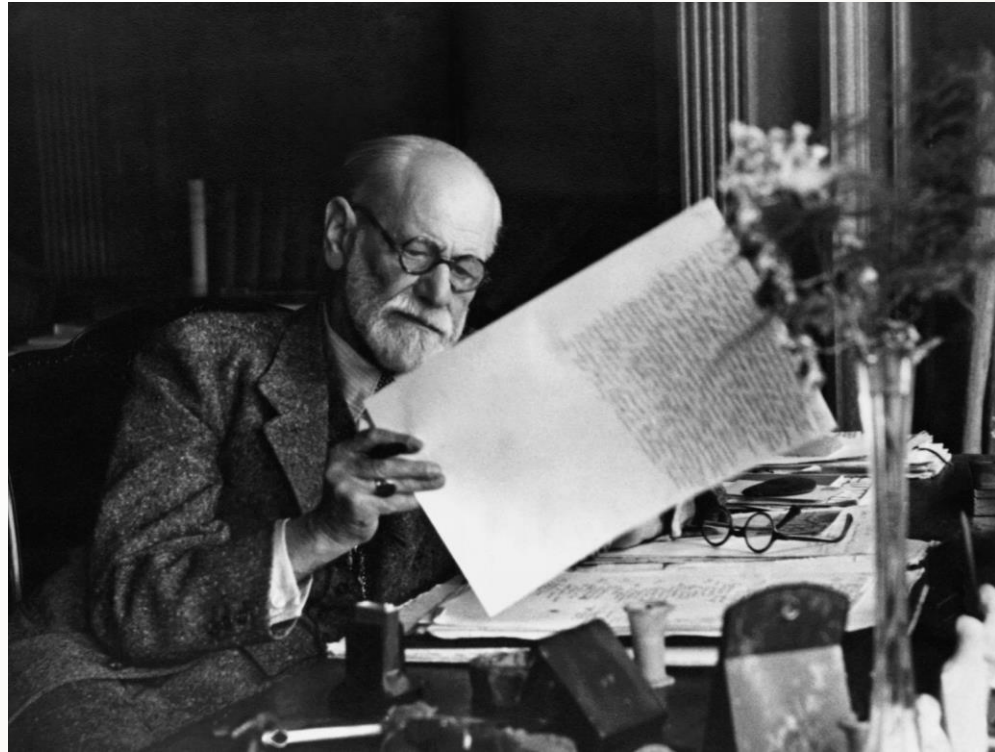


Communication methods

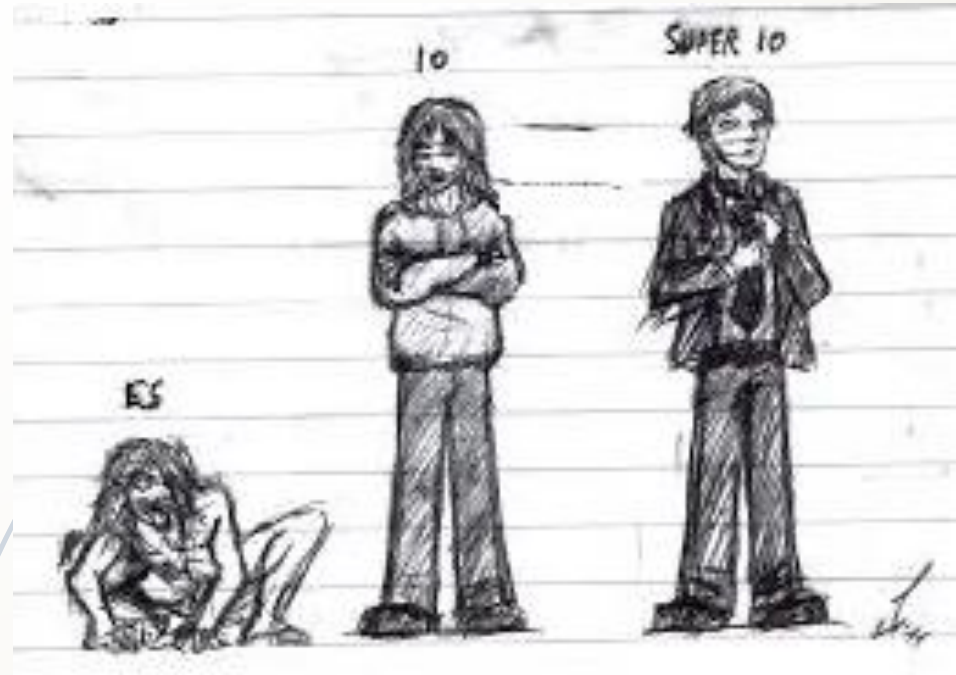
Supplementing or replacing speech or writing for those who have difficulties
in producing or understanding spoken or written language



