, accumulation of several factors ranging from poor management to the

confusion of roles, leads to a series of negative effects, from absenteeism to bullying, rumors of a malaise, a dysfunction between the various segments of the corporate world.

In the third chapter, the focus shifts to another aspect: communication as an invisible weapon that drives the law of the market and promotes marketing processes through the different expressions of persuasion, of the conviction.

Persuasion and new addictions, a downward spiral: is what the tools for analysis focus on investigating the negative effects of a persuasive pressure compromising that can affect behaviour, the human psyche.

The technological dependence on the Internet is, in fact, one of the still not entirely known phenomena but increasingly expanding. Web technology provides a great opportunity as it improves the quality of interactions among human beings, businesses, institutions and their constituencies. As always responsibility in use of technology is important but access to information at large scale is definitely progress for developing countries as well as human beings in general.

From the workplace to the sanitary one and the school one... the Ariadne's thread of the work unravels in the fourth chapter hollowing out the specific aspects of communication in these last two different areas that are enriched with specific tools for analysis, one focused on the burn-out phenomenon and the other on cooperative learning.

Finally, the course ends in the four chapter, focusing the attention on communication processes in the group dimension. The body as a vehicle of communication of “fashion” that underlies a wide range of meanings, it is the humus of tools for analysis a last part treats the new and unexplored forms of communication.

The idea to create a work on the psychology of communication is born from the need to focus the attention on how the communicative exchanges take different nuances that underlie the centrality of the mind and of the psyche in the context of human relations. From this initial assumption, the “skeleton” of the work later developed in relation, however, to the many facets of communication, to the strict relations between psychological processes and communicative exchanges.

Psychology-communication-society, a trinomial rich of interrelations for the human being, its growth and its evolution; here, therefore, the looming of the text in which from a primitive overview of what is communication follows a critical route that emphasizes how *homo sapiens*, with his emotions and the *homo faber*, with its productivity, are expressions of an expressive versatility stripped from the psychology of communication.

From here, it started the initial idea of the work, an ongoing process that merged a number of stimuli, insights, issues that led to the final architecture, maybe a little chorus arbitrary way. An alternation of theoretical and practical concepts accompany all the work aimed at providing students with a vision, possibly comprehensive, of psychology of communication investigated in various fields (work, school, health) in which man lives and acts.

Underlining the methodological and applied aspects is already present in the title of the book, which speaks of theoretical and practical concepts. In this perspective, the purely conceptual notions are enriched with application partners, the tools for analysis and the appendices that allow learners to broaden the horizons of knowledge and to have a closer look at aspects only slightly mentioned in the various chapters. This is intended to bring out the specific nature of the work, its distinction from other manuals dealing with the psychology of communication.

On this line, the cut of the text in an open, to discover new perspectives of a discipline, the psychology of communication that always enriches more content in an era where the multimedia has brought to light new languages, singular forms of communication greatly revolutionizing human interactions.

Carlo D'Asaro Biondo

Chapter One

THEORIES AND CONCEPTS ON COMMUNICATION: FUNCTION AND IMPORTANCE IN THE RELATIONSHIP

The role of communication in corporate environment offers several ideas in that, with the advent of new media, we always attend more to its diversification, elusive to classifications, already far from reality. For these reasons, the initial overview about communication starts right from the basic theoretical assumptions and then to focus on what is specifically the corporate communication by analyzing the different facets of it.

1.1 Concept of communication

Communication... term now inflated in our daily life so that it is now overflowing; transfer, exchange and share are the most obvious aspects of the communication process. In the etymology of the word, “communicatio”, from the Latin cum = with and arm = wire, build, finds the semantic meaning of “to know”, “make known”. Communication is, therefore, every action or activity capable of “pooling” an idea, a feeling, a story or an emotion.

Even in ancient times, great thinkers like Plato and Aristotle have expressed a number of reflections on

communication; for the first, oral communication it is very important and is the only one able to pass on the truth from master to disciple. In the fourth millennium BC, the oral communication predominates over the writing that still represents a novelty. For the second, the focus is founded specifically on the speech; specifically, he focuses the attention on the relationships between thought, the oral linguistic forms and the written ones and, finally, on the flow of information from a source to a destination.

In the twentieth century and, more specifically, in World War II, the communication is expanding thanks to new disciplines, from social sciences to psychology. Several theories are well developed whose evolution highlights how various factors have been considered purely psychological and philosophical. More specifically, the communication is analyzed according to the personal identity and individual social position; in particular, relationships, or better, the network of relationships between individuals assumes considerable centrality.

1.1.a Communication: the various facets

The communication and its manifestations, a diverse universe that has led to a number of distinctions that can be traced to three basic categories:

- **Verbal:** it is the set formed by the words and phrases with their syntactic and semantic content;
- **Paraverbal:** it is the way in which the words are issued (tone, volume, timbre, rhythm);
- **Nonverbal:** it is the so-called “Body Language”.