

ELEMENTS OF THE HUMAN COMMUNICATION

/COURSE PROJECT/

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ABSTRACT: COMMUNICATION BETWEEN PEOPLE TAKES PLACE IN A SOCIAL CONTEXT, AS A SUBJECT OF RESPECT CAN BE AN INDIVIDUAL OR GROUP. IN PRACTICE, THE ENTIRE MATERIAL WORLD IS THE RESULT OF INTERPERSONAL COMMUNICATION AND THEIR EXOTHERMIC FORM, AS THEY ARE SUBJECT TO REVIEW, PSYCHOLOGY, PEDAGOGY, PHILOSOPHY AND ALL SOCIAL DISCIPLINES, HAVING AS THEIR OBJECT THE SOCIETY AND PEOPLE AS A NODE OF SOCIAL RELATIONSHIPS. IN CONVERSATION REVEALED THREE INTERRELATED PARTIES: COMMUNICATIVE; INTERACTIVE AND PERCEPTUAL.

KEY WORDS: INTERACTION, COMMUNICATION, TYPES OF COMMUNICATION, COMMUNICATION MODELS

HUMAN society is impossible without communication. Without it is impossible full formation not only of the mental properties, but also the human person as a whole. The reality and the need for it is determined by the joint action of the people. To live, we need interaction with others. Communication allows us to organize, to network and interact within interpersonal relationships.

THE communication between individuals takes place in a social context, as a subject of respect can be an individual or group. The communication the individual is not nothing but interaction. The information is transmitted in behavior between subjects in the communicative act. Human activity is a process that is constantly evolving. During this process gives a result of behavior. In practice, the entire material world is the result of interpersonal communication and their exothermic form, as they are subject to review, psychology, pedagogy, philosophy, and all social disciplines, having as their object the society and man as a unit of social relationships.

CONVERSE AND COMMUNICATION

IN antiquity Aristotle says that "man is a public animal" In savremennostya Elliot Aronson repeated his thesis calling the man "social animal". This means that a person can not survive on its own and live in isolation. The communication with companions, together in social groups and structures it is primordial necessity and unavoidable necessity for its existence.

ONE begins to communicate with coming to this world and this continues until the end of his life. Interaction with others is a condition of biological survival, personal development and social development. Under the care of the newborn family grew, though helpless and immature. Later in the process of contact and communication man developed and mastered

speech, mastering more skills, perceived the experience not only of the current social environment, but that gained by generations and transmitted through training. From birth, we begin to learn. Use ready models of behavior that is very difficult to change later.

MAN is a biological being, the highest form of life on the planet. It can survive only thanks to its social nature, in the laws governing interaction with people and society, it belongs by socializing role of communication.

In conversation are revealed three interrelated parties.

1. *The communicative* represents the exchange of information.
2. *The interactive* is expressed in the organization of Liaison to be coordinated action to allocate functions or to affect mood, behavior or beliefs of the interlocutor.
3. *The perceptive* concludes the process of accepting partners and seeking mutual understanding on this basis.

ACCORDING to G. Andreeva some authors equate communication and interaction and interpret them as communication in the narrow sense, i.e. as exchange of information. Others take into account the relationship between interaction and communication regarding the form of a process and its content.

Communication is not only the exchange of information. It implies action, which unfolds the set of values, norms, patterns of subordination, professional conduct, who are able to ensure continuity in the development of a structure, stability and vitality, innovation and progress. This is the reason it is not considered separately in this paper.

The Interaction is defined as socially necessary connection between people, in the process of psychic contact that occurs, which opredmetyava in exchange of information, interaction, mutual influence, mutual experience and mutual perception. Primary condition for this is the presence of intelligence and reason in man. Key role in this process has called **social intelligence**. Socially intelligent person built a relationship with other people on the scale of universal mechanism, because samoosaznava as a member of society, understood as a particular social circle in national, professional, personal level.

COMMUNICATION is a complex phenomenon that occurs simultaneously with human activity and has two functions: to serve the integration of the individual in human society and is a means of formation and development. Human interaction with the surrounding world takes place in the system of objective relations are established between people in their social life, their production activity. This form of contact between individuals, called interaction is characterized by exchange of actions, operations or behaviors, as a result of which leads to change in the external or internal behavior mental activities of man. Of course, as agreed between the participants in the joint action. In many cases, communication as interaction can mean and countermeasures disagreement, expressed through competition and conflict. In both cases, communication has its formative impact on humans.

