Developing and Constructing Messages

Speaker Biographies and Presentation Materials

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Joe Crowley Student Union, Room 402
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University Center for Economic Development – Nevada Leadership Program
http://www.unr.edu/business/research-and-outreach/uced
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Frederick Steinmann currently works for the University of Nevada, Reno and the University Center for Economic Development. He began his professional economic development career with the Reno Redevelopment Agency in the City of Reno, Nevada. Since then, he has worked for the Nevada Small Business Development Center, Bureau of Business and Economic Research, and