

Agricultural Communications: The Basics

Fact

truth known by actual experience or observation

Inferences

conclusion reached on the basis of evidence and reasoning

Opinion

view or judgment

Informative Listening

actively trying to understand what is being said

Attending Listening

only focusing on the speaker and no other response or opinion

Appreciative Listening

listening for pleasure

Internal Communication

occurs within an organization

External Communication

occurs between an organization and the people outside the organization

Formal Communication

occurs in the internal communication system in the form of e-mails, meetings, face-to-face conversations and through the “grapevine”

Source

message sender

Receiver

message receiver

Noise

any type of distraction reducing process effectiveness

Feedback

receivers response to the message

Encoding

sender selects and organizes messages to be sent

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Decoding

receiver breaks down and interprets the message

Body Language

gestures and facial expressions used to convey a message

Space

physical distance between individuals

Paralanguage

message attached to the tone, tempo and quality of the voice

Connotation

feeling or association a word or phrase evokes in addition to its literal meaning

Confidentiality

ensuring access only to those who have permission and authority

Libel

defamation by written or spoken words, pictures or gestures and the crime of publishing it

Slander

malicious false statement or report

Copyright

exclusive right to copy or use literature, music, art, audio or video

Plagiarism

unauthorized use or close imitation of an author's printed words

Ethics

rules, standards or principles which govern a person's actions

Intellectual Property

results from original creative thought, such as patents, trademarks and copyrighted material