

# 01. BASIC ELEMENTS AND PATTERNS OF COMMUNICATION

HOW HUMANS COMMUNICATE IN THE DIGITAL WORLD

M6U1P1



HOW MANY TIMES  
DID YOU  
COMMUNICATE  
TODAY BEFORE  
ENTERING THIS  
CLASSROOM?

# EVERYDAY COMMUNICATION

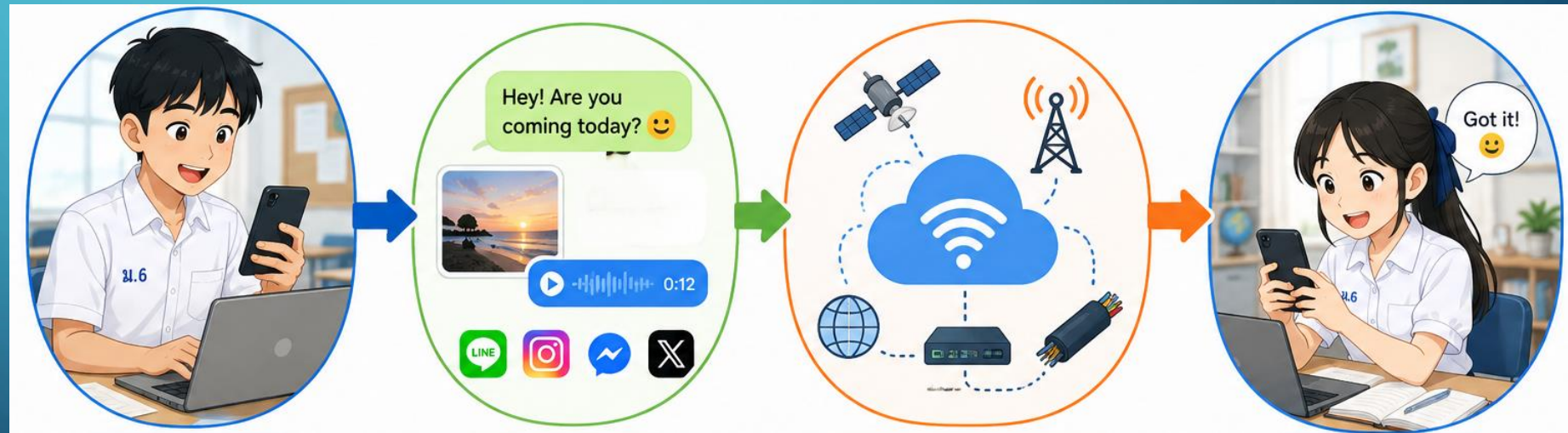
- Which communication method do you use most?
- Which is most effective?
- Which causes the most misunderstandings?

# WHAT IS COMMUNICATION?

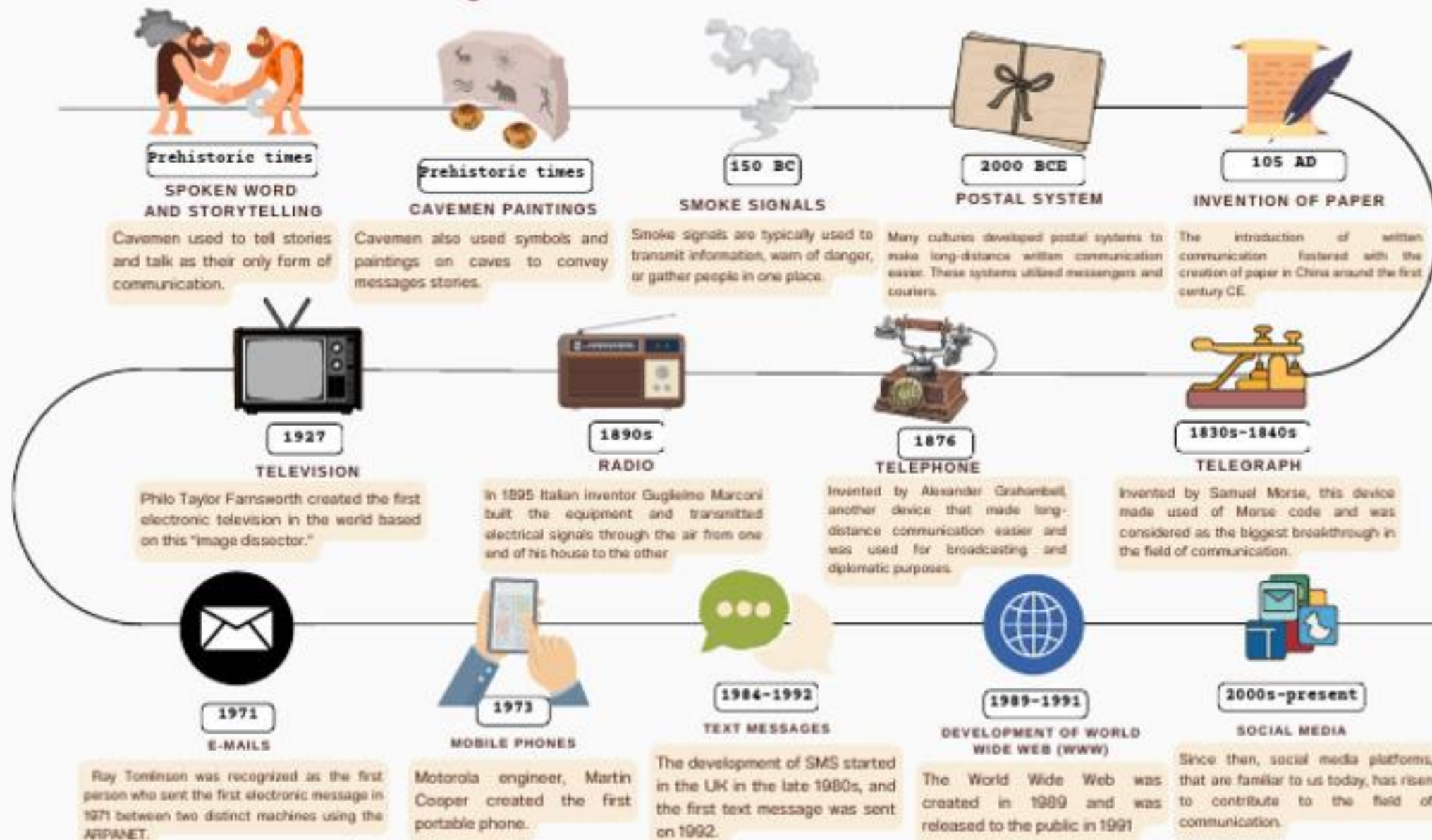
Communication is not just sending information — it is making sure the OTHER person understands it.

- Examples:

- Text
- Emoji
- Meme
- Video
- voice



# History of Communication



# History of Communication



**What communication method might disappear in the future?**

Philo Taylor Farnsworth created the first electronic television in the world based on this "image dissector."



1971

E-MAILS

Ray Tomlinson was recognized as the first person who sent the first electronic message in 1971 between two distinct machines using the ARPANET.

In 1895 Italian inventor Guglielmo Marconi built the equipment and transmitted electrical signals through the air from one end of his house to the other.



1973

MOBILE PHONES

Motorola engineer, Martin Cooper created the first portable phone.



1984-1992

TEXT MESSAGES

The development of SMS started in the UK in the late 1980s, and the first text message was sent in 1992.

Invented by Alexander Graham Bell, another device that made long-distance communication easier and was used for broadcasting and diplomatic purposes.