Basic characteristics of interpersonal communication may be presented in the following aspects:

- ⇒ any communication is material because it is done between sites;
- ⇒ any communication is slide because there are a subject;
- ⇒ any communication is social because it is done in a social context;
- ⇒ any communication is for historical reasons, because it is done in a particular historical moment;

- ⇒ any communication is motivated because unmotivated activity does not exist;
- ⇒ any communication is associated with behavioral interactions between individuals.

The process of communication can be defined as a process of socialization of the individual in which he gradually becomes a personality.

SOCIAL relations in which each of us, and every social group intervened, are a combination of ideological, legal, moral, religious relations.

TYPES OF COMMUNICATION

IN the process of the communicative situation most often occur informational, discussion and confession type of communication.

Informational dialogue is characterized by the exchange of information, in which participants share specific facts relevant to the needs and situation occurred in the topic and the subject of discussion. It establishes a level playing field, in which the parties meeting place data on their interest problems and issues. Emotionally this type of communication could be described as neutral because it targets the expression of feelings or personal opinions, and sharing of objectively existing information from various fields and areas of activity.

Discussion dialogue arises at a meeting of different perspectives when experience differences in the interpretation of these and other facts, events, etc. A feature and a means in the process of communication is the reasoning bring the evidence and arguments, use the power of persuasion. In a discussion always stands desire for the position and point of view, not based on some fundamentally set their correctness and the skill and ability of each of your opponents successfully defend its position. Personal qualities of this type of communication are essential.

Confession dialogue trust is the communication that occurs when a person seeks to express and share their deep feelings and experiences. Communication based on mutual acceptance of individuals sharing their common values and meanings. It is a means of self-revelation of personality, an expression of the highest form of trust to the listener. Confession is the search for understanding, provoke empathy (compassion), reciprocity and emotional support. It may require forgiveness or seeking meanings and values that man lost in life's journey. And last but not least, this type of communication clearly demonstrates the need of the individual by the presence of the other as a corrective own behavior as a means to look at yourself removed objective, unobscured by subjective emotions glance in the mirror to reach self-assessment that is made for your personal development and change. He draws the image of man as a social being, transcend its self-sufficiency.

ONE of the conditions for normal and effective interpersonal interaction is accurately and clearly established network of social roles in the group, and the other condition are the social norms (i.e., approval, disapproval, condemnation, encouragement, etc.). Participation to many people simultaneously in activity means that everyone is obliged to pay its share in it. This allows us to interpret the interaction as the organization of joint activities.

To communicate fully human must master a number of skills:

1. Be able to quickly and correctly oriented in terms of communication;
2. Be able to properly plan his speech correctly choose the content of the act of communication;

3. Be able to find adequate means of transmission of this content;
4. Be able to provide feedback.

The main purpose of communication between people is to provide an understanding of the information that is exchanged, ie the message.

THREE main factors form the backbone of the communication process: 1. One person expresses something; 2. Speech or speech; 3. One person who accepts contributions.

SINCE communication is one extremely complex phenomenon, it is possible, starting from different points of view, to distinguish between different types of communication the most important of which are:

Direct and indirect - any communication takes place directly or immediately, devoid of any technical mediation of appropriate tools, face to face, or indirectly, through various means, in the presence of spatial, temporal or spatial-temporal distance between communication partners of.

Mutual and unilateral - mutual communication takes place at a face to face conversation, where the partners switch roles of communicator and recipient; in unilateral communication one partner is always communicator and the other always recipient. You may be presented four combinations between mutual and unilateral directly-indirectly. Mutual direct communication is in private conversation face to face and mutually indirect - phone call. Unilaterally-direct communication takes place in lecture and talk and unilaterally indirect - in the written and printed word / letter, telegram, newspaper, magazine, book /.

Private and public - if the statement is directed only to a single person or a limited number of categorically certain individuals, it is a private communication; if the intention of the communicator is his statement to be directed to any person who is able to create access to the message or is willing to respond to speech - therefore, if the range of the recipient is not strictly limited, nor clearly defined - it is this communication public.

