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The basics of communication research (Chapter 15 : Social Text Analysis pp. 347--364 and Chapter 16 : Qualitative Data Analysis pp. 365--379) (pp. 347--364)

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The term communication process refers to the exchange of information (a message) between two or more people. For communication to succeed, both parties must be able to exchange information and understand each other. If the flow of information is blocked for some reason or the parties cannot make themselves understood, then communication fails.

*The Basic Elements of the Communication Process*

Communication is the process of

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transferring signals/messages between a sender and a receiver through various methods (written words, nonverbal cues, spoken words). It is also the mechanism we use to establish and modify relationships. 2 Have courage to say what you think.

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