Levels of communication process

There are six levels:

- Intrapersonal (processing of information)
- Interpersonal (couple, friend to friend)
- Intragroup (family circle)
- Intergroup or association (local community)
- Institution/organisational system or business (political system, business firm)
- Nation/society-wide (mass communication) --> Trans-national & Trans-frontier
The pyramid of communication: mass communication is one amongst several processes of social communication.
Intrapersonal communication

Within a single person - self-communication -> encoding & formulating of a message / thinking process. It helps personal reflection and organisation.

• "The intrapersonal level refers to the processing of information on an individual basis (for instance, attention, perception, comprehension, recall and learning). The possible effects are on knowledge, opinion and attitude."
Intragroup communication

- Entails almost immediate feedback
- Facilitating factors are
  - Similar backgrounds
  - Levels of skill in writing / speaking / listening / reading / etc.
Interpersonal and intragroup

- Occur between and among persons.
- May be one-to-one, face-to-face, or can involve groups, both large and small.
- Can be formal/informal, personal/impersonal.
- Are based on some shared feature of daily life:
  - Attachment & identity are very important notions as well as co-operation and norm formation.
Formal vs. informal

- Formal communication --> follows the lines of the firm's chart. The communication flows downwards and seldom upwards. No feedback from employees.
- Informal communication: no document, memos, or paper whatsoever. (c.f. the Arab phone).
- Informal network of secretaries. There are no traces / marks; no permanent character.
Above the line vs. below the line

Above the line
• Written press & magazines
• Television
• Radio
• Outdoor advertising
• Cinema

Below the line
• Direct marketing / mailings
• Promotional campaigns
• Exhibitions
• Sponsoring