COMMUNICATION MODELS

THERE are various models of human communication and according to them - its various elements. More significant are:

Communication model of Harold Lasswell

LASSWELL published his model in 1948. It examines the social communication in terms of political propaganda. But since the model it definitely goes beyond the theory of propaganda, is one of the most studied.

THE model answers the following questions:-

- ⇒ *Who communicate?*
- ⇒ *What he says?*
- ⇒ *What he reports?*
- ⇒ *What Way?*
- ⇒ *How he reports?*
- ⇒ *To whom?*
- ⇒ *With what effect?*

THE model evaluates the key factors in effective communication.

Model of communication process of Wilbur Schramm

SCHRAMM is the author of three communication model, the most famous of them is the one of 1954. In general communication may be determined by the transmission of information, such as an exchange of ideas, thoughts and opinions. The word "communication" comes from the Latin word "Communis", which means common. View of the fact Wilbur Schramm defines it as "the process of establishing community or unity of opinion between the transmitting and receiving information." The communication is a complex process, the efficient running, which depends on many factors and especially of the right mix of its main elements.

ACCORDING to Schramm, key elements of any communication process are:

1. *Source (sender) of the information*
2. *Coding*
3. *Message*
4. *Communication Channels*
5. *Decoding*
6. *Recipient of the information*
7. *Reaction of the recipient*
8. *Feedback*
9. *Noise*

Linear model of Shannon – Weaver

IN 1949 two scientists propose the mathematical definition of the concept of information. They are three problematic levels in the study of communication in society.

Level A to the extent possible accurate rendition of communication symbols?

Level B to what extent the transmitted symbols have exactly the desired meaning?

Level C the extent to which the accepted meaning affect the behavior of the recipient in the desired way?

CHARACTERISTIC of this model is that communication is "any procedure in which a consciousness can influence another." Here are the elements: source - message - addressed through two processes: encoding and decoding. This model is multifactorial, consisting of a source that transmits the message to the address associated with the channel through which flows the message composed by code.

ELEMENTS OF HUMAN COMMUNICATION

ANALYZING those models of human communication can be deduced generally and its elements:

Addressee (communicator, sender) - sender of the advertising message, anyone who produces a message. In this process, it must clearly define the objectives and motives that lead him. They can be presented in three oppositions:

- ⇒ **Subjective - objective** - can compose a differentiated scale of subjective to objective markedly intentions. At one end of the scale must be placed those intentions with which the communicator has a subjective desire to unload in his speech, to reduce or eliminate mental tension /here he seems to ignore thought of the recipient/. In objective communicative intent communicator aims to achieve certain effects on the recipient.

These desired effects can be summarized in seven categories - to entertain, to unload tension to dissipate the recipient thereof; transmit artistic values and offer aesthetic pleasure; speak heart recipient to offer knowledge to give instructions; to give information and to notify relevant and useful facts; to influence opinion and attitude of the recipient; cause certain actions in the recipient.

- ⇒ *Obvious - Latent* - in practice communicative intentions of the communicator are rarely so unilaterally and unambiguous as theoretically present, ie communicator with one of his message can be expressed several communicative intent. Latent / hidden / intentions are those who communicator tries to hide, so that the recipient can not understand his true motives - it can conceal their intentions, but may present other purposes that are not real. Conceal or disguise intentions can happen both consciously and unconsciously. Obvious communicative intentions are realized when the communicator does not hide the purpose of their communication.
- ⇒ *Scattered - targeted* - when the communicator is given to a not clearly characterized and relatively large number of recipients, then his intentions are scattered. If the communicator wants to cover a range of interest to recipients, which is characterized by undoubted signs / gender, age, interests / and then we present a purposeful communicative intent.

Kodupane – process by which the sender transform abstract ideas into a set of characters. The idea is converted into a message when it is encoded using symbols. Usually these are words, intonation, facial expressions and gestures. The problem here is to reconcile the idea content of the message and the means chosen for transmission. Moreover, often a person uses more than one channel, which complicates the process. Compliance and consistency lead to effective transmission opposite reduces its effect. For example, it is shown that simultaneous use of oral and written information is more effective than using just a lip. But if there is a contradiction between the two - the result is the opposite.