Sigmund Freud

Sigmund Freud was born in Freiberg (Moravia) in 1856 and, after graduating in medicine, devoted himself to the study of hysterical phenomena. After a brief stay in Paris, in Vienna he collaborated with physician Breuer using hypnosis to bring to light traumatic events forgotten by the patient and thus treat hysterical symptoms. He independently continued to conduct his own research into the causes of hysteria and came to discover that, at the root of the symptoms, lay an unresolved conflict between unconscious forces. This is the birth of psychoanalysis (study of the unconscious).

Id, Ego and Superego







Projection of the inner world into relationships

- EMOTIONS
- NONVERBAL COMMUNICATION



Emotions

Emotion is a complex psychological phenomenon which occurs as animals or people live their lives.

EMOTIONS INCLUDE:

- Conscious experience (Feelings)
- Expressions which can be seen by others
- Actions of the body (physiological arousal)

EMOTIONS ARE DIVIDED INTO TWO CATEGORIES:

- primary emotions
- secondary emotions



Primary emotions

- JOY
- ANGER
- SADNESS
- SURPRISE
- FEAR
- DISGUST

Secondary emotion

if we experience fear, the secondary emotions would be: feel threatened or feel anger, depending on the situation we are experiencing.

- BLAME
- IRRITATION
- SHAME
- NERVOUSNESS



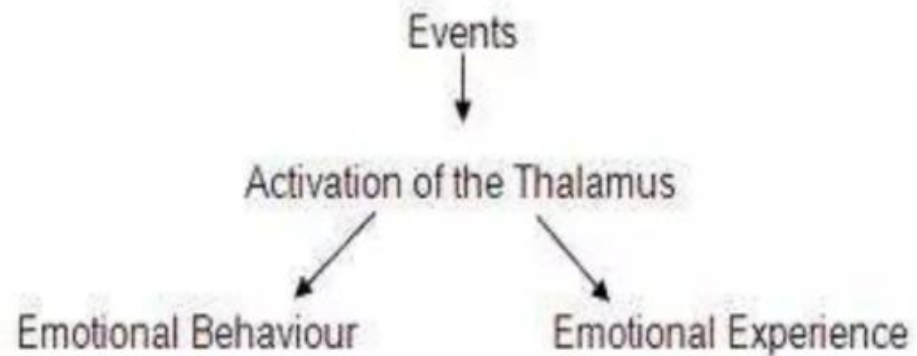
Factors affecting emotions

- Personality
- Culture
- Wheather
- Stress
- Age
- Gender
- Enviromental

Theories of Emotions

1. Cannon-Bard Theory of Emotion

For example: I see a snake --> I am afraid --> I begin to tremble.



2. James- Lange Theory of Emotion

- For example I am trembling, therefore I am afraid.



Nonverbal Communication

- Refers to the conscious or subconscious transmission and reception of messages of information using the body;
- it includes body gestures, facial expressions, posture and tone;
- it is usually influenced by one's culture, values, and attitude or feelings.

Facial expressions




Types of Nonverbal Communication

1. **Kinesics**- deals with body movements, facial expressions and gestures.

EX. Foot tapping, leg or arm crossing, arching of eyebrows.

2. **Proxemics**- refers to the amount of distance and space used in a communication situation. the need for distance and space is influenced by social norms, cultural orientation, personality and level of familiarity.

EX.The biggest office in a company building is reserved for the president or the chief executive officer and is usually situated on the top floor or penthouse of the building.



3. Haptics- deals with communication through touch. Touch can comfort, it can aggravate, it can encourage or it can dissuade.


EX. Shaking hands and hugging.

4. Praralanguage- refers to the nonverbal cues of the voice such as volume, pitch, intonation and tone. it is about “HOW” something is said, not what is said.

EX. Saying “I love you” with an angry tone is a contradictory message.

