COMMUNICATION

this is what language is all about

By Henrika Florén
In a communicative situation there is a sender and a receiver.
• **Sender** - this is the person who is giving out information.

• It is the person talking in a conversation,

• ...a speaker,

• ...the writer of a text...
Receiver - this is the person who is taking in information.

It is the people listening in conversation or the audience listening to a speaker,

...the reader of a text...
Communication process - any situation where communication takes place, for example a conversation.
COMMUNICATIVE SITUATIONS

In a communicative situation there is a sender and a receiver.

- What communicative situations do you take part in?
COMMUNICATIVE SITUATIONS

In a communicative situation there is a sender and a receiver

- Who is the sender in these situations?
- What is the message?

By Henrika Florén
The sender can have many different intentions with his message. In fiction and film the purpose is to evoke feelings. In politics the aim is to affect voters.

- Who is the receiver?
- What is the receiver’s political/economic/religious... background?
To identify sender and receiver is important when you analyse literature, film, speeches...
WHY BOTHER ABOUT THIS?

- It makes it easier to identify what messages are delivered in a text or a film or any other communicative situation.
communicative situation - any kind of situation where communication is taking place; for example, conversations, text in all forms, radio and film.

communication process - any situation where communication takes place, for example a conversation.

sender - This is the who is giving out information, the person/people talking if you have a conversation or is listening to a speaker, the writer if you are reading text...

receiver - This is the who is taking in information, the person/people listening if you have a conversation or is listening to a speaker, the person who reads a text...

intentions - what you want to do with you message, your purpose, aim or plan

fiction - literature, books and stories that are imaginary, a made up story, not true

evoke - to trigger a memory and/or a feeling

affect - to move you emotionally, touch your feelings, to make something happen to you, to make a difference

voters - a person who votes or has the right to vote at an election (elections are when you choose for example politicians for parliament)

for more vocabulary definitions see the Oxford Dictionary