Message – the information component of the communication process, which is sent by the addressee to the addressee. Often called the "address" or "message" - a set of symbols transmitted by the sender message. This is a symbol of objectification that one person /communicator/ built in such a way that evokes another person /recipient/ or mental experiences led him to the processes and actions that are in the remarks.

Addressee (recipient) – the person to whom the information is intended as predefined reader, listener, viewer and more. Means of disseminating information - communication channels, which address arrives from the sender to the recipient. The recipient is any person who receives messages from the communicator. The meeting of the recipient with the message flow in the following three phases:

1. *Before communication phase* - during this phase recipient has chosen to adopt this communication, which is in view of his personality, his interests, intellectual level, the mood at the moment, ie he consciously or not, carry out a preliminary selection. In this phase is formed and a foretaste of the message itself - by title, by advertising, by prior knowledge of the subject message. This perception largely determines the selection process.
2. *Communication phase* - includes perception, the focus, understanding the formation of perception and emotional processes.

3. *After Communication phase* - all processes that occur in this phase is summarized in the concept of impact ie activate processes that lead to changes in behavior, knowledge, opinion and attitudes.

Noise – appearance in the process of communication of unplanned interference or distortion of the environment as a result of which the recipient arrives circulation different from what the sender has sent. Below the noise obstacle course, disturber of informative flow. Anything that interferes with the conduct and the adoption of information can be called noise. The communication can be hampered not only by acoustic events. Noise may be unnecessary detail in the clothing of the speaker, and advertising behind him, and high or low temperature in the room, and bright cup and flower on the table. Noises can occur in any of the structural elements of the communicative chain. Noise can be caused by very otpravitel information. A broken tooth example creates noises of a different nature. Above all, it is a shortcoming of the sender noise is because distracted, upset transmitted visual information. As a problem of speech apparatus transmitter speech information missing tooth induces the production of defective speech sounds, which is also perceived as noise. Moreover, the physical signal that is produced has a normative acoustic characteristics so that the noise in this case is in the code, etc. Important for the flow of information is the noise in the communication channel, that is the way the information is transmitted from the sender to the recipient. There are often inserted additional, parasitic information to the fundamental communicative intention is noise.

Decoding – the process by which the addressee (recipient) converts the characters and symbols in concepts and ideas. It attaches importance to the symbols transmitted by the sender address. To complete the process of communication, it is necessary signals to be decrypted (decoded). Each recipient of information interpreted (decrypt, decode) signal, using experience and offered recommendations. The closer is coded signal to the target set by the source, the more effective is communication.

Response - The set of behavioral reactions in the recipient resulting from the announcement. It can be provoked and called. "Safeguards". This stems mainly due to the fact that a person wants to appraise yourself through your communication pozitivan plan and the process of interaction always determined self, ie a person wants to be presented in a positive light. Positive self-esteem is based on the desire to present a person in a constructive light. This stems from the escape from anxiety and stress. Another explanation protective mehnizmi built on the basis of psychoanalysis and ego defenses.

Feedback – element closing the communication process, the addressee becomes a source of a message directed to the original addresses, which became the addressee. This is a return of information to the perception of the listener to achieve the result. Feedback is the process of obtaining information about the communicative partner to improve communication and achieve the desired result. In the process of communication to exchange information, but that people do not just exchange meanings, and strive to develop it in a general sense. And this is possible when information is not only accepted, but is rationalized. The information flows from the communicator to the recipient to implement an effect on him. The criterion for successful flow of information is the production of the necessary action. Makes communication interaction. Under feedback is information that arrives back in the communicator after the initial communication. Feedback allows you to understand how it was

perceived the message and what's next for the further conduct to the recipient. Feedback communications by their nature varies widely - it can be manifested as an immediate reaction (cue action and forming an opinion, attitude) delayed action, approval or disapproval, misunderstanding, rejection of the message, increase or decrease the level of motivation and others. The feedback is a kind of indicator for the effectiveness of communication. Namely its presence or even absence (as an extreme case), and its manifestation is possible to ascertain whether and how the process is given the desired result of the communicator.

In conclusion we can say that *communication is a strategy and successful form of cooperation between people*, by which they allow their intra-Community conflicts exchange of moods and values, building norms and rules of conduct to ensure their implementation goals. Therefore, it is not a closed system and a flexible model of samples that could be adjusted to be useful for people in coping with the interaction with the members of the society to which they belong.

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