



Hochschule Kempten  
University of Applied Sciences

# Communication





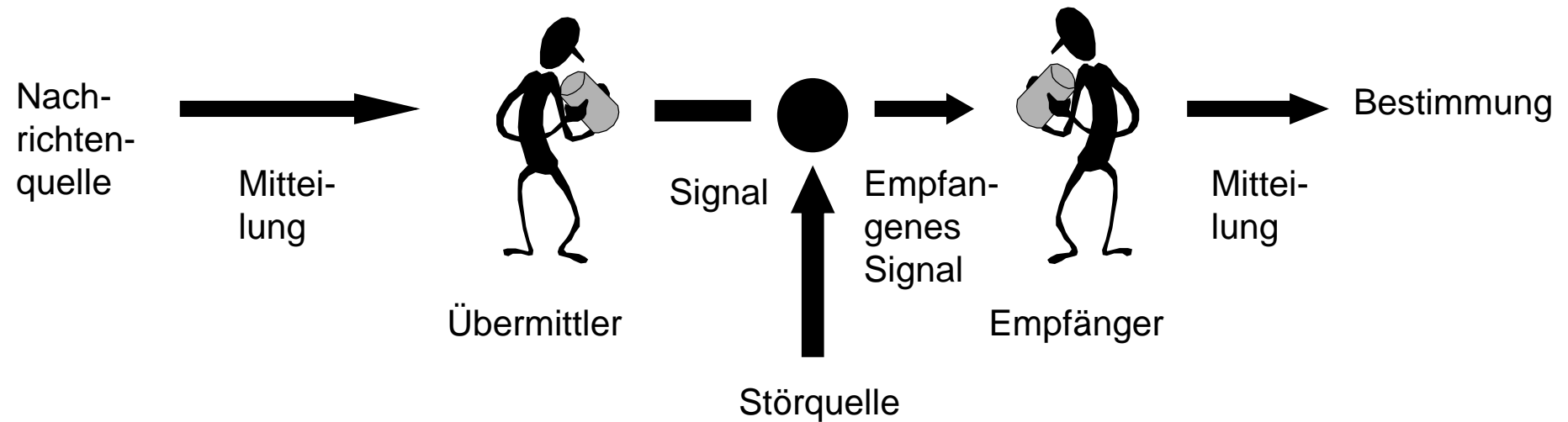
You will learn the basics of communication theories:

Transceiver model (Claude Shannon)

Iceberg model and axioms (Paul Watzlawick)

Four-beaks / four-ears model (Friedemann Schulz von Thun)

# Kommunikationsmodell (Shannon)



# Iceberg (Watzlawick)



Visible Part of a message

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Invisible area:

Invisible area:

Relationship level

Experience level

Emotional impulses to  
influence the message





1. Filter mechanisms
2. Selective perception
3. Information overload
4. Defense  
Mechanisms



1. One cannot not communicate.
2. Every communication has a content and relationship aspect such that the latter classifies the former and is therefore a meta-communication.
3. The nature of a relationship is dependent on the punctuation of the partners' communication procedures.
4. Human communication involves both digital and analogic modalities.
5. Inter-human communication procedures are either symmetric or complementary, depending on whether the relationship of the partners is based on differences or parity.





	<b>Contact</b>	<b>Telephone</b>	
Content	7%	16 %	verbal
Voice	38 %	84 %	paraverbal
Body Language	55 %		nonverbal



