

Communication Theory

Agree or Disagree?

“I am only responsible for what I say not for what you understand”

The SMCR Model:

Communication involves two parties: *sender* and *receiver*

- ▶ **Sender:** Sender of message, with some *intention*
- ▶ **Message:** *Encoding* of the intention
- ▶ **Channel:** The medium in which the message is transmitted
- ▶ **Receiver:** *Decodes* the message

The SMCR Model:

Communication involves two parties: *sender* and *receiver*

- ▶ **Sender:** Sender of message, with some *intention*
- ▶ **Message:** *Encoding* of the intention
- ▶ **Channel:** The medium in which the message is transmitted
- ▶ **Receiver:** *Decodes* the message

Successful communication = message intended is the one perceived/received

Parts of Communication

- ▶ **Sender** / Yourself: How well do you understand the message, audience, medium?
- ▶ **Message**: What are you trying to communicate?
- ▶ **Channel** / Medium : What does the medium communicate about the message?
- ▶ **Receiver** / Audience: Who are you trying to communicate to?

Goal What are you trying to accomplish?

Work backwards

- ▶ **Goal** What are you trying to accomplish?
- ▶ **Receiver** / Audience: Who are you trying to communicate to?
- ▶ **Channel** / Medium : What does the medium communicate about the message?
- ▶ **Message**: What are you trying to communicate?
- ▶ **Sender** / Yourself: How well do you understand the message, audience, medium?

Consider your medium



What does the Comic Sans font communicate?

What does the Comic Sans font communicate?



Structure is Part of Communication

- ▶ An essay has an introduction, a body, and a conclusion.
- ▶ The first sentence in a paragraph identifies its purpose.
- ▶ An email has a subject line.
- ▶ Easy to use web sites have a navigation bar.

Structure is Part of Communication

- ▶ Structures evolved as a means of effectively achieving a particular goal.
- ▶ Structures simplify the creation of a message by outlining the basic set of questions to be answered.
- ▶ Known structures are familiar to people making it easier to decipher the message within.

Consider how these apply to the previous examples

Parts of Communication for Assignments

When writing your blog posts, assignments, etc consider . . .

- ▶ What is your goal/purpose?
- ▶ What is your message?
- ▶ What is the medium?
- ▶ Who is your audience?

Setting up your blog

- ▶ **Audience:** Your classmates, TAs, instructors, others who are interested in computer science.
- ▶ **Medium:** Web browser
 - ▶ How should you structure your blog?
 - ▶ How formal / informal should it be?
 - ▶ What does the title communicate?

Font?

serifs
Text



Serif Font

Text



Sans Serif Font

- ▶ **Serif Fonts:** associated with respect, tradition, grandeur and authority
- ▶ **San Serif Fonts:** associated with modernity, straightforwardness and sensibility
 - ▶ Easier to read on a large screen
 - ▶ Recommended for presentations

Font?



The image displays two lines of text. The first line, 'Proportional', is written in a serif font where each letter is centered within a vertical rectangular box of a fixed width. The boxes for 'P', 'r', 'o', 'p', 'o', 'r', 't', 'i', 'o', 'n', 'a', and 'l' are all the same width, regardless of the letter's natural width. The second line, 'Monospaced', is written in a monospace font where each letter is also centered within a vertical rectangular box. However, the boxes have different widths: boxes for letters like 'M', 'o', 's', 'p', 'a', 'c', and 'd' are wider, while boxes for letters like 'n' and 'e' are narrower. This visualizes how monospaced fonts allocate equal horizontal space to every character, while proportional fonts allocate space based on the character's width.

Proportional

Monospaced

- ▶ **Proportional:** easier to read, used for most prose
- ▶ **Monospace:** used for code (why?)

Contrast?

| | | |
|--|--|--|
| | Brightness contrast increases legibility | |
| | Brightness contrast increases legibility | |
| | Brightness contrast increases legibility | |
| | Brightness contrast increases legibility | |
| | Brightness contrast increases legibility | |
| | Complementary colors are most effective | |
| | Complementary colors are most effective | |
| | Adjacent colors are less effective | |
| | Adjacent colors are less effective | |

Line Length?

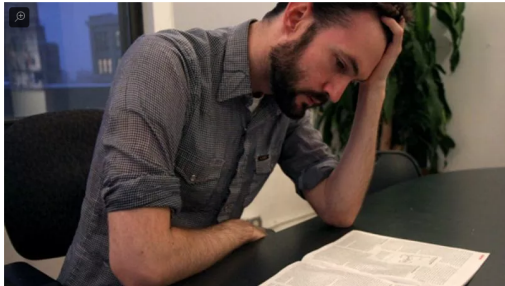
The optimal line length for your body text is considered to be 50-60 characters per line, including spaces ("Typographie", E. Ruder). Other sources suggest that up to 75 characters is acceptable. – <https://baymard.com/blog/line-length-readability>

Paragraphs?

NEWS

Nation Shudders At Large Block Of Uninterrupted Text

3/09/10 5:00pm • SEE MORE: SCIENCE & TECHNOLOGY ~



The giant mass of prose was devoid of so much as a large pulled quote for readers to glance at before moving on.

WASHINGTON—Unable to rest their eyes on a colorful photograph or boldface heading that could be easily skimmed and forgotten about, Americans collectively recoiled Monday when confronted with a solid block of uninterrupted text.

- ▶ Most readers “skim”; they scan for important information
- ▶ Break your content into parts to help your readers

Other concerns?

- ▶ Tone? (Formal/informal?)
- ▶ Mobile readers?
- ▶ Links?
- ▶ Images?
- ▶ Structure?

Summary

- ▶ What is the SMCR model of communication?
- ▶ Why is it important to tailor your communication to your audience?
- ▶ How can the medium affect the message?
- ▶ How is structure a part of communication?
- ▶ What are aspects of your blog (medium) that you should be mindful of?

Example Blog Post

<https://brandonjoubran4.wixsite.com/blog-spot/home/hello-world>

<https://medium.com/cra1gblog/introduction-b42d2bc8ab6f>

- ▶ Informative title, good structure, well written
- ▶ Easy to read: font / colour
- ▶ Easy to skim: paragraphs / topic sentences
- ▶ There is something interesting / memorable about the author

Common issues

- ▶ Grammar
- ▶ Colour: easier to read light background, dark text on screens
- ▶ Large images: have to scroll to get to content
- ▶ Font size: too small
- ▶ Text width: too long
- ▶ Justification: text should be left justified, not centered
- ▶ Length & structure:
 - ▶ paragraphs
 - ▶ don't just answer the prompt questions one by one!

Default style is okay; if you want to change the style, do so mindfully.

This weeks tutorial: (Mini) Networking

Why Network?

- ▶ Knowing people can help you succeed!
- ▶ Only 30% of new jobs are advertised.
- ▶ Referrals are taken more seriously than “cold” applications.
- ▶ Effective networking is one way to meet people.

Why are we talking about networking now?

Informal networking takes place any time

- ▶ Lectures, tutorials, lunchtime, computer labs
- ▶ Standing in line at the movies, riding the bus
- ▶ Right now!

Be deliberate

- ▶ Think about how you introduced yourself to others today
 - ▶ What worked?
 - ▶ What do you want to change?
- ▶ How will you introduce yourself on your blog?

Things to do this week

- ▶ Make sure you are enrolled in a tutorial section
- ▶ Bookmark the course website
- ▶ Reading the required + optional readings
- ▶ Write your first blog post
- ▶ Post your blog on the message board
- ▶ Get to know your classmates