

#### COMMUNICATION

### OUTCOMES

Students will (I can) understand what is media and know what are the elements of communication

CTE Standard: ACO 3.0: Use effective communication techniques to facilitate positive outcomes





SP is a collection of media production classes.

### BUT WHAT EXACTLY IS MEDIA?



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Media is short for the word medium.

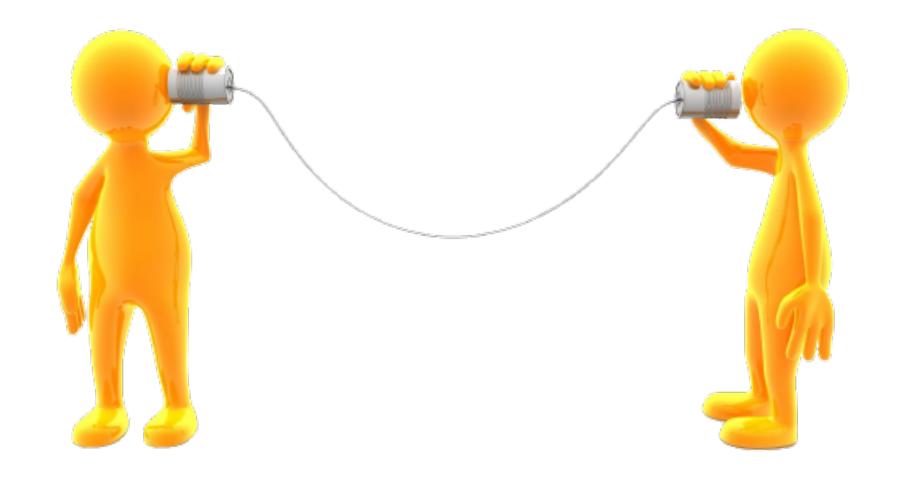
A medium is anything used to transfer a message from one source to another.





#### MEDIA = COMMUNICATION

Media - is a way to deliver information or communicate.



Communication - is the process of sharing information between two bodies and the actions taken because of that share.





- 1.The Source
- 2.Message
- 3.Medium
- 4.Receiver
- 5.Feedback
- 6.Noise





# The Source (The Who)

Has information that wants to be shared.