5. Chronemics- involves the role of time in communication.

EX. Someone in authority may show that his/her time is more important than that of the visitor by making them wait.



6. **Appearance-** refers to physical look that conveys a message. How a person looks conveys a message.

EX. a man wearing maong jeans during interview.

7. **Artifacts-** are simply objects used as tools to convey a message. This include pictures, instruments, maps, flowers and colors. Possessions such as cars, houses, gadgets and jewelry also convey a non verbal message.

EX. Sending red roses to a sweetheart.

LEAD WITH YOUR BODY

KEEP YOUR HEAD UP

Don't look down or tilt your head; bowing and tilting the head are signs of submission.

USE YOUR HANDS

Palms facing up express openness. Palms facing down express conviction.

MOVE THEN PAUSE

Get people's attention; move when changing topics. Pause during key ideas.



BLINK LESS

Express confidence; avoid rapid blinking. Since 1980, every presidential candidate who blinked more during debates lost the election, with George Bush & Barack Obama being two exceptions.

USE YOUR EYES

Make eye contact for short periods of time. Don't hold a gaze too long.

WIDEN YOUR STANCE

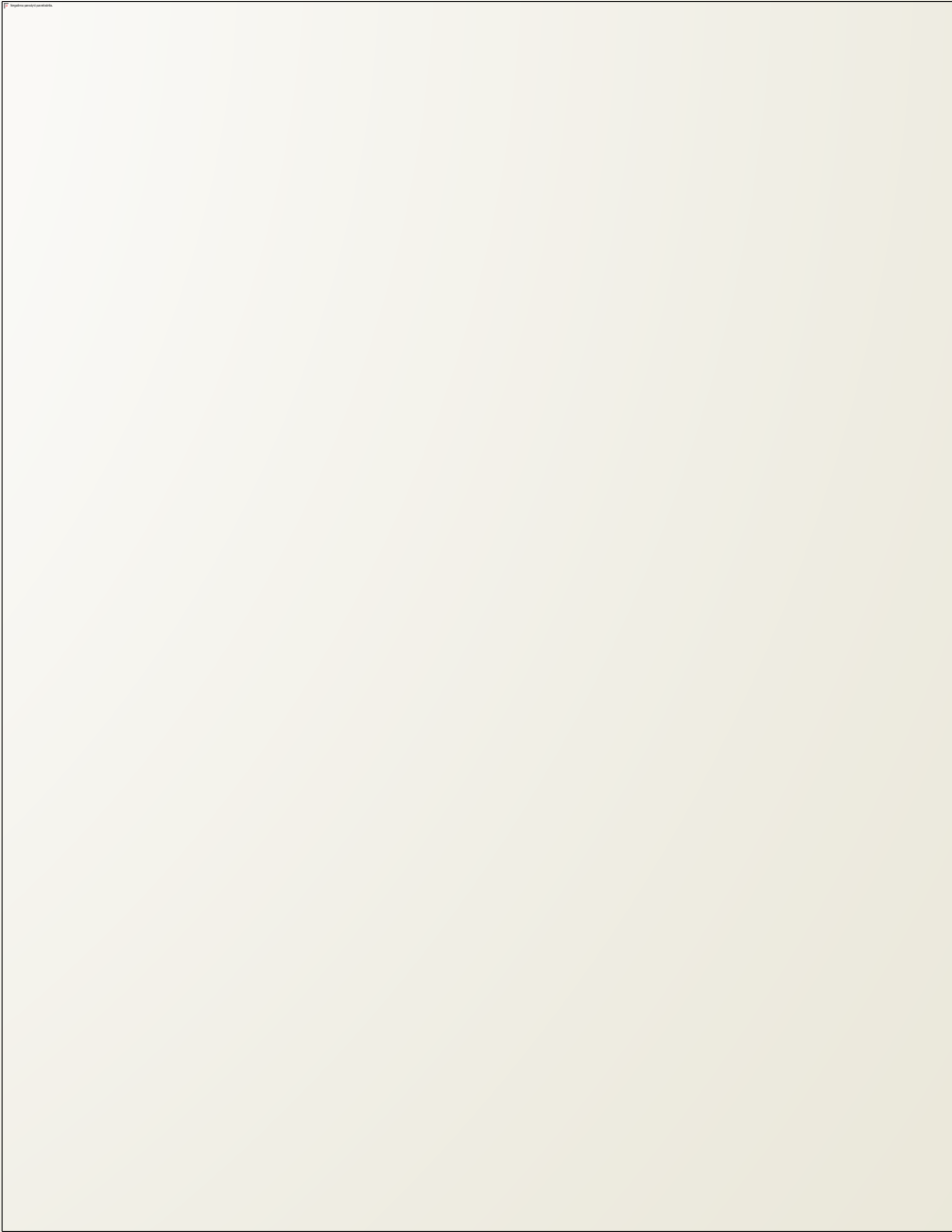
Calm your nervous system, & amplify your voice; take a broad stance.