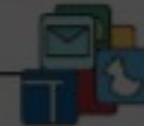


1989-1991

DEVELOPMENT OF WORLD WIDE WEB (WWW)

The World Wide Web was created in 1989 and was released to the public in 1991.

Invented by Samuel Morse, this device made use of Morse code and was considered as the biggest breakthrough in the field of communication.



2000s-present

SOCIAL MEDIA

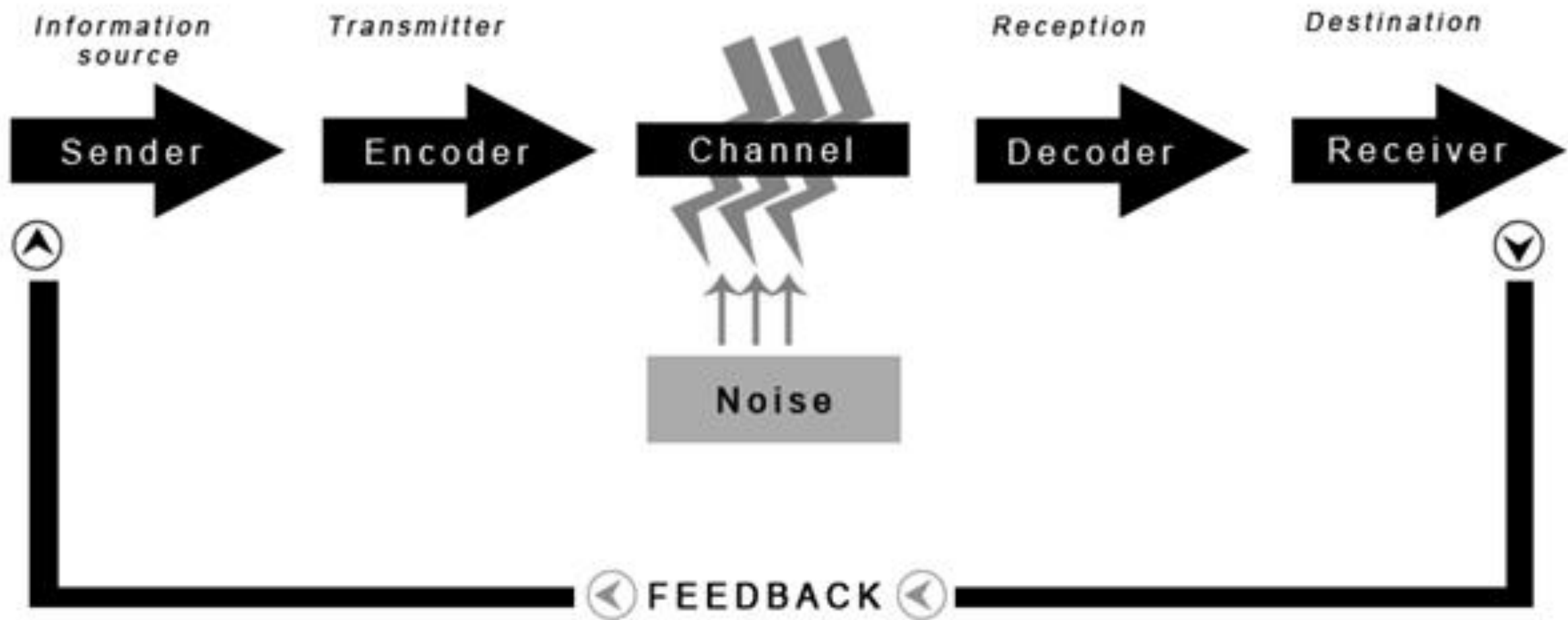
Since then, social media platforms, that are familiar to us today, has risen to contribute to the field of communication.



# BASIC ELEMENTS AND PATTERNS



- In 1949, Claude Shannon and Warren Weaver introduced a form of communication that consisted of 6 main elements:
  - Sender
  - Encoder
  - Channel
  - Decoder
  - Receiver
  - Feedback
- It was used to describe the communication using telephones and radios



SHANNON-WEAVER'S MODEL OF COMMUNICATION

# How Communication Works

★ People connect, send messages, and understand each other through the Internet. ★



## Sender

The person who starts the communication.



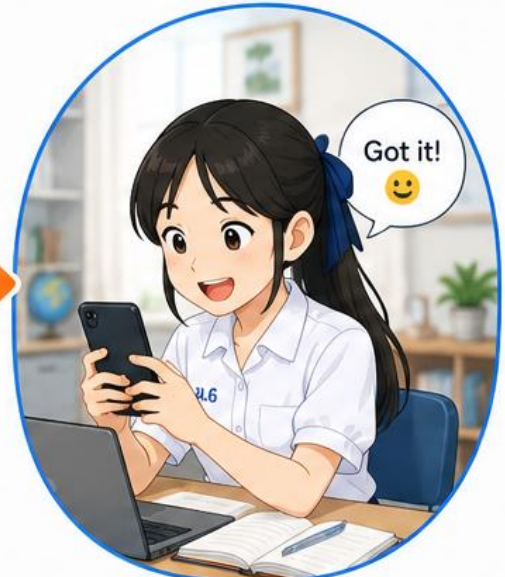
## Message

Information, text, images, voice, or videos that the sender wants to share.



## Internet / Channel

The path or channel that sends the message through the Internet.



## Receiver

The person who receives the message and understands it.

