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English lectures

Speciality/ level: print and electronic journalism/master 1

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Dialogue's building

1. Process of Communication

In order to analyse the activity of communication, we must know the process and the elements involved in the process of communication.

There are **seven elements** or factors which make up the process of communication:

1. Source /Sender, is the one who initiates the action of communicating
2. Audience !Receiver is the person(s) for whom the communication is intended
3. Goal Purpose is the sender's reason for communicating, the desired result of the communication
4. Message/ Content is the information conveyed
5. Medium /Channel is the means or method used for conveying the message
6. Feedback is the receiver's response to the communication as observed by the sender
7. Environment /Context is the background in which the communication takes place. .

Each of these is complex; any analysis of communication has to take into account the various possibilities of each of these. The process of communication involves decisions and activities by the two persons involved, the sender and the receiver.

The **sender** initiates the process of communication. The sender has to be clear about the **purpose** (or goal or objective) of the communication and about the target audience (or receiver) of the communication; that is, the sender decides why and to whom to send a message. Conscious or intended communication has a purpose. We

communicate because we want to make someone do something or take some action, or think or feel in a certain way, that is, to influence the person.

The source has to decide what information to convey and create the message (or content) to be conveyed by using words or other symbols which can be understood by the intended receiver. The process of putting the idea into symbols is called **encoding**; in order to encode, the sender has to select suitable symbols which can represent the idea, and can be understood by the receiver.

The sender also chooses' a suitable **channel or medium** (like mail, e-mail, telephone, face-to-face talk,) by which to send the message. The choice of the medium depends on several factors like urgency of the message, availability and effectiveness of a medium, and the relationship between the two communicants.

Finally, the sender tries to note the effect of the message on the receiver; that is, he checks whether the receiver has got the message, how the receiver has responded to the message and whether he has taken the required action; this information about the receiver's response is called **feedback**.

The **receiver** becomes aware that a message has arrived when he perceives it with his senses (he may see, hear, feel, etc). The receiver attends to the message and interprets it. The process of translating the symbols into ideas and interpreting the message is called **decoding**

Exercise

- Explain the terms: *encoding, decoding, channel, sender, receiver, context, feedback*, as they are used in describing the process of communication.

- The four attributes of communication are:

.....
.....
.....
.....

- Functions of the source are:

- Functions of the receiver are:

2. What is dialogue?

Dialogue involves two-way conversations where people not only speak to each other but also really listen. In dialogue, we are passionately committed to understanding the other person. We understand that no one has the right answer, because no one can see

the problem from all sides. The focus moves from debating who is right to exploring different perspectives and complex relationships

Dialogue is a special form of communication, in which participants seek to actively create greater mutual understanding and deeper insight.

DIALOGUE

We try to learn

We try to understand

We listen to become wiser

We try to express our own views

We tolerate each other's differences

Nobody loses, both parties win

DISCUSSION/DEBATE

We try to win

We try to persuade with arguments

We listen to identify flaws and errors

We defend our position and values as possible

We have become more alike

The loser surrenders

3. What is dialogical communication?

Dialogical communication is curious and exploratory. You set out to create contact and bring the principles of dialogue – *trust, openness, honesty and equality* – into play.

In practice, this means that you:

- are trustful, open, honest and equality-minded in your communication;
- express empathy and try to understand others;
- ask about feelings and values, and take responsibility for your own feelings and values;
- are direct and specific in a respectful manner.

4. Tools of dialogical communication

Active listening

Active listening is a simple and effective tool to show that you have really heard what the other has said. You express genuine interest and curiosity by being fully tuned into what the other is saying. You ask questions and use confirmatory and appreciative body language, such as eye contact and nodding. You signal that you really do want to understand what is on the other person's mind.

Exploratory questioning

You ask exploratory questions in order to clarify and elaborate on what you might not understand on the face of it, regarding both the actual issue being talked about and the views of it. You also inquire into what lies behind the views. That is, the

worldview, fundamental assumptions, values, norms, feelings and personal experiences.

Openness

A facilitator fosters openness by being open, for instance, by presenting her own examples, or by sharing out her own experiences of dilemmas and challenges regarding dialogue

Equality

In a dialogue everyone has something to say. Regardless of status, gender, ethnicity, age or whether they belong to the group in power. The parties in a dialogue take part on an equal footing, and respect is an important value in this regard.

5. *Example*

Dialogue: Importance Of Reading Newspaper:

Riya: Hey, what are you reading?

Raj: I'm reading the newspaper. It's very interesting.

Riya: Really? I don't like reading newspaper. It's boring and depressing.

Raj: No, it's not. It's informative and enlightening. You can learn a lot from reading newspaper.

Riya: Like what?

Raj: Well, for example, you can learn about the current affairs, the latest trends, the new inventions, the sports updates, the entertainment news, and so on.

Riya: But I can get all that from the internet or social media.

Raj: Yes, but not everything you see on the internet or social media is reliable or accurate. Newspaper is more credible and trustworthy. It has editors and journalists who verify and fact-check the information before publishing it.

Riya: Hmm, I see your point. But newspaper is also biased and opinionated. It can influence your views and beliefs.

Raj: That's true. But that's why you should read different newspapers from different sources and compare them. That way, you can get a balanced and diverse view of the issues and events. You can also form your own opinions and arguments based on the facts and evidence.

Riya: Wow, you sound very smart and logical. Maybe I should give newspaper a try.

Raj: You should. It will broaden your horizon and enrich your mind.

Exercise

Choose a topic between you and your friend and make a dialogue between each other?