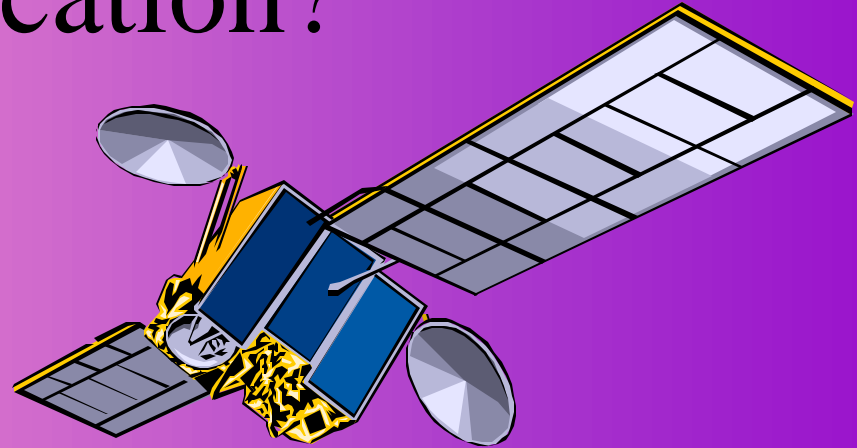


# What is Communication?



“The successful transmission of information through a common system of symbols, signs, behavior, speech, writing, or signals.”  
(R1 pg 236)

# What is Communication Systems?

“A system that forms a link between a sender and a receiver making possible the exchange of information.” (R1 pg 236)



# Reasons to Communicate

- Inform
- Educate
- Persuade
- Entertain
- Control.



# How we inform?



- Information is provided about people, events, and relationships through various media.
- People read books, newspapers and magazines to obtain information.
- Radio, television, and the Internet are other sources for information gathering

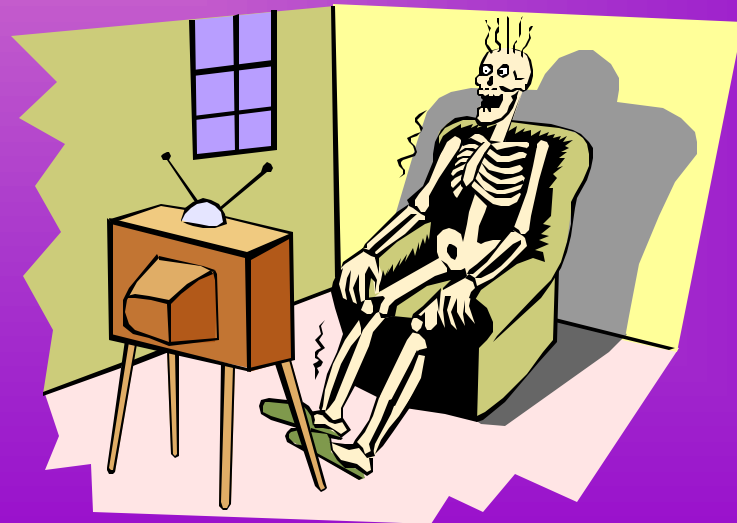
# How We Educate?

- Individuals use textbooks, computer and video resources to convey information on many subjects to students



# How We Persuade?

- Television commercials and magazine ads are produced to promote a certain product for people to purchase.



# How We Entertain?

- People listen to the radio, watch television and play electronic games for entertainment purposes. People are entertained as they participate in or observe events.



# Communication Systems Model

