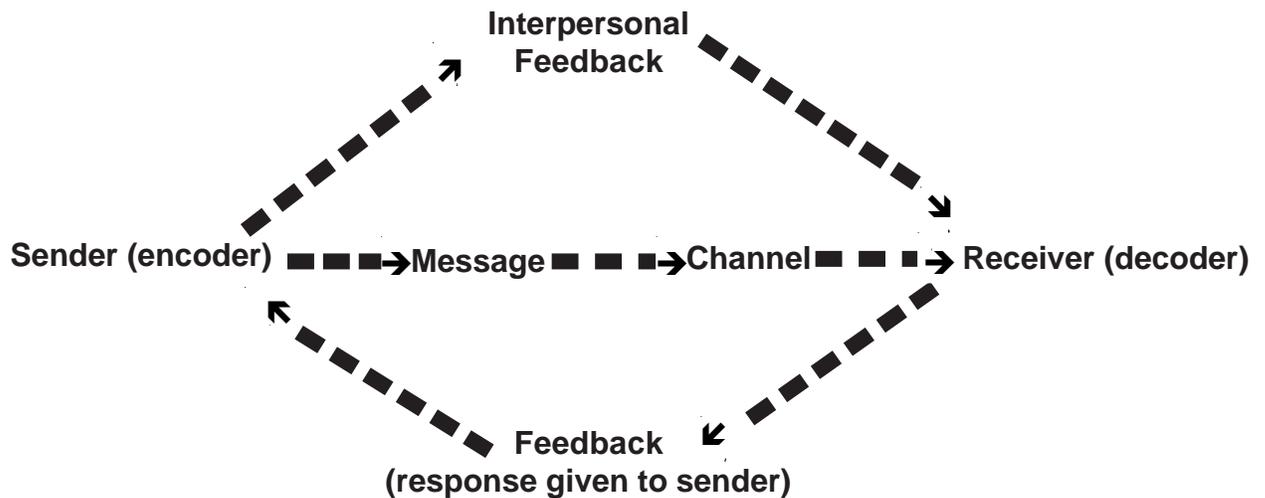




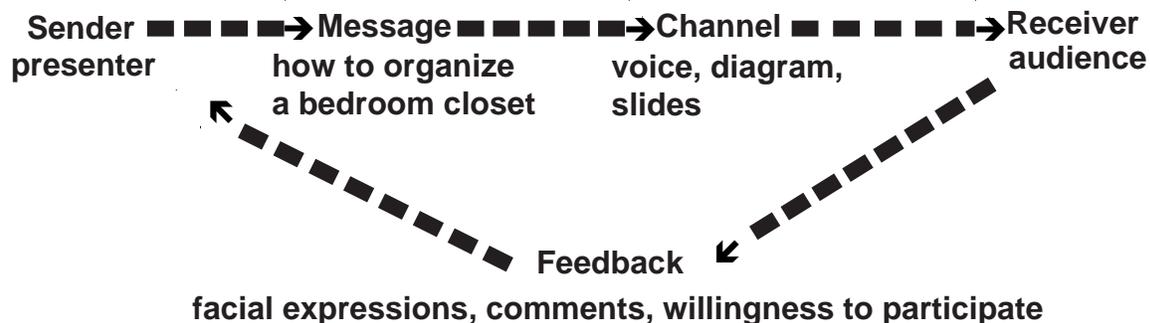
## Iowa 4-H Communication Program

The Iowa 4-H Communication program is built on five basic concepts of communication. Once you study and understand the concepts involved in the communication process, you will be able to communicate more effectively and increase this 4-H life skill. Five basic concepts are listed below.

Concept 1: All communication includes a sender, message, channel, receiver, and feedback.



Example: Educational Presentation



Concept 2: The communication process is influenced by noise.

There are three types of noise:

1. Semantic: powerful words such as "stop," "filthy," "Nazi"; or words that could mean several things such as "greenhouse" or "he was sharp."
2. Physical: Noise from surroundings such as someone dropping a book or a loud storm outside.
3. Psychological: Moods and feelings such as thoughts about a recent argument at home or exciting news you just heard from a friend.

- Concept 3: People send messages to and receive messages from the following audiences.
- Intrapersonal communication (yourself)
  - Interpersonal communication
    - 2 or 3 persons
    - A small group (3-8 persons who are mutually interdependent and have individual feelings of responsibility for the success or failure of the group.)
    - A large group (8 or more people who are disconnected from each other and rely on a leader to successfully or unsuccessfully accomplish their goals.)

The overlapping circles on the model on page 3 illustrate this concept.

Concept 4: All communication includes verbal and nonverbal messages.

Examples: Verbal words      Nonverbal clothes, facial expressions, body movements, visuals, tone of voice

The arrows on the model on page 3 indicate that verbal and nonverbal messages are sent and received all the time.

Concept 5: When the sender and receiver practice respect, research, responsibility, and resources, the communication process is more effective.

- Examples: Respect
- Selecting a topic appropriate to you and your audience
  - Listening to others
  - Avoiding putdowns
  - Finding enough information about your topic in order to report easily and accurately
  - Using "I" messages when stating an opinion

Research

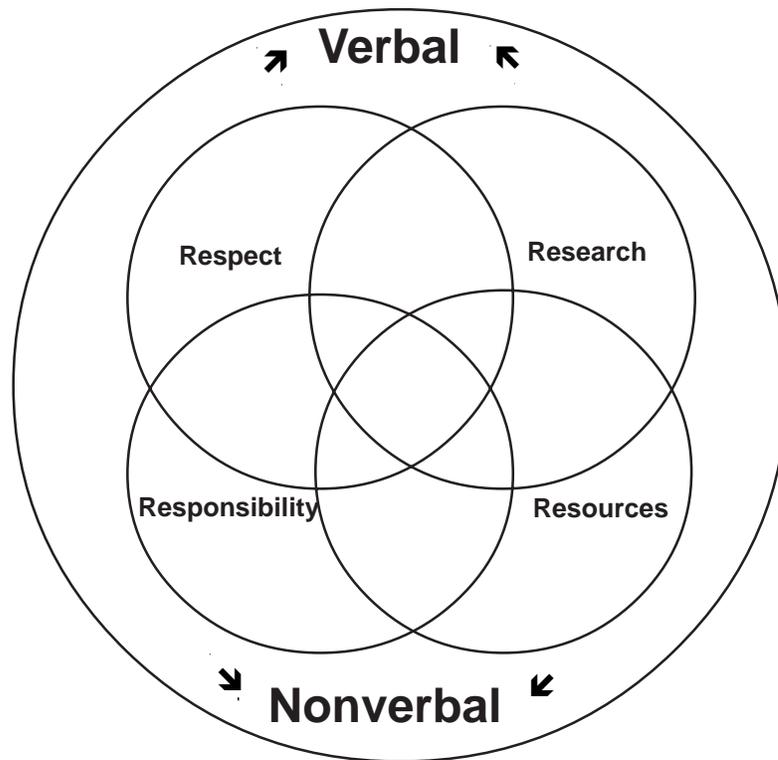
- Developing questions about your topic
- Looking for answers to your questions
- Using a variety of resources to become informed about your topic

Responsibility

- Considering the needs of your audience -- do you need to find ways to make your voice louder, visuals larger, etc.
- Organizing your information into a logical sequence
- Seeking information that is still missing

Resources

- Using a variety of resources to send your message, i.e., visuals, computers, videos, posters, writing, etc.



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