

# General Aspects of Communication



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Communication and  
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# Subject of Study of Social Psychology

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- Social psychology is a science on the border of psychology and sociology
- The subject of social psychology is studying social determination of personality, dyadic relationships, social microstructure (family, study group, work team), social macrostructure (large social groups and institutions)
- Social determination X personal influence



# General Aspects of Communication

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- Considered to be an elementary social process by sociologists
- **Communicating meanings (giving, receiving) among people**
- Process, including dispositions (**communication relationship**) and results
- Communication process at least in 2 layers of meaning:
  - Thematic - content
  - Interpretation - explanatory



# Communication Act Structure

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- Division of the communication act dependent on the individual psyche, personality of participants and social context (roles and asymmetry of activities resulting from them)
  - **The intention of the originator of the message**
  - **The meaning of the message to the originator**
  - **The content of the message**
  - **The meaning of the message to the recipient**
  - **The effect of the message on the recipient**



# Multifactoral Conditioning of Communication

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- Role
- Imago
- Stereotype
  - Autostereotype
  - Heterostereotype
- Attitude



# Communication Skills

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- Active listening
- Respect
- Empathy
- Interest
- Support
- Interpretation



# Division of Communication

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- Verbal/non-verbal

Spoken or written expressions/wordless means of communication

Achieving the intended effect on the recipient in compliance with the intention of the originator is more difficult in case of non-verbal means.

- Intentional/non-intentional

Two boundary positions out of a whole scale of possibilities

- Interpersonal/group/mass



# Non-verbal Communication

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- Means of communication are functions of an organism
- The meaning is expressing an emotional state of an individual
- Types
  - Gestures
  - Movements (kinesics, posturology)
  - Spacial position (proxemics, 4 basic distance zones)
  - Touches
  - Facial expressions (mimics)
  - Eye gaze
  - Paralanguage expressions





# Distance Zones in Contact

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- Spacial position is examined by proxemics
- 4 basic distance zones
  - Intimate distance: direct contact – 45 cm
  - Personal distance: 45 – 120 cm
  - Social distance: 120 – 366 cm
  - Public distance: 366 cm and more



# Verbal Communication

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- Intermediated through a language sign and a meaning which is connected to it.
  - General theory of signs (semiotics)
  - General theory of language (linguistics)
- A sign has an agreed meaning, while a symbol has an implicit meaning by itself, it represents an internal psychological reality (see principles of analytical psychology)



# Types of Questions in Conversation

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- Open (with an opening expression How, When ... etc.)
- Closed (the possible answers only YES/NO)
- Circular (e.g.: "What do you suppose others around you think about this problem?", originally from the systemic psychological approach)
- Projective (e.g.: "Do you think that most people would keep a cool head in a situation like that?")



# Types of Conversations

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- Structured (Interview)/Semi-structured/Non-structured
- Diagnostic/Therapeutic/Anamnestic/Explorative
- Direct/Indirect (with a hidden purpose)
- **Medical conversation**
- **Motivation conversation**



# Communication Strategies

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- Providing information
- Facilitation
- Avoiding
- Support
- Open discussion (Dialogue)
- Negotiation
- Persuasion, enforcement



# Sign-Symbol Relationship and Difference

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## ■ Sign

- Has a generally shared meaning
- Established as a convention (general agreement)
- Makes communication process (interpersonal as well as group) easier

## ■ Symbol

- Has an individual meaning (sense)
- Linked to a personal experience and experiencing reality
- Supports creativity and orientation in mental life



# Sources

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