

“Petru Maior” University of Tîrgu Mureş”

Commercial Communication

Course for the ECTS study program

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Course 1: Interhuman communication as information and relationship. Models of communication process

Introduction

Communication - information and relationship

The entire universe is characterized by the emission and capture of **signals**. Transforming the captured signals into **signs** (information) implies interpreting them through the help of a suitable **code**, previously tested.

The signal must exceed a certain **intensity threshold** in order to be distinguished and selected, and the impact of the signals as well as the decoding must be kept within acceptable limits so that the **emotional impact** does not turn into a shock and therefore to trigger defense processes.

Interhuman communication is not limited to the **verbal language**. When the words are spoken, the voice and the tone add to or alter their meaning; this is called **paraverbal language**. Supplementary meaning is added **nonverbally**, through physiognomy, mimics, posture, gesture, appearance, quality and color of clothes etc.

This complex set of stimuli is divided into two categories: **analogue language** and **digital language**, corresponding to analogous information and digital information (Șt.Prutianu, 2000a, pp. 30-31).

The **analogue language** is direct, plastic and suggestive. It is based on the resemblance, association and communication of messages without coding and decoding at the level of consciousness. Analogue communication is accessible to both humans and animals. Learning at this level involves imitation, even unconsciously, beginning in the early years of life.

Nonverbal language and the voice tone are typical forms of analogue communication. Information transmitted in this way is not always conscious.

The **digital language** is symbolic and abstract. A classic example is the verbal language, based on the words of a language. It can only be understood if it is encoded, decoded, and processed at the level of thought and consciousness. Digital language is, as far as we know today, specific to humans.

Human communication takes place on two levels: the **information** or content of the message, which is transmitted clearly through the digital language and the **relationship** that is created accordingly between the partners as a result of analogous communication, generating feelings (appreciation, sympathy or antipathy, obedience or domination, love or hate, admiration, respect etc.).

Human communication is concretized into three categories of language:

- verbal language – the articulated language and the meaning of the words of a language;