### Examples of Channels



Wi-Fi



Mobile Network



Satellite



Fiber Optic Cable



Cloud Services



LINE



Instagram



Messenger



Email

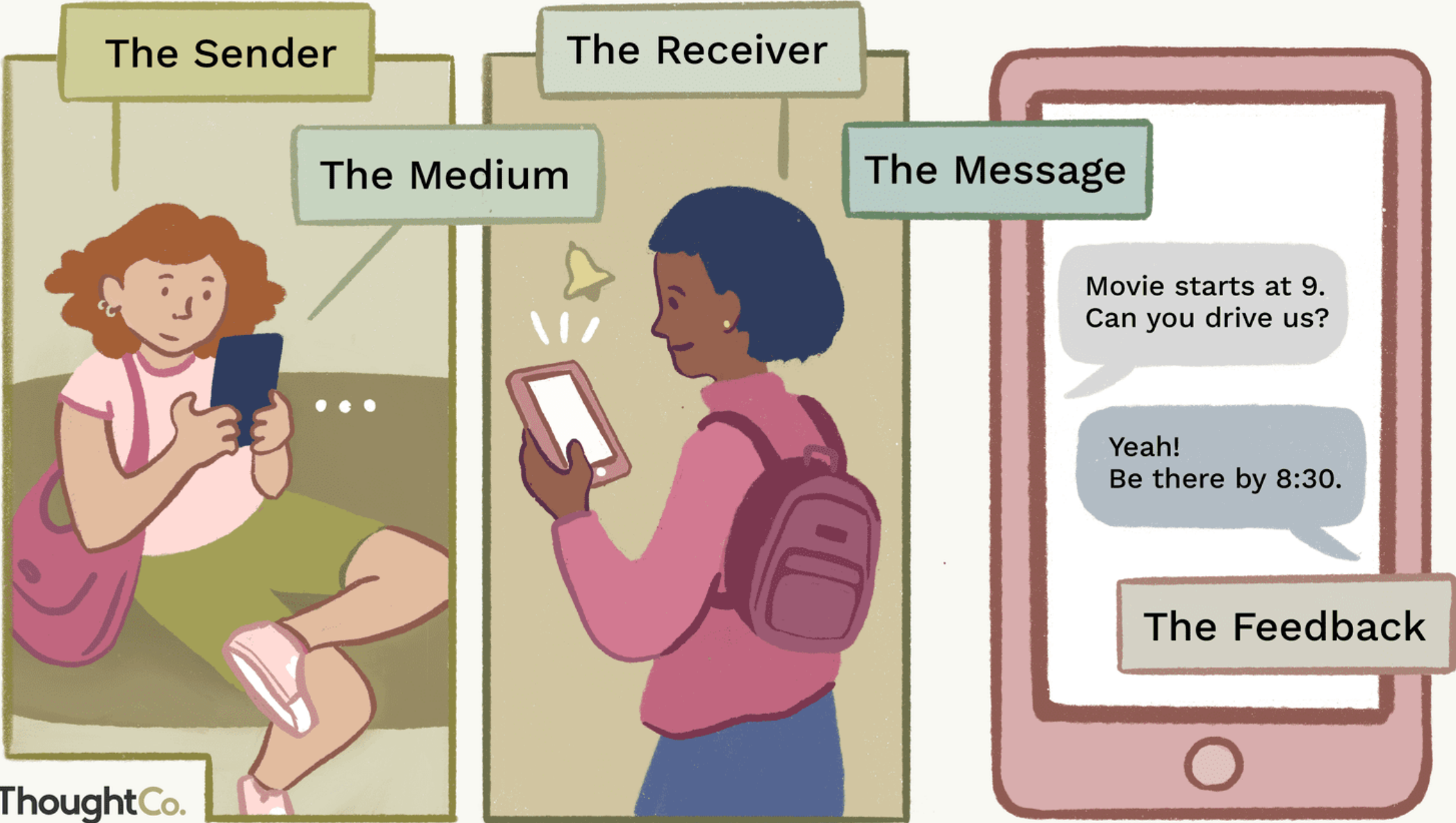


YouTube

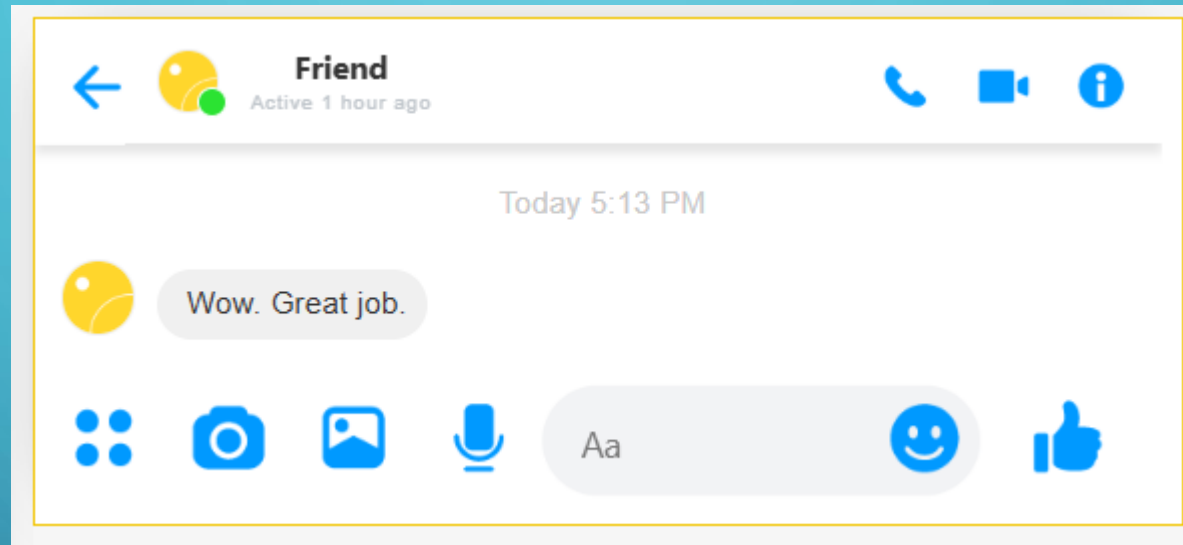


Good communication happens when the **right message** reaches the **right person** at the **right time**.

# Elements of the Communication Process

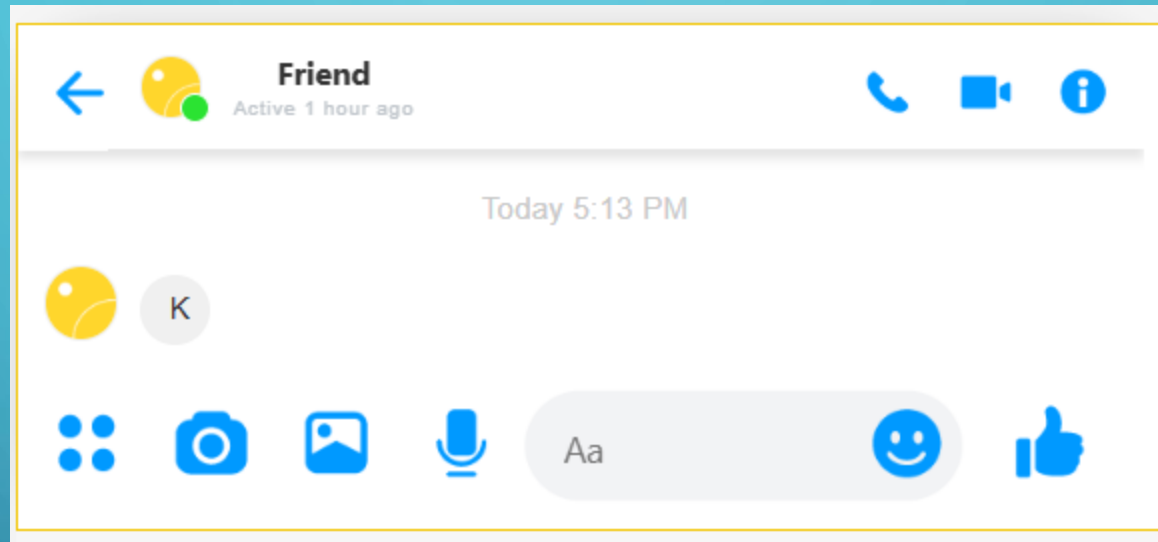


# WHY TEXT MESSAGES CAUSE PROBLEMS



Positive or negative?

# WHY TEXT MESSAGES CAUSE PROBLEMS

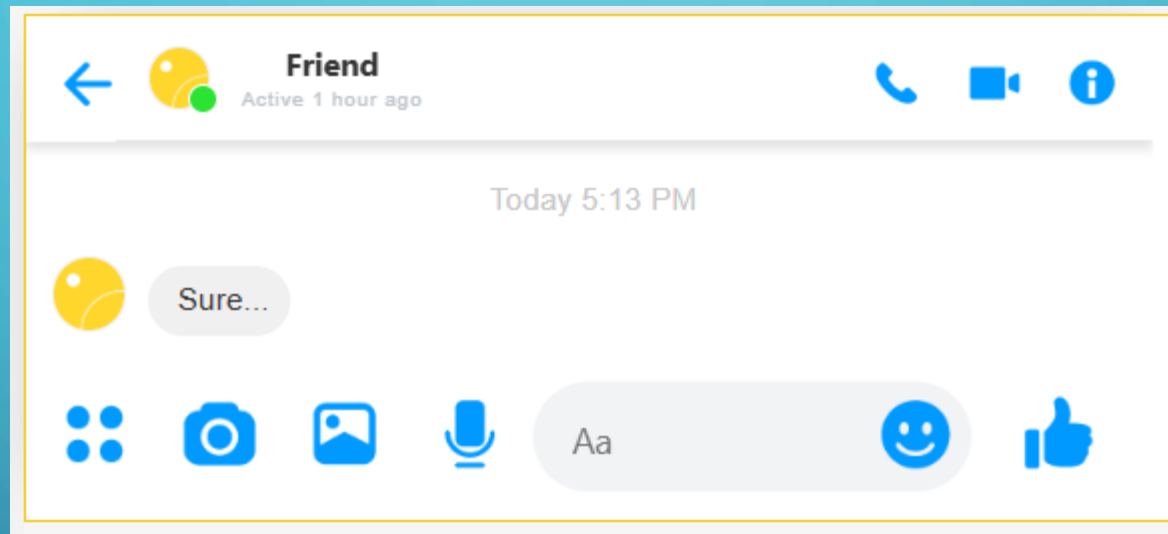


Angry?