quiet ▶ loud

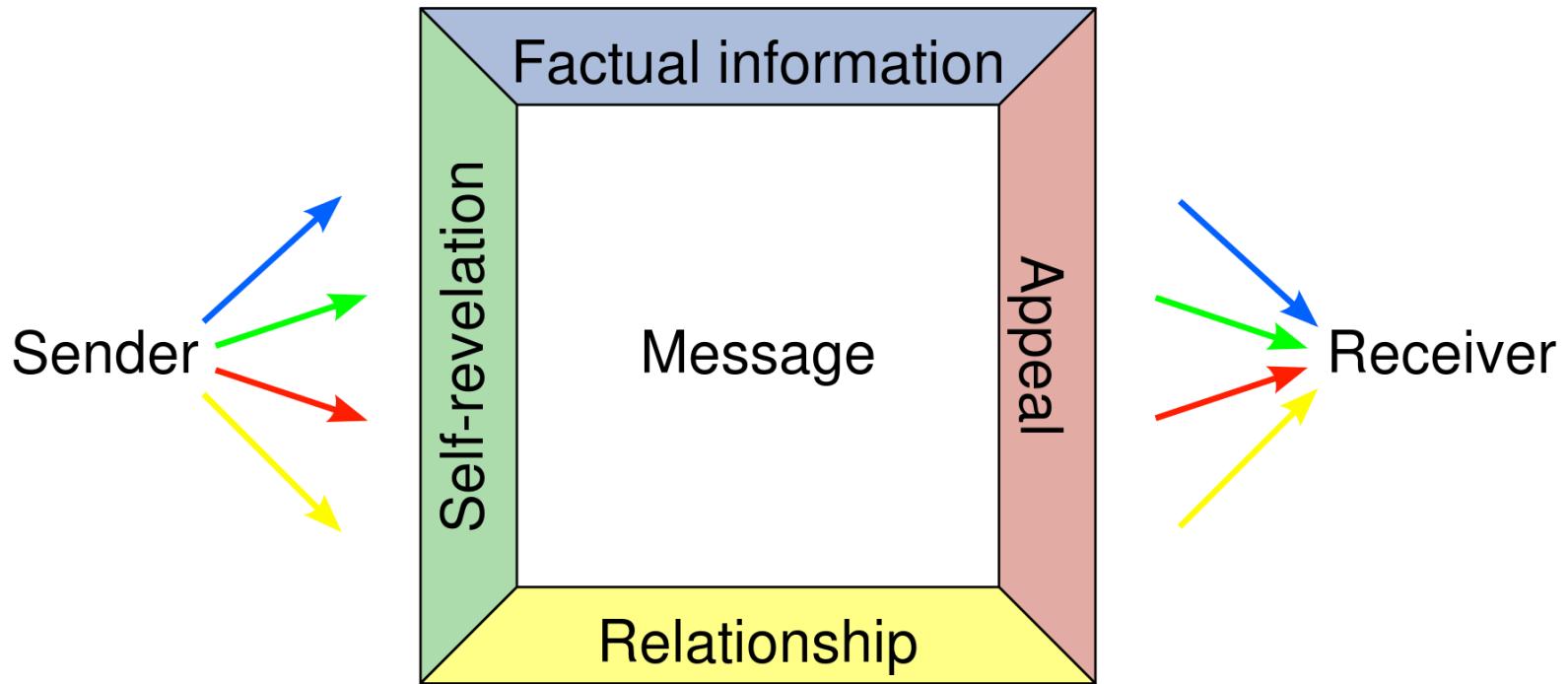
liquid ▶ faltering

unsafe ▶ safe

uniform ▶ lively



# Sender/Receiver Model





"What's the green in the sauce?"



**Factual Information:** That is something green



**Self-revelation:**



**Relationship:**



**Appeal:**



"What's the green in the sauce?"



**Factual Information:** That is something green



**Self-revelation:** I dont know, what it is



**Relationship:**



**Appeal:**



"What's the green in the sauce?"



**Factual Information:** That is something green



**Self-revelation:** I don't know, what it is



**Relationship:** You will know



**Appeal:**



"What's the green in the sauce?"



**Factual information:** That is something green



**Self-revelation:** I don't know, what it is



**Relationship:** You will know



**Appeal:** Tell me what it is



"What's the green in the sauce?"



**Factual Information:** That is something green



**Self-revelation:**



**Relationship:**



**Appeal:**



"What's the green in the sauce?"



**Factual Information:** That is something green



**Self-revelation:** I don't like it



**Relationship:**



**Appeal:**



"What's the green in the sauce?"



**Factual Information:** That is something green



**Self-revelation:** I don't like it



**Relationship:** You are a bad cook



**Appeal:**



"What's the green in the sauce?"



**Factual Information:** That is something green



**Self-revelation:** I don't like it



**Relationship:** You are a bad cook



**Appeal:** Leave out the green

# Work in groups, part 1



Group 1:

Group 2:

Group 3:

Group 4: