

COMMUNICATION THEORY

“Communication is the difference that makes a difference.” ~ Gregory Bateson ~

“One cannot not communicate.” ~ Paul Watzlawick = We always communicate 'everything'.

Conservation and flow of information: Information will be repeated (cycle) until received.

Amplification: Communication can be improved by amplifying sender or receiver.

Agitation, sensitivity, and withdrawal are attempts to improve communication.

Positive feedback ‘breaks’ cycles; negative feedback maintains cycles.

METACOMMUNICATOR =

An overview that communicates about communication

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## **MESSAGE**

**SENDER > > > > > > > RECEIVER**

## **CHANNEL**

**VISUAL, AUDITORY, BODY SENSATION, MOVEMENT, RELATIONSHIP, WORLD**

Chart based on an illustration by colleague Julie Diamond. Copyright Coma Communication

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