Busy?

Normal?

# WHY TEXT MESSAGES CAUSE PROBLEMS



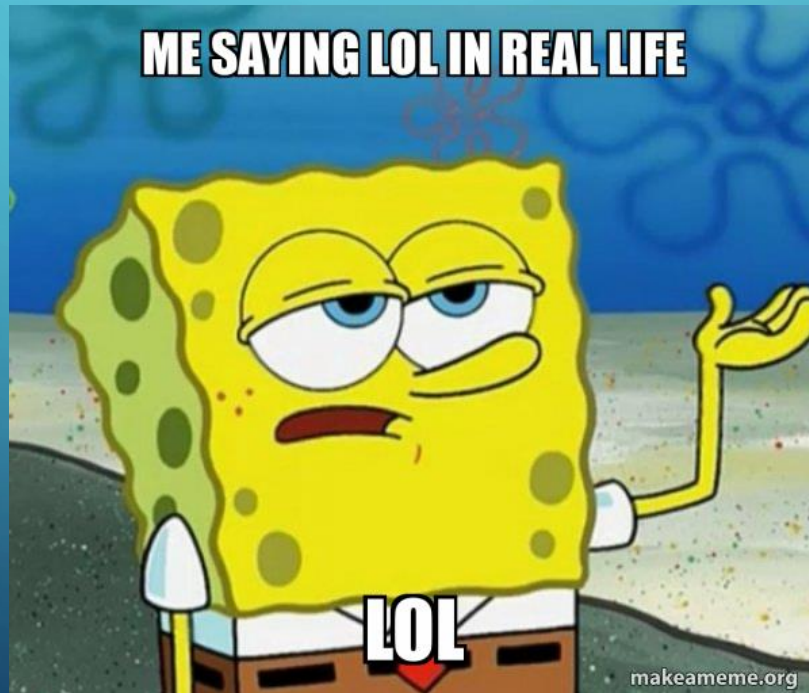
Agreement?

Sarcasm?

Frustration?

# WHY TEXT MESSAGES CAUSE PROBLEMS

- Text messages do not include tone of voice or facial expressions.



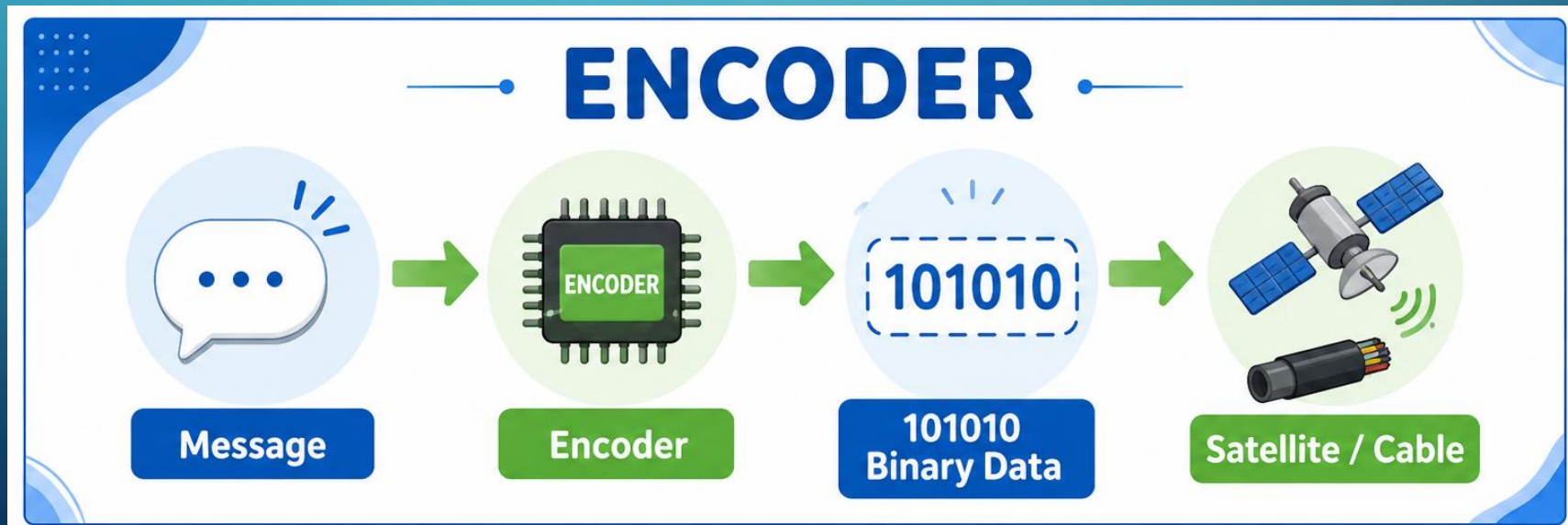
# SENDER

- The sender is the person who starts communication



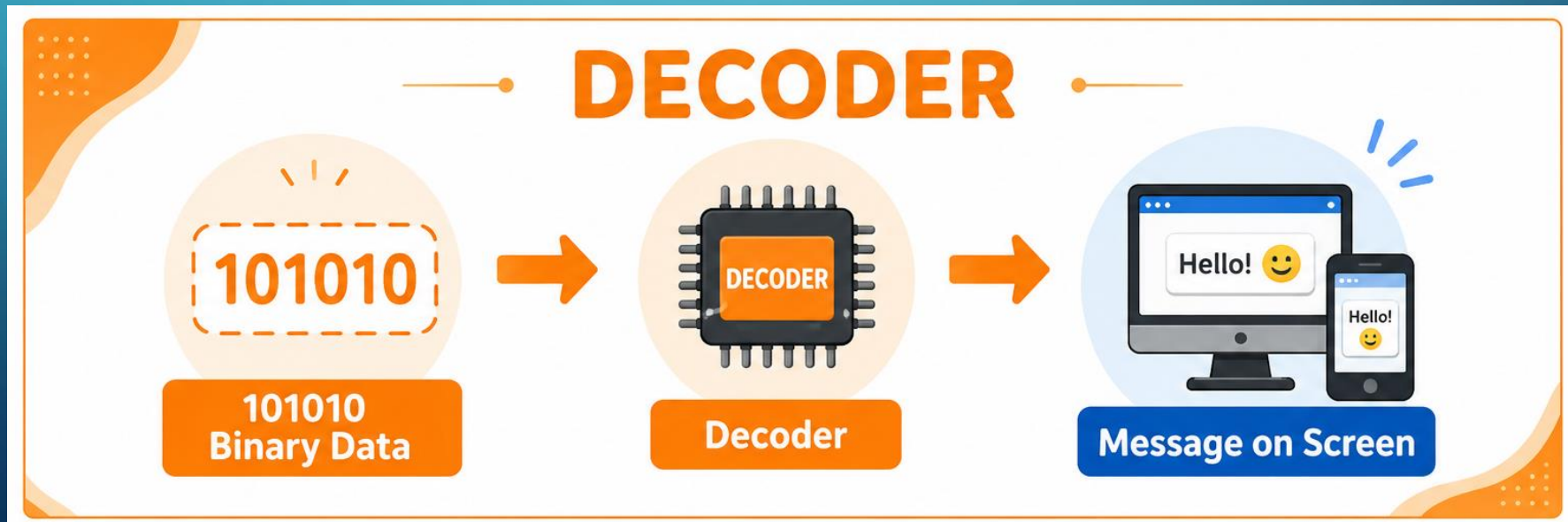
# ENCODER

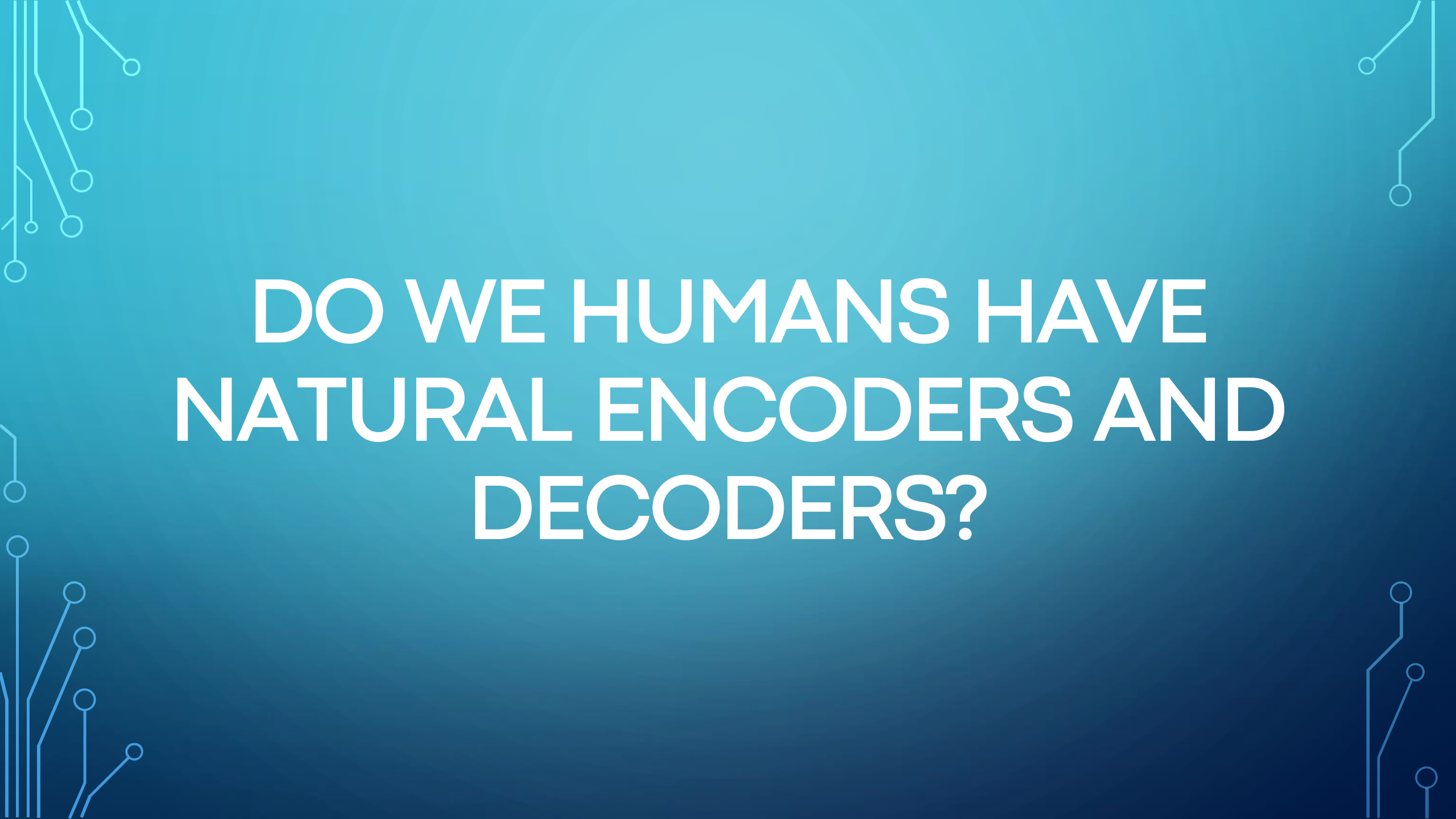
- It is a device that changes a message into signals or binary data, making the message easier to send through cables or satellites.



# DECODER

- It is a device that receives signals and changes the signals and bits into a message that people can understand.



