Lifespan Communication Skills: An Approach to Lifespan Communication Inquiry

Pecchioni 6; Shaw 15, 18-21, 25

What is " Communication Competence"?

* Competence (knowledge) is not the same as Performance (execution)

* Trait (enduring) versus state (situational)

* Two dimensions:
  * Effectiveness dimension (goal attainment)
  * Appropriateness dimension (communicative "fit")

* Competence = Effectiveness (knowledge) + Appropriateness (knowledge in performance)

There Are Many Domains of Communication Competence

Codes and Media:
* **Nonverbal** (emblems, illustrators, affect displays, haptics, kinesics, proxemics, chronemics, vocalics)
* **Visual** (aesthetic, technical—color, contrast, intensity; movements, pacing, etc.)
* **Language** (Phonetic, semantic, syntactic, pragmatic)
* **Conversation** (style, turn-taking, topic management, initiation/leave-taking)
* **Written** (vocabulary, grammar, mechanics, documenting, genre, etc.)

There Are Many Domains of Communication Competence

Contextual:

* **Relational** (coordinated management of meaning, uncertainty reduction, relational support and control, synchrony, conflict management, humor, sexual relating, etc.)
* **Mediated-Relational** [IM, texting, persona management, social presence, media efficacy (refers to the belief in one's ability to use an interpersonal medium proficiently to perform ordinary social interactions), etc.]
* **Group** (leading, information management, decision making, problem-solving, conflict management, etc.)
* **Mediated-Group** [E-platform management (Skype, go-to-meeting, etc.), chat-room management, slides, visuals, etc.)
* **Organizational** (Organizational culture, organizing, information management, networks, power, and so on)
* **Mediated-Organizational** (Websites—design, traffic management, etc.), information portals, wiki's, blogs, hyper links, etc.)
* **Media** (Media consumption literacy, digital media production skills, etc.)

Measuring Communication Competence

* "Communicative Competence Scale" (Wiemann, 1977)
* "Communication Competence Assessment Instrument" (Rubin, 1982)
* "Mobile Communication Competence Instrument" (Bakke, 2010)