Innovative
Agile Project
Based Learning

Styles and axioms of communication

Definition of axioms of communication

Davide Diletti
Consorzio Ro.Ma.

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- Models of communication;
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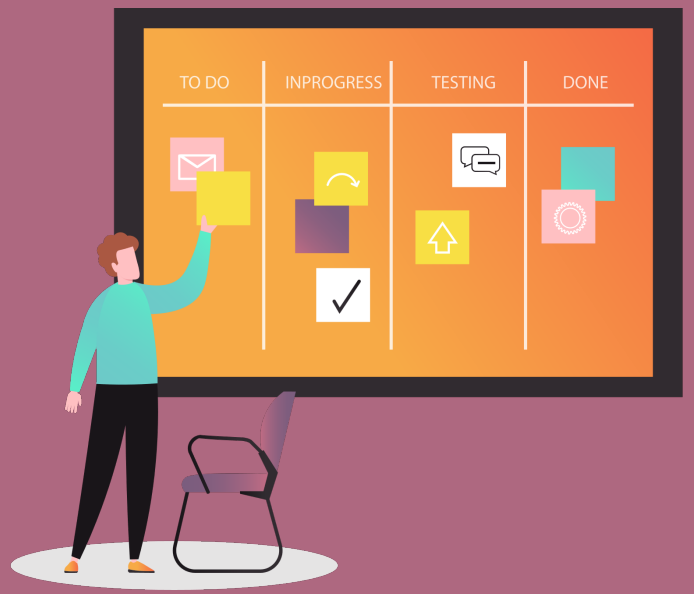
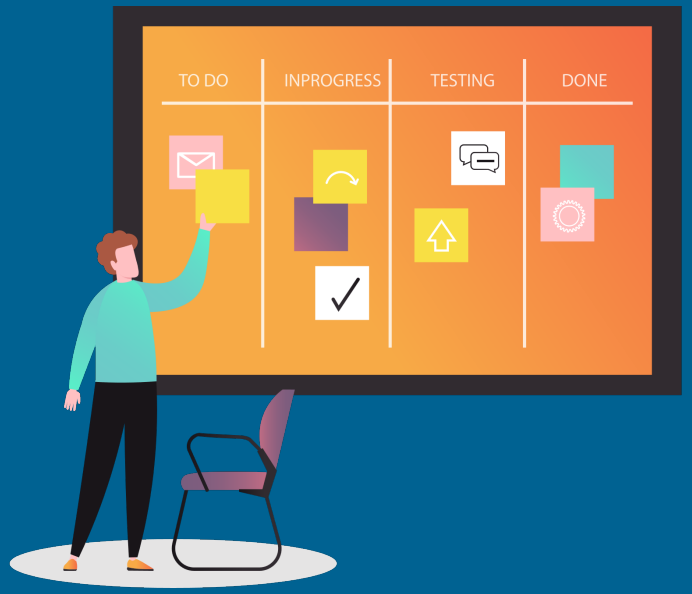
  - Axioms of communication.

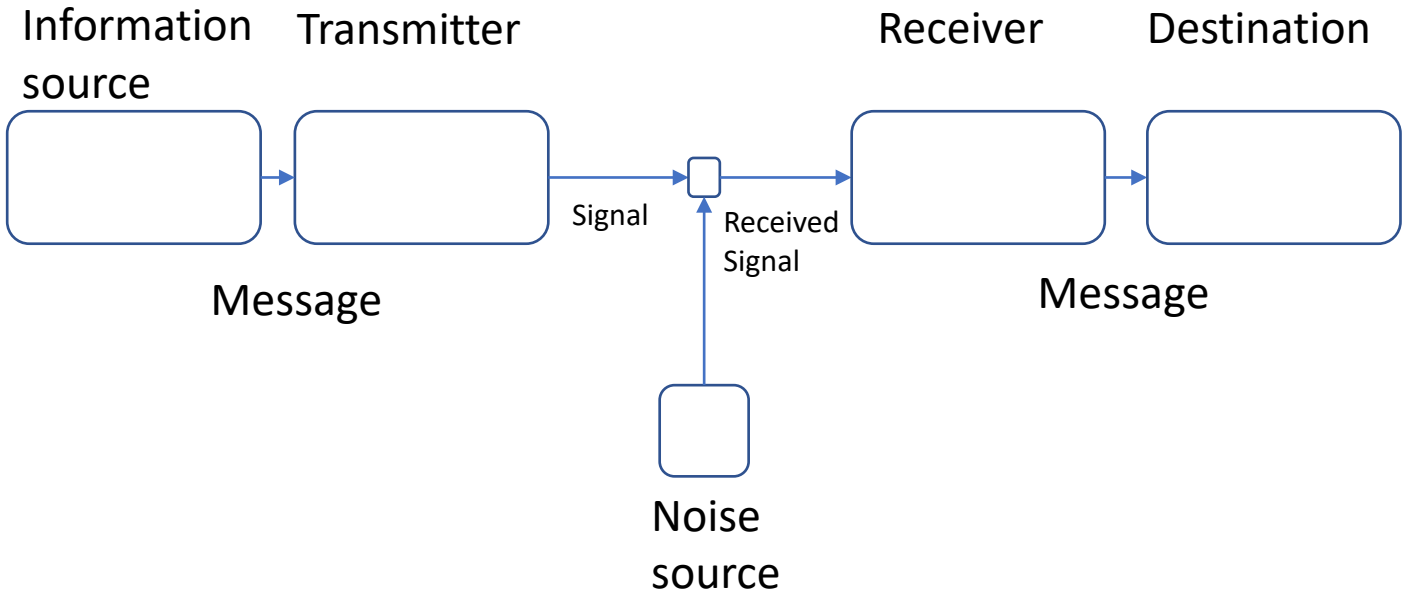


Models of Communication



Transmission model (1)

- Based on the „Information Transmission“ approach, Shannon and Weaver (1949) elaborated a mathematical theory of communication.



Shannon’s and Weaver’s schematic diagram of a general communication system

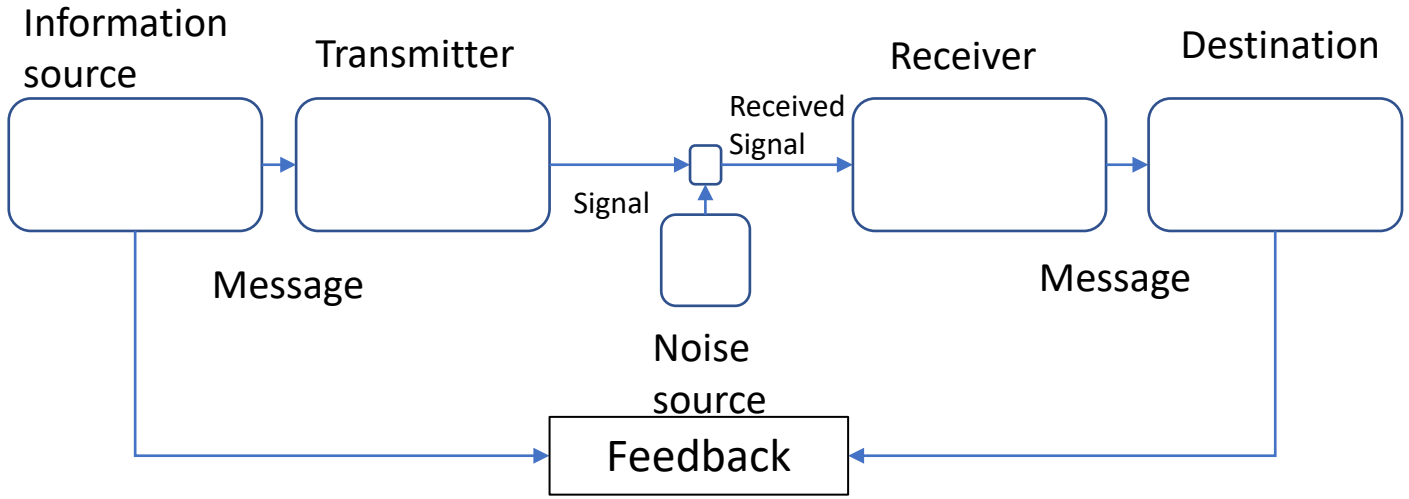
Transmission model (2)

- The source is seen as the decision maker; that is, the source decides which message to send, or rather selects one out of a set of possible messages;
- This selected message is then changed by the transmitter into a signal which is sent through the channel to the receiver;
- Noise is anything that is added to the signal between its transmission and reception that is not intended by the source. In other words, anything that makes the intended signal harder to decode accurately

Models of Communication

Transmission model (3)

- Concepts related to the information model:
  - Redundancy: is that which is predictable or conventional in a message;
  - Feedback (Shannon, 1949): the transmission of the receiver's reaction back to the sender. It helps the communicator adjust his or her message to the needs and responses of the receiver. It helps the receiver to feel involved in the communication



Models of Communication

Pragmatics of communication (1)

- According to Watzlawick (1967), Communication pragmatics studies the effects of communication on behaviour.

The approach proposed lies within „Communication as relationship“ and considers communicative exchanges as multiple elements of a complex system, which interacts each other.

For this reason, the system can be considered as interactive.

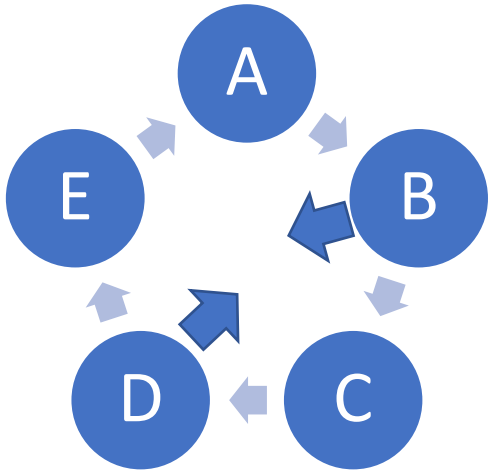
An interactive system thus consists of two or more communicants engaged in the process of defining the nature of their relationship.

Models of Communication

Pragmatics of communication (2)

There are three properties of an open system:

- Feedback and circularity: the output of one or more elements becomes the input of elements that precede them; and circularity each variation spreads variously transformed on all components, including those from which it originates.



Pragmatics of communication (3)

- Totality: each part of the system is in relation with the whole: a modification of the system affects the part, just as a modification of the part affects the whole. In short, the communication sequences are mutually inseparable, and the interaction is non summative.

“What do I care about that guy's problems?”

Models of Communication

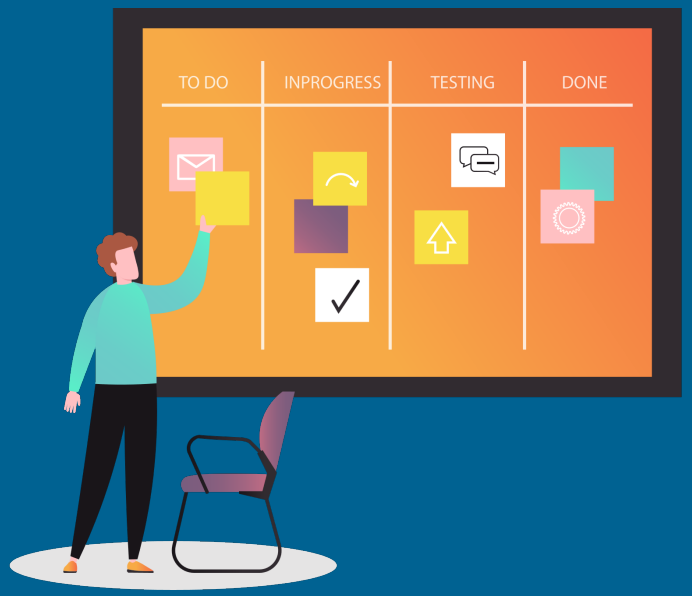
Pragmatics of communication (4)

- Non-additivity: feedback and non linear interactions cause the system express properties that cannot be attributed to the sum of the properties of its components.
- Homeostasis: Relationship models within a system tend to let individual goals prevail over possible changes in state or characteristics. This ensures that a perturbed system is able to maintain its equilibrium and parameters in the face of even major perturbations.

“Now that the daughter has left home, it will never be the same family again”

Pragmatics of Communication

Axioms



Axioms of communication

The pragmatics of communication foresee 5 axioms.