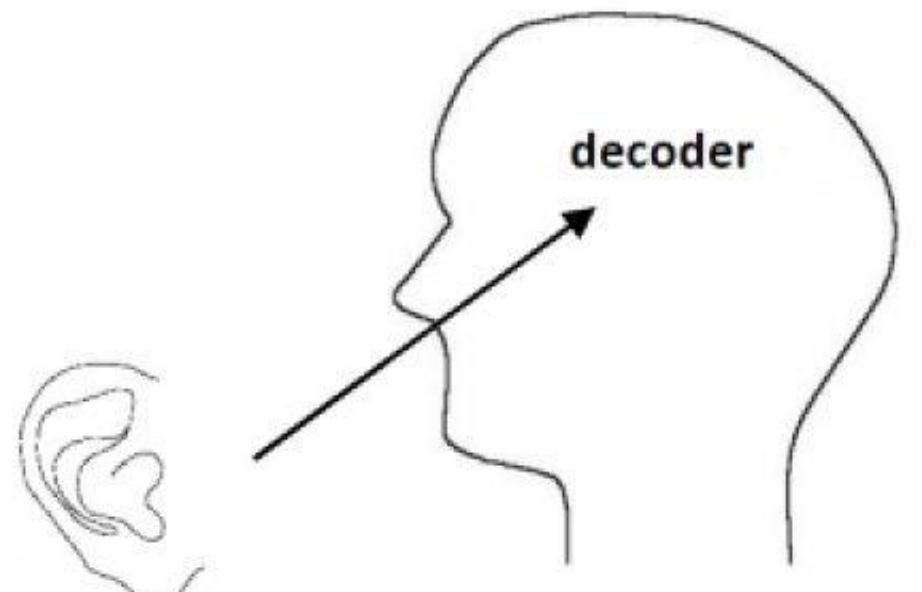
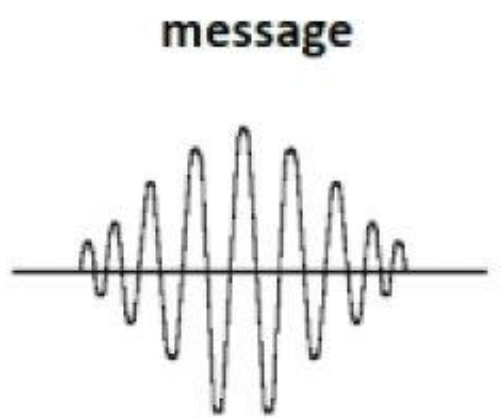
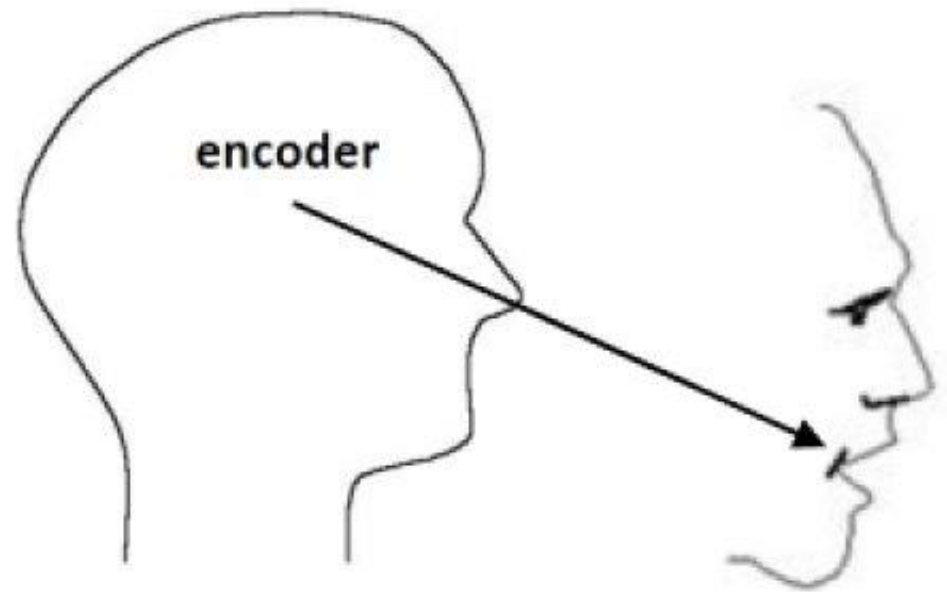
The background is a gradient of blue, transitioning from a lighter shade at the top to a darker shade at the bottom. In the four corners, there are decorative white line-art elements resembling circuit traces or neural network connections, with small circles at the end of the lines.

