

Written by Susan Maycinik Nikaido

# UNDERSTANDING HOW TO COMMUNICATE



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## Chapter 1

# What is communication?



- **Communication** is what happens whenever meaning is attributed to behavior or to the result of behavior
- **Mass communications** is a process by which professional communicators use mechanical media to give out messages widely, rapidly, and continuously to intentionally bring across meaning to large audiences in an attempt to influence them in some way.
- **Intentional communication** is a two-way process by which a person (source) intentionally encodes a message which is transmitted through a channel to an intended audience.

## Chapter 2

# Five main elements of communication



1. **Communicator/source**—You
2. **Message**—What you want to communicate
3. **Audience**—The people to whom you will send your message
4. **Channel**—The medium you chose to use to send your message
5. **Feedback**—Response from audience

**Note:** In order for true communication to have taken place the receiver must have received the understanding you intended or have been affected in the way you intended.

## Chapter 3

# Barriers to communication



For effective communication you must also consider the reasons why your message may be misunderstood.

### Assumptions and mental filter of receiver:



- Worldviews
- Beliefs and attitudes
- Knowledge
- Personality
- Experience

## **Cultural differences between communicator and receiver:**

- Age groups
- Socio-economic differences
- Difference between sexes
- Other countries and languages

## **Animosity:**

- Prejudices on part of the audience against the communicator

## **Distance:**

- Lack of opportunity for immediate feedback during communication

## Ignorance on part of communicator:

- Communicator doesn't know:
  - How to use words well
  - How to use particular medium effectively
  - The audience

# Chapter 4

## Individual vs. mass communication

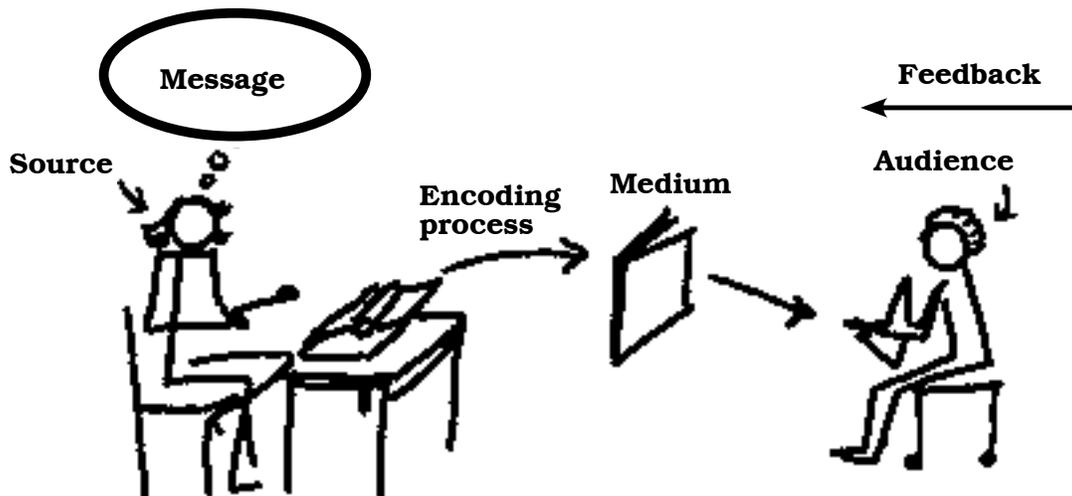
### Individual communication



Source encodes message and sends it through a channel to a receiver.

### Mass communication

source → encodes message → uses a medium  
 (You) → (write article) → (for your magazine)  
 → To communicate to an audience



# Beyond the book

Consider your audience in use of language. What would “You must be born again” mean to a Hindu? What other common Christian phrases may not mean what you intended for your audience?

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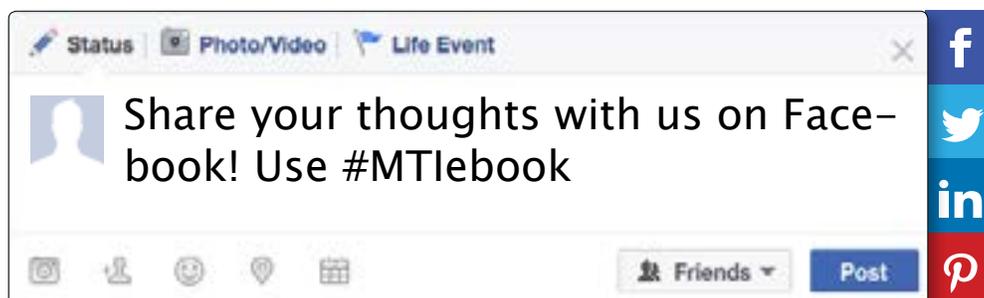
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More information on writing for magazines can be found in the “Writing Effective Magazine Articles” training manual. To purchase the complete manual, visit: [www.magazinetraining.com](http://www.magazinetraining.com).



## About the author



Susan Maycinik Nikaido served as editor and senior editor of the award-winning *Discipleship Journal* for over 15 years. She has published articles in magazines such as *Today's Christian Woman*, *Decision*, *Leadership*, *Campus Life*, *New Man*, and *Christian History*. She has written for a daily newspaper and has worked as an editor at Purdue University, editing books and promotional materials, and at Indiana University, editing study guides for correspondence courses. She is the author of the Bible study guides *Growing Deeper with God* and *Building Better Relationships*. She served on the board of the Evangelical Press Association and drafted that organization's guidelines for working with freelance writers. Susan holds a B.A. in journalism from Indiana University and an M.A. in communications from Wheaton College Graduate School. She has taught writing and editing seminars in the U.S. and internationally, and has also written a manual on magazine editing for Magazine Training International.



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