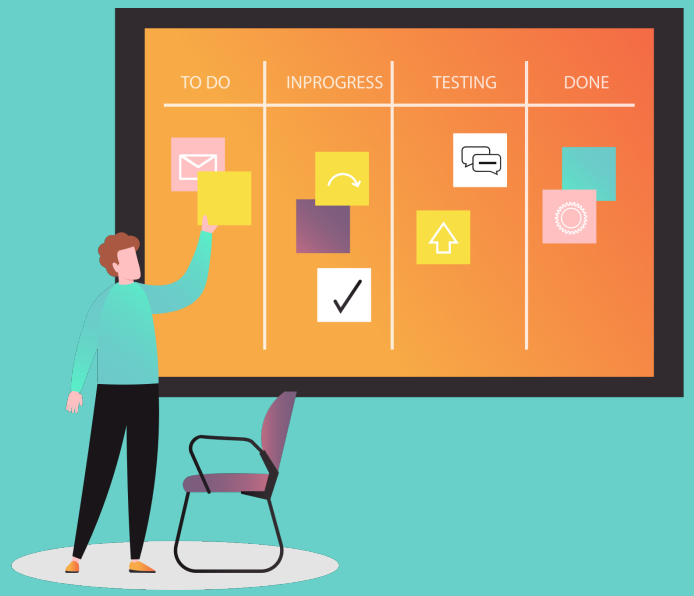
1. You cannot fail to communicate.

Behaviour has no opposite: we cannot not behave.

A unit of communication (including behaviour) is called a message, a series of messages exchanged between people is an interaction. The interactions can be subsumed into interaction patterns.

Pragmatics of Communication

Axioms



Axioms of communication (2)

2. Every communication delivers a content and a relationship

When we say something to someone, we are not just passing on information to them but expressing - through our tone, posture and choice of words - what relationship we stand in towards them. Whenever you relate to someone, whatever medium you use, you have to pay attention to the relationship you convey, because it could make communication counterproductive.

Pragmatics of Communication

Axioms

Axioms of communication (3)

3. The nature of the relationship depends on the punctuation of the communication

Each speaker interprets the exchange in such a way that he sees his own behaviour as caused by the behaviour of the other, and never as the cause of the other's reaction, and vice versa: in short, each speaker accuses the other of being the cause of his/her own behaviour.

Pragmatics of Communication

Axioms

Axioms of communication (4)

4. Communication can be either analogue or digital

Watzlawick defines verbal communication as 'digital' and non-verbal communication as 'analogue'. When information has to be conveyed, it is important to choose how to do it: sometimes words are indispensable, other times they are too much. For communication to be effective, these systems must coincide: all components must convey the same message.

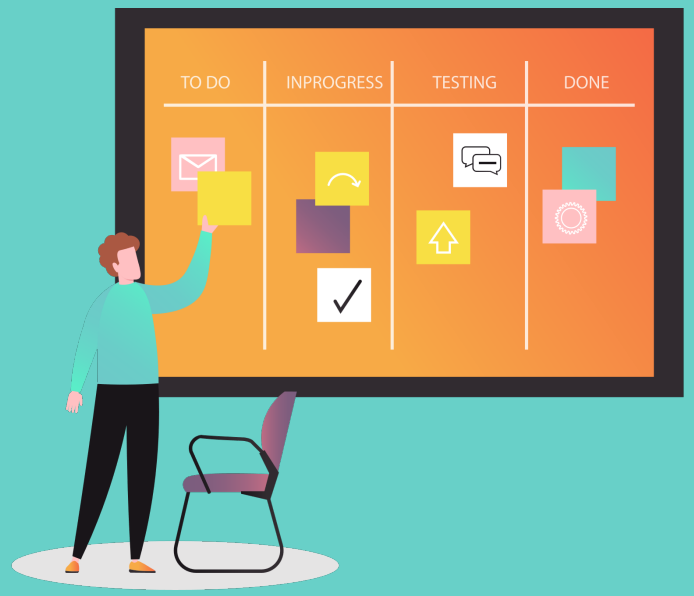
Pragmatics of Communication

Axioms

Axioms of communication (5)

5. Interactions may be symmetrical or complementary

Symmetrical communication occurs when the interlocutors communicate on an equal footing, while complementary communication occurs when one of the two places oneself on a higher plane. In the latter case, the person who feels superior (one-up) will try to put the other interlocutor in a subordinate position (one-down). Example: when a mother orders her son to put his toys away, she is emphasising that she is in a superior position.



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