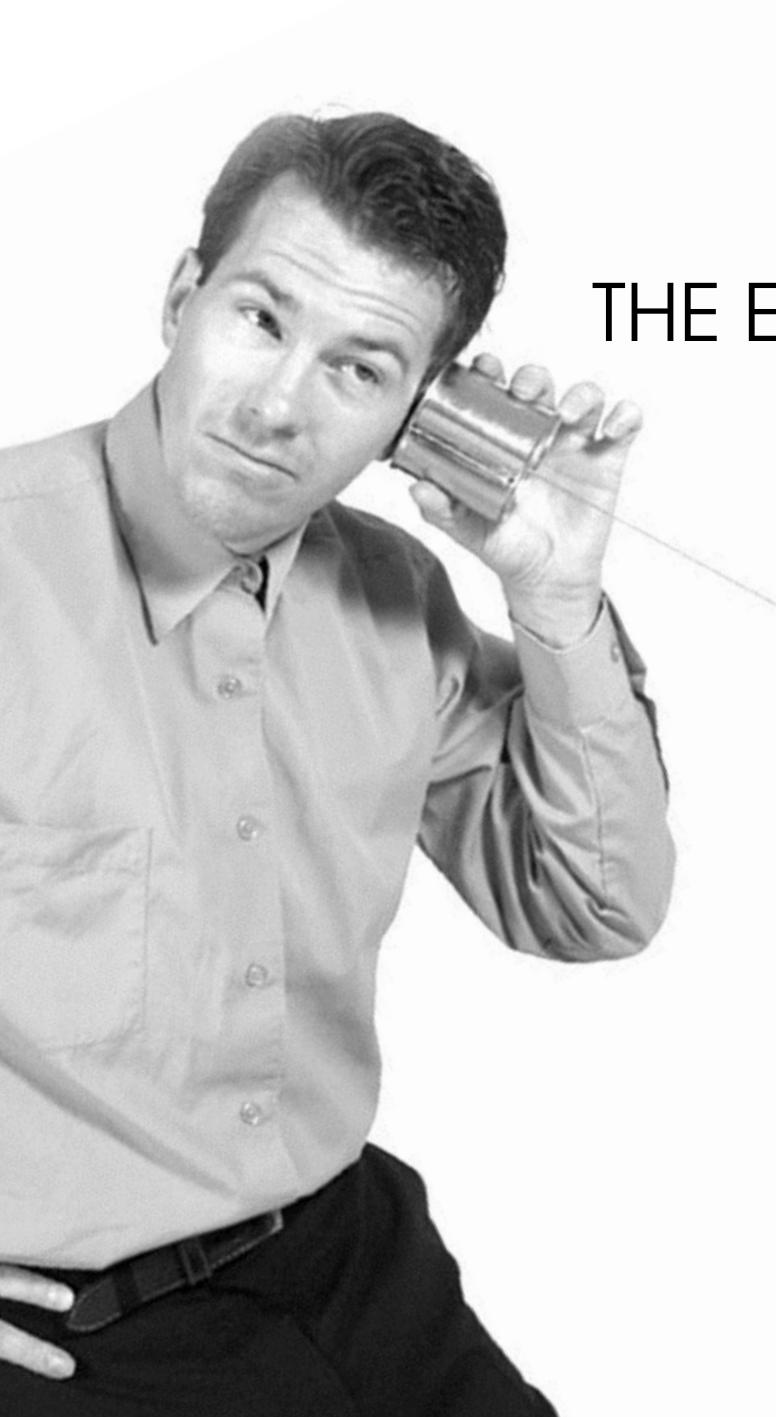
# The Message (Says what?):

The type of information that is going to be shared with others.



# The Medium (How do they say it?) The way the message is delivered.





# The Receiver (To Whom?)

Who the message intended for.