# DO WE HUMANS HAVE NATURAL ENCODERS AND DECODERS?

SENDER

CHANNEL

RECEIVER



source

channel

receiver

LINGUISTIC  
LEVEL

PHYSIOLOGICAL  
LEVEL

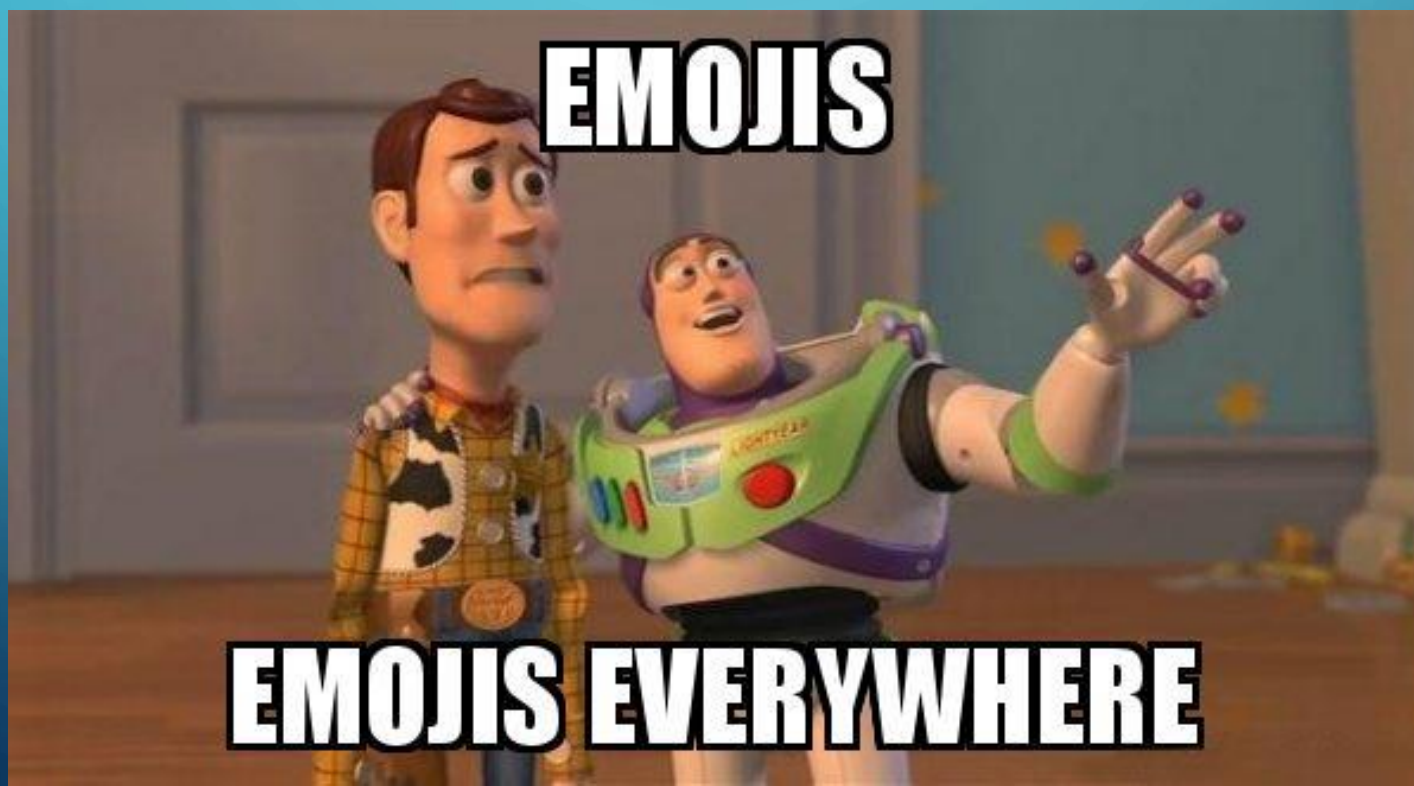
ACOUSTIC  
LEVEL

PHYSIOLOGICAL  
LEVEL

LINGUISTIC  
LEVEL

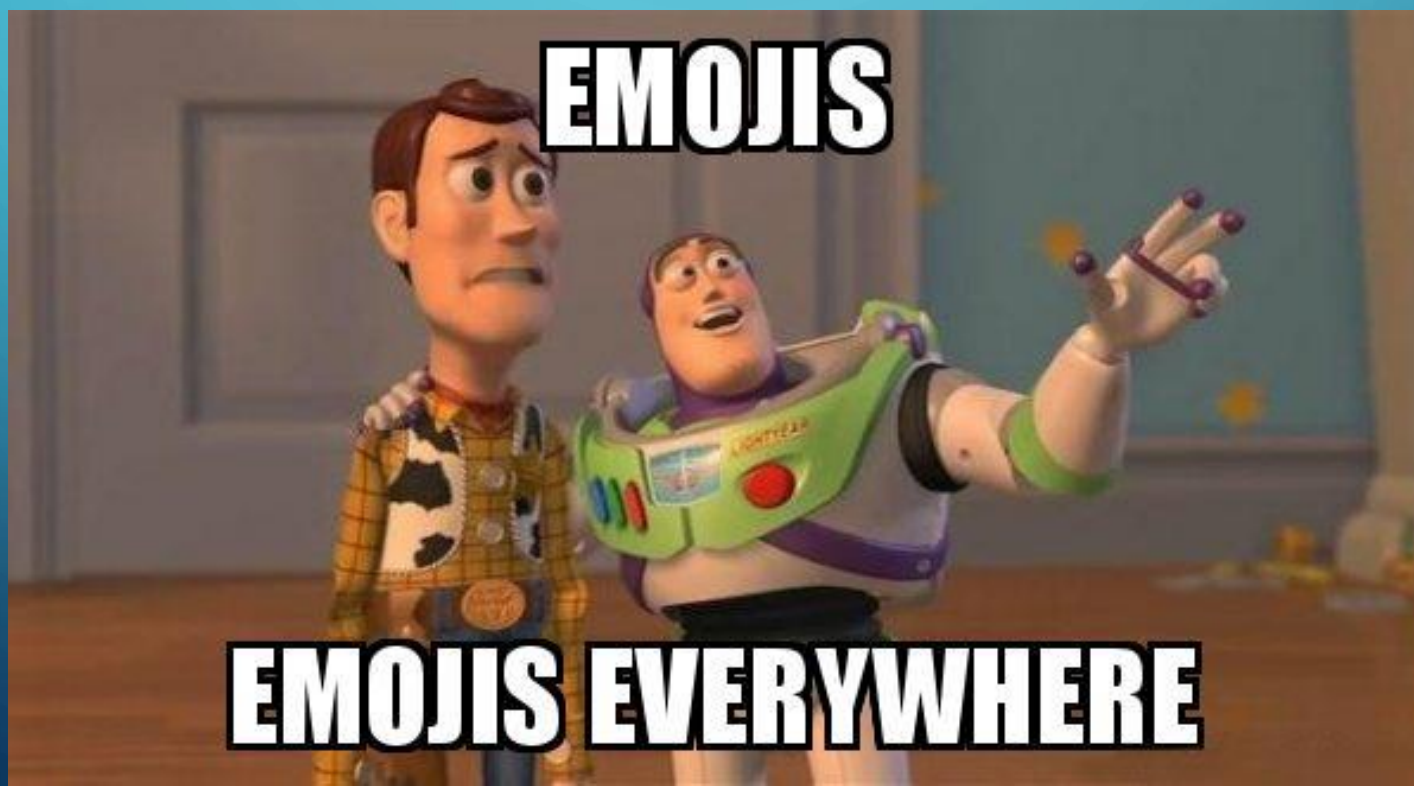


What is the meaning of these emojis?



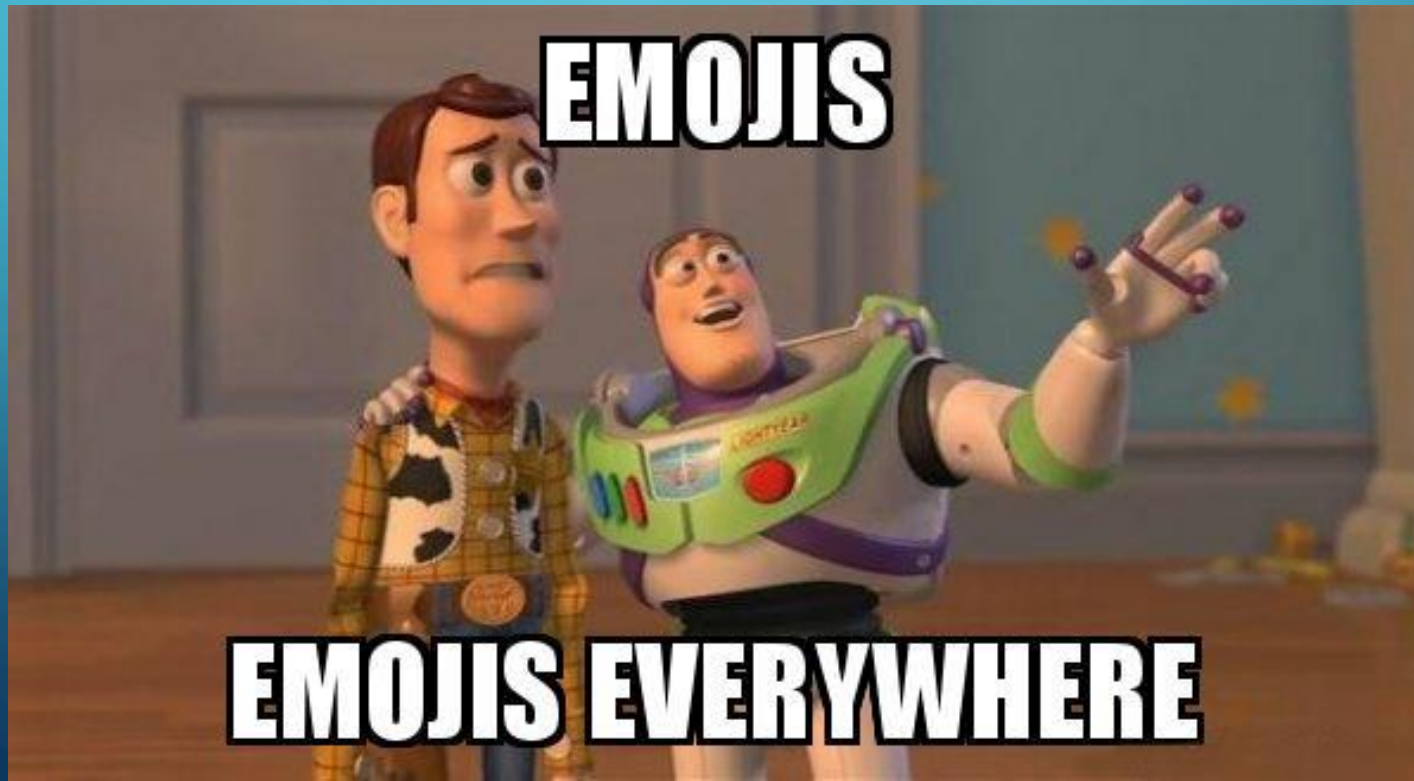


Would your parents understand them the same way?





Do all cultures interpret emojis the same way?



# MESSAGE

- Is information that the sender wants to send to the receiver
- Example:
  - Meme
  - voice note
  - Infographic
  - YouTube video
  - AI-generated image

**Which message  
type is most  
powerful today?**

# CHANNEL

- Is a method of sending a message to the receiver such as telephone call or social media, or even talking directly to the receiver
- Each channel carries the message in different ways and there is always some noise present

# CHANNEL

Channel	Fast?	Personal?	Risk of misunderstanding?
Face-to-face	Medium	High	Low
Text	Fast	Medium	High
Video call	Medium	High	Medium
Social media	Very Fast	Low	High

# NOISE

- Noise = anything interfering with communication.
- Examples:
  - bad internet
  - distractions
  - language barriers
  - fake news
  - AI hallucinations
  - emotions
  - unclear writing



**I SAID LUNCH**

**NOT LAUNCH**

PLEASE, HAVE A SEAT.



THANK YOU.



HR: Did you tell your  
coworker that they  
were stupid?

Me: No, I said "are you  
stupid?"