“ A blur of blinks, taps, jiggles, pivots and shifts ... the body language of a man wishing urgently to be elsewhere. ”

- Edward R. Murrow


Role playing


1. A man wearing gold earrings, ring and necklace.
2. Girl wearing spaghetti strap, mini skirt and boots.
3. Looking at one's watch or at the clock when i a lecture.
4. Ana says "How Nice!" to a classmate in a sarcastic tone.
5. Teacher giving a student a pat in the back.
6. A couple is often time seated beside each other in public space or transportation.
7. A student slouching during discussion.
8. Tahoe vendor owning Iphone, smartphone and PSP.
9. Nodding to an idea with a blank face.
10. A newly promoted employee was given a larger cubicle.





What is communication?

- The word communication comes from the Latin word "Communis" which means to share. Therefore, to communicate means to share thoughts, information, emotions, experiences with another person. Of course, communication is not limited to this; communication skills are precisely those that enable us not only to send a message and thus receive it, but also to interpret it according to the context.
- 



In 1967 a famous psychologist, Paul Watzlawick, together with his collaborators from the Palo Alto school, encapsulated all the studies on interpersonal communication in a single volume, still widely quoted today, entitled "The Pragmatics of Human Communication." From this volume we can recall the five axioms of human communication.

From the mathematical and philosophical language the authors drew on, this word is described as a self-evident and indisputable truth according to the various theorems and demonstrations.

The first theorem says that "you cannot not communicate." This is very important to remember, because any form of communication, even the absence of communication, is a message we send; therefore, it is impossible not to communicate. For example: two people who meet on the street or perhaps share a waiting room for the first time and do not speak to each other are still sending a message, namely that of not wanting to talk, in addition to other various nonverbal messages.

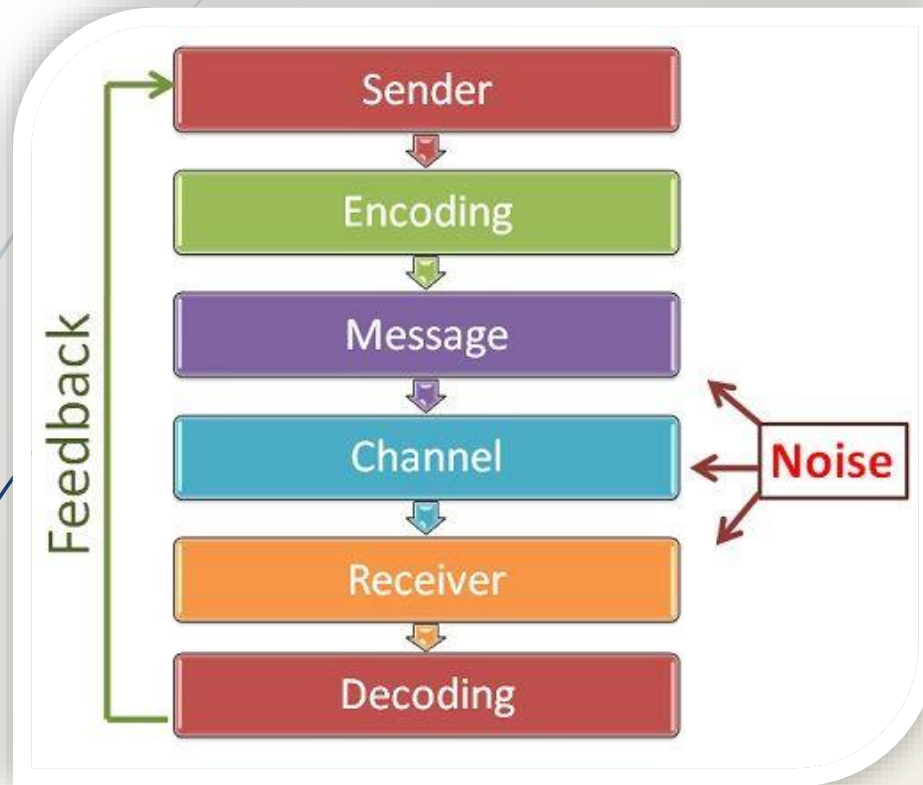
In the second axiom, two levels of communication are described: one of content and the other of relationship. The one of content is precisely what is said. For example, we can say to our patient, "Please, have a seat," or we can say it like this, "Please, have a seat," in a way that is certainly a bit more nervous. It is therefore important to understand this differentiation between content and relationship.