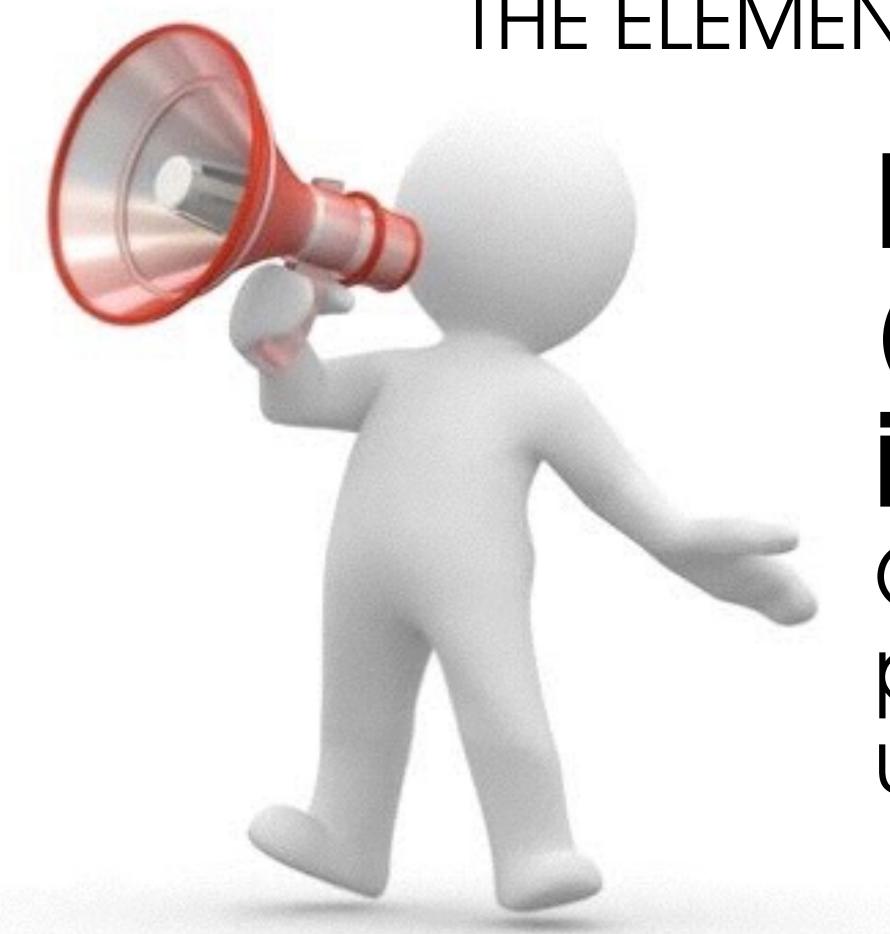


### The Feedback (positive intended effect or outcome):

What will happen now that the message is received.





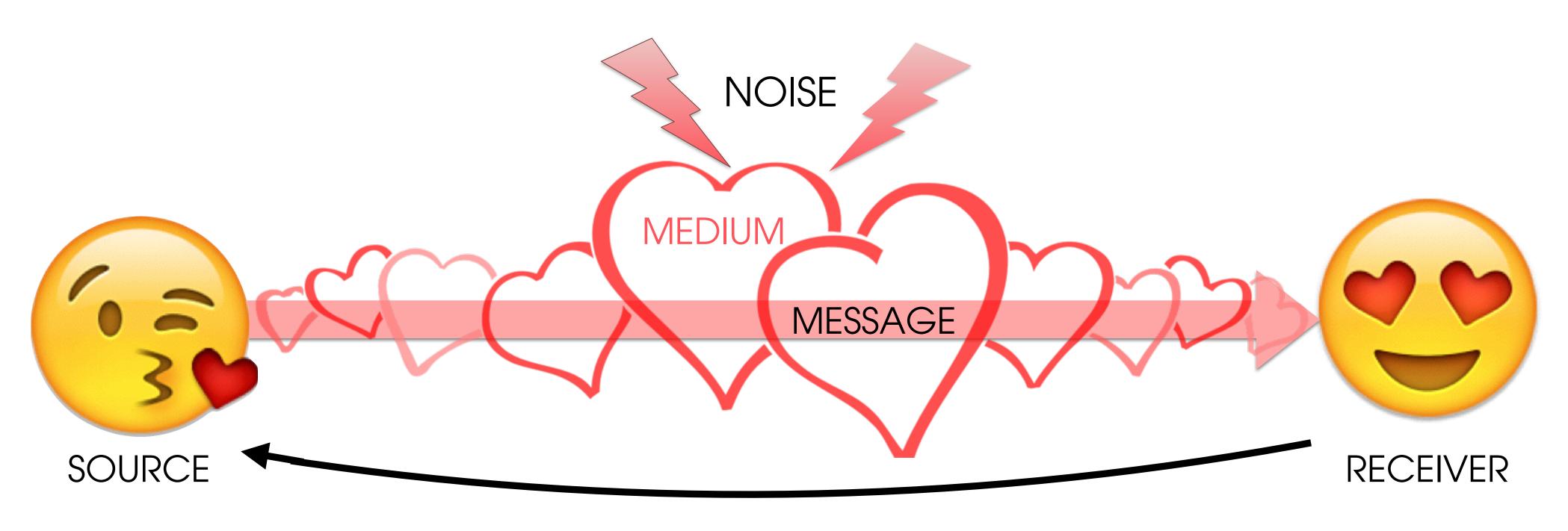


### Noise (Anything that interrupts the message)

Outside interference that can prevent the message from being understood.



### THE PROCESS OF COMMUNICATION



FEEDBACK





#### COMMUNICATION