# RECEIVER

- Is the final destination of the message
- The receiver is accepting the message and has to understand the meaning of it



# FEEDBACK

- It is when the receiver gets the message and responds/reacts to it
- It let's you know that the communication process was successful



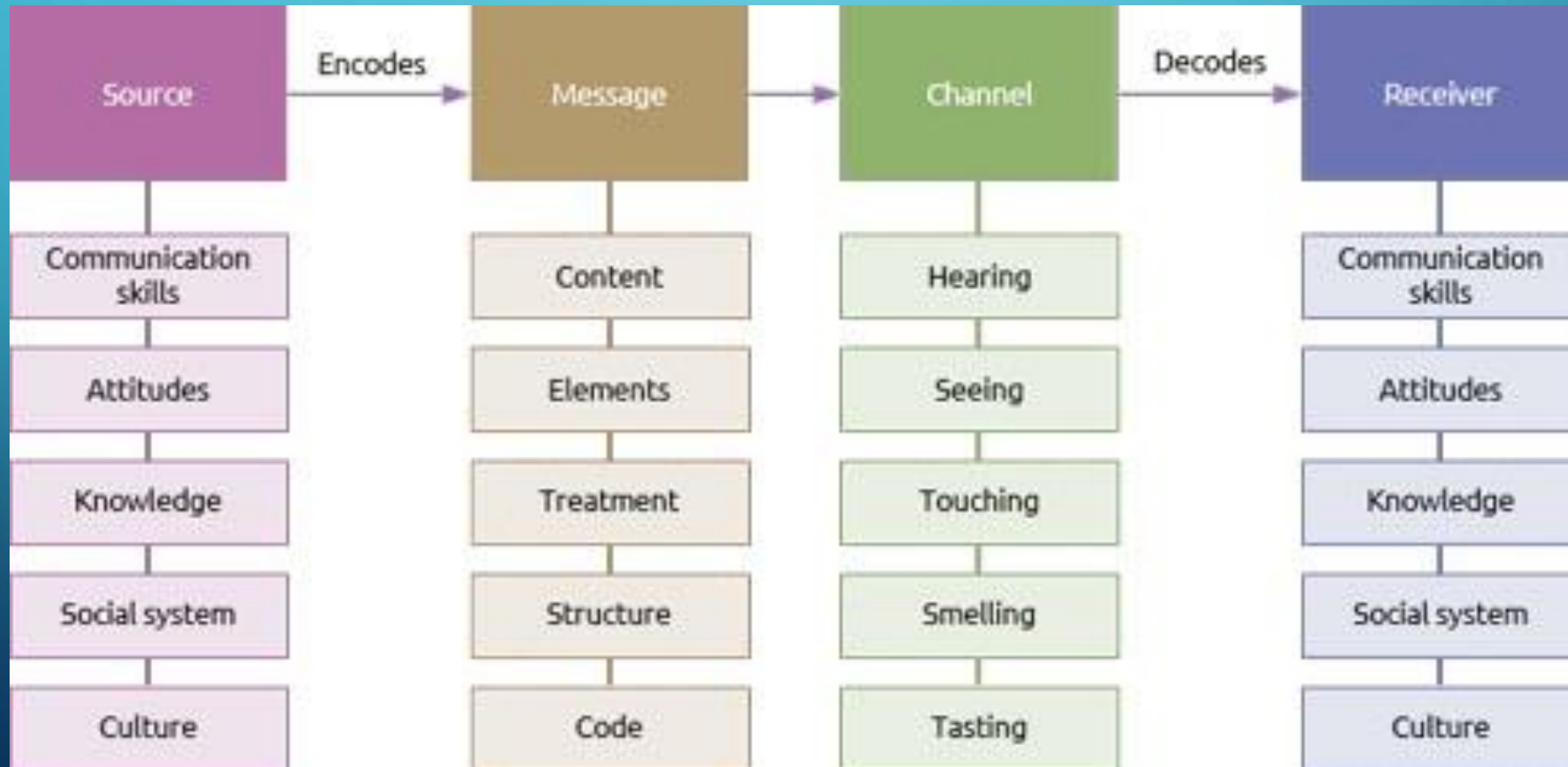
# RECEIVER & FEEDBACK

- Teacher sends assignment in LINE group.
- Students react:



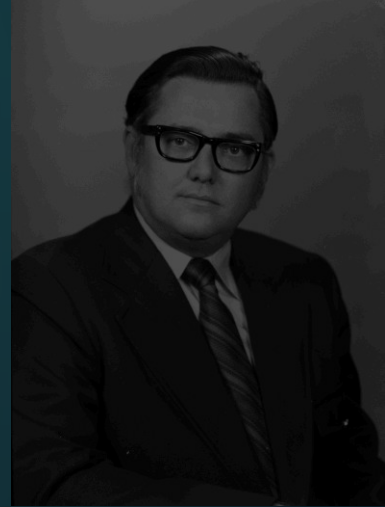
# EXPANDED FORMAT

- In 1960, David Berlo expanded the model by adding substances to main components

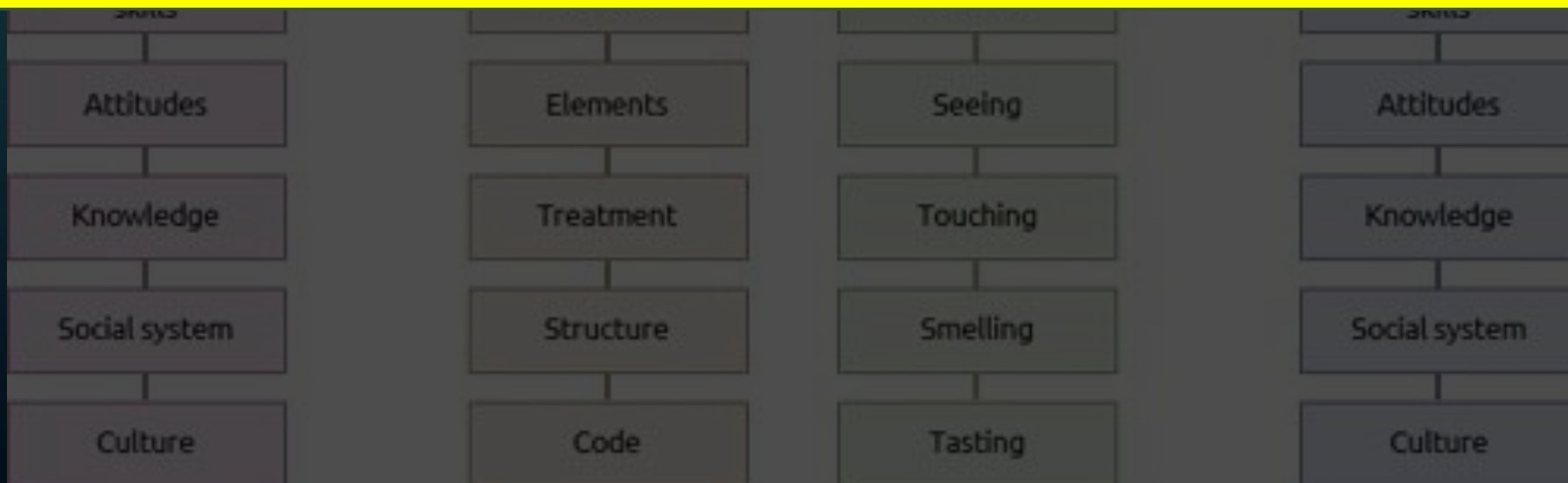


# EXPANDED FORMAT

- In 1960, David Berlo expanded the model by adding substances to main components



**Why do people misunderstand each other?**



# EXPANDED FORMAT

- The expanded model focuses on misunderstanding
- Misunderstanding can happen:
  - Culture
  - Language
  - Attitude
  - Knowledge
  - Beliefs

**Why can the same joke offend one person but make another person laugh?**

# DIGITAL COMMUNICATION TODAY

- Modern communication issues:
  - AI-generated messages
  - deepfakes
  - fake news
  - clickbait
  - algorithm influence

**Can we still trust  
everything we see online?**

# WHAT IS THE MOST IMPORTANT PART OF COMMUNICATION?

A Sender

B Message

C Channel

D Feedback

E Understanding

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The background is a dark blue gradient. In the corners, there are white line-art graphics resembling circuit boards or neural networks, with lines connecting to small circles.

**ANY QUESTIONS?**

# HOMEWORK



**THE END**