The third axiom states that communicative flow is expressed by the punctuation of events. We replace the punctuation part of events with our point of view, so communicative flow is expressed according to our point of view, that is, in an interpersonal exchange. This communicative flow, this continuous exchange of information, is expressed according to the point of view of the sender and the receiver. This is important to remember precisely because often in a context we tend to assume that our point of view is the valid one, or otherwise disregard the point of view of our interlocutor.

In the fourth axiom we find the division of communication into digital verbal and analog nonverbal. The nonverbal one we know is certainly very powerful and is precisely called analog. The verbal one is called digital and we can describe it in this way: for example, we, if we join the letters C A S A i come to mind just "home," because in our language this set of letters by convention we have given it this meaning. However, these two systems must be congruent in communication. If, for example, we are talking to one of our patients about something important and he tells us that maybe he is interested in the treatment plan, but in fact he does not even look us in the eye, there is an incongruence between these two systems, that is, between the nonverbal analog system and the verbal digital system.

The fifth and final axiom identifies two types of relationships, the "symmetrical" relationship and the "complementary" relationship. The symmetrical relationship is the relationship between two people who understand each other on the same plane and, in fact, very often creates friction. Let us now move on to describe the complementary relationship as well. The complementary relationship is that relationship between one person on a higher plane and the other on a lower plane. For example, the complementary relationship is the one that is usually established between the employer and the employee, of course we have to specify that it is not one relationship going well and the other going bad or vice versa. However, we must be aware that these two types of communication are almost always present in interpersonal communication exchanges.

The elements of communication...



- the sender, the one who sends the message,
- the receiver, the one who receives it,
- the message itself that needs to be decoded,
- the channel, verbal or nonverbal,
- the code,
- the language,
- the context,
- the decoding.



Requirements for good communication (Majello C., 1993)

- Know the target audience
- Use appropriate transmission channels, including different ones, to enhance the content of the information.
- Know how to arouse interest, including using new stimuli.
- Inform comprehensively
- Listening and evaluating the reactions of target audiences by monitoring their feedback.



The "failures" of communication

A communication can fail for several reasons:

- Misunderstanding of meaning - one does not know the meaning of a word or misunderstands its meaning, or the same word may have multiple meanings.
- Personality of the individual - life context and social level greatly influence the active understanding of individuals; one must pay attention to the perception of the receiver and adapt one's manner of expression and attitude according to the characteristics of the interlocutor: age, gender, social position, cultural level, etc.
- Noise - in linguistics, NOISE is defined as anything that affects, interferes with the transmission of the message (a sound noise, a disturbance in the channel, but also a tone of voice that is too low, writing that is difficult to read, a stain on the paper, a typo, lack of attention of the receiver, etc.). To remedy noise problems, REDUNDANCY is used, i.e., the repetition of the message over time by combining different code modes.

The role of actors in communication

Actors, within the communication situation, are influenced by three types of variables:

- ❑ PSYCHOLOGICAL VARIABLES
- ❑ COGNITIVE VARIABLES
- ❑ SOCIAL VARIABLES



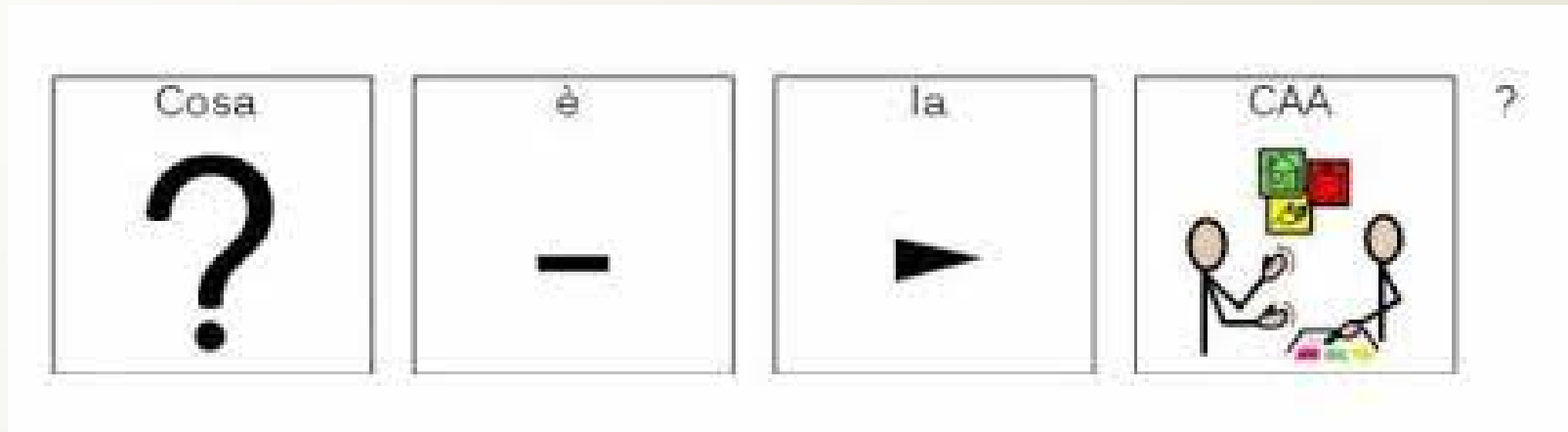


Communication methods

- AAC
 - SIGN LANGUAGE
 - OTHER COMMUNICATION METHODS
- 

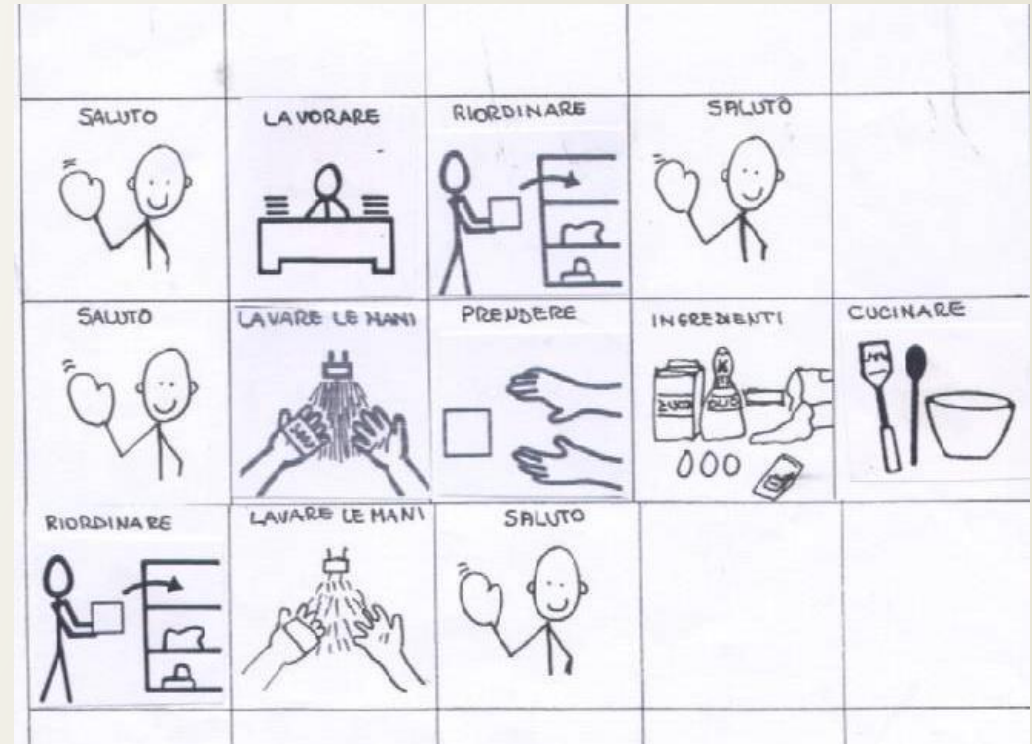
AAC

WHAT IS AAC?

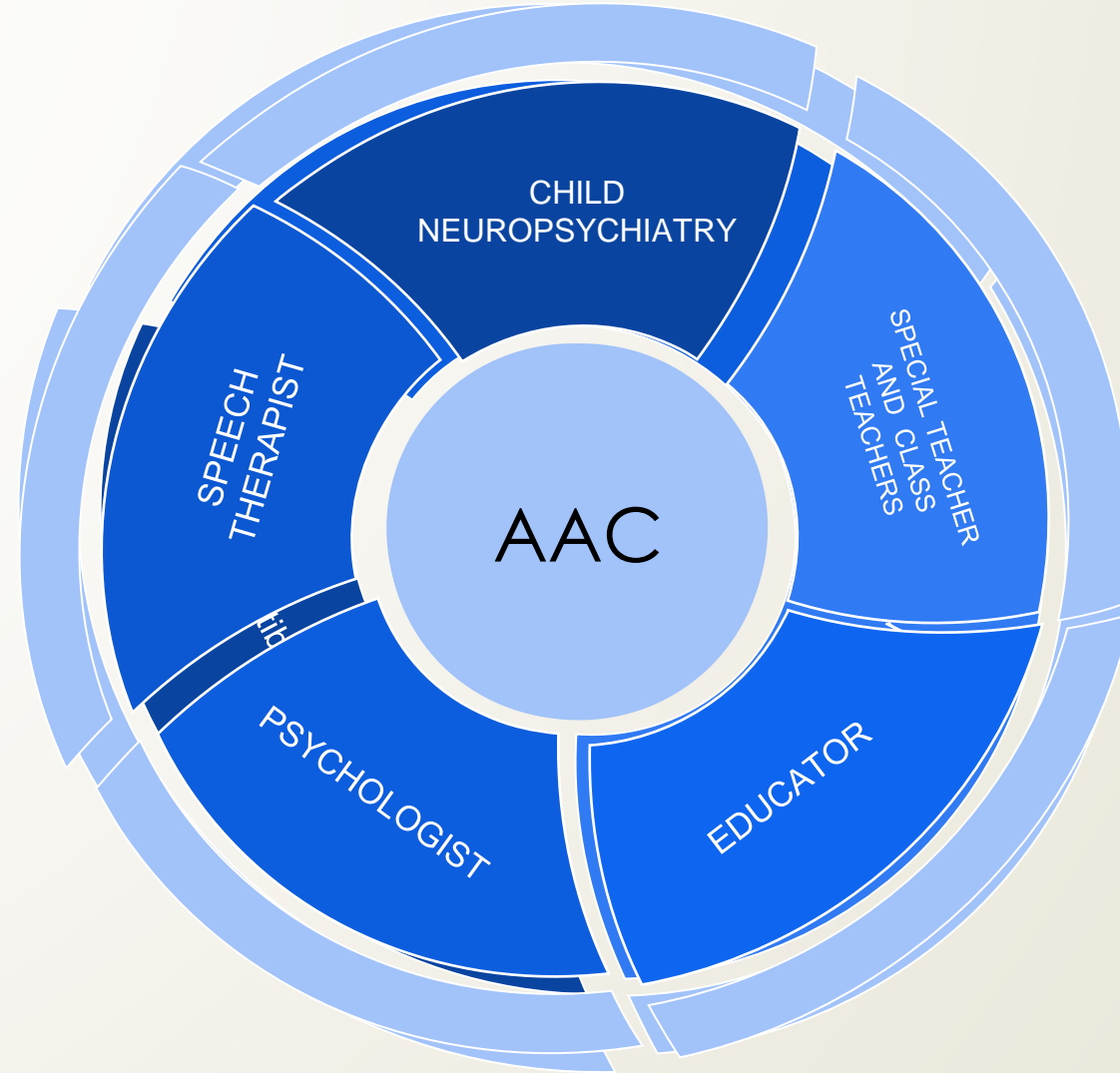


AAC

- Supports cognitive development
- Supports language development
- Supports and develops comprehension
- Improves behavioural problems



EQUIPE



animali

animali	cane	gatto	coniglio
mucca	toro	pesce	pecora
capra	scimpanzé	uccello	pollo

ASL Animals

bird	Cat	Chicken
Cow	Dog	Duck
Horse	Monkey	Mouse
Mouse	Pig	Sheep

ASL Animals

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ITALIAN SIGN LANGUAGE VS AMERICAN SIGN LANGUAGE

Mamma

Albero



Italia



Italia



Spagna



Stati Uniti



Cina



Stati Uniti



Australia



Danimarca



Tips for better communication with people with hearing impairments

1. Getting the interlocutor's attention before speaking
2. Stand in front of the person and stand next to them while they speak, making sure that no objects obstruct their view during the conversation. Make sure that the person with hearing impairment has a clear view of your face and hands.
3. Speak without exaggerating lip movements, as exaggeration prevents lip-reading.
4. Do not shout or speak loudly.
5. Use body and facial expressiveness to make the message clearer.

Other Communication Methods

VOCAs

Vocal Output Communication Aids

- They support communicative interaction
- Support the learning of basic communication skills
- Immediacy
- Taking turns



Tobii C-Eye Sistem Eye-controlled communicator

- MAIL to manage e-mail;
- INTERNET to surf the Internet;
- TELEPHONE to communicate by telephone using VoIP technology;
- VOICE to vocalise what is written;
- BOOKS to store text documents and images;
- READING to read or listen to books in electronic format;
- WRITING to create complex text documents;
- DOMOTICS to remotely control, via infrared remote control devices and elements in the home using the X-10 protocol;
- WINDOWS CONTROL to manage, through a system of interfaces suitable for eye control, an external PC.
- TOBII C-EYE compatible with the specific AAC2 software



Media Ecology and Media Awareness

“Two young fish meet an older fish who comes from the opposite direction and asks them a question: "Good morning, youngsters, how is the water today?" The two fish do not answer, they continue their walk, then they look at each other in amazement and one says: "Water? But what is the water?" Moral: often we don't even take note of the obvious, let's take for granted what is around and in which we are immersed that becomes invisible and unknown to us. “





The patterns of interpersonal and Mass Communication

- **Interpersonal communication**

includes all exchanges that occur in a direct and circular manner. It can be carried out vis-à-vis, through voice and gestures, or even at a distance, thanks to the cell phone, mail, e-mail, as long as the interlocutors can mutually exchange the roles of sender and receiver.

- **Social Communication**

comprises the set of interactions by which a subject communicates simultaneously with a large and distinct number of people. It is a one-to-many, one-to-many type of communication, referred to as broad-casting.

- **Mass Communication**

compared to in-person communications, have the advantage of being able to repeatedly reproduce the message to be conveyed, thus reducing communication costs. They can target a wide audience, thus enjoying a high audience or reach.

The New communication models of the web





Computer-Mediated Communication (CMC)

possesses the following special features:

- ✓ **absence of space-time constraints**
- ✓ **coexistence of multidirectional forms of interaction**
- ✓ **coexistence of textuality and multimedia**
- ✓ **absence of nonverbal elements**
- ✓ **social-relational uncertainty**
- ✓ **sense of belonging**



The undesirable effects of CMC include the following

- **flaming:** sending offensive messages. Discussions on the Web can also become-very heated and lead to insults and personal offenses. Spamming: sending undesired messages.
- **Spamming:** is desirable advertising messages, including commercial messages, such as personal publisher sparks without authorization from the administrators; spamming and spam also refers to discussions between two or more users on topics that are totally unrelated to the topic.
- **lurking:** refers to the behavior of those who, for example, are subscribed to a forum, but do not or do not participate in the discussion, while they do not read messages posted by others.



The conscious use of social media

Today it is very important to become aware of being part of a large cultural and media system that can become an asset for personal and professional life, but also a risk.

THE FOUR KEY CONCEPTS FOR USING THE INTERNET INTELLIGENTLY

1. Anonymity does not exist;
2. What you do online defines your identity;
3. Not everything you can do online is legal;
4. On social media make a contract.

Apocalyptic or Integrated?

“Anyone who doesn't read will have lived a single life at 70, anyone who reads will have lived 5000 years”.



- **Apocalyptic** perceive new technologies as negative in themselves. They emphasize the risks to which they expose individuals, especially the younger ones, who are seen as vulnerable.
- **The integrated**, on the contrary, believe in the neutrality of the media, capable only of circulating a multiplicity of messages more effectively and more rapidly, the contents of which are not in any way conditioned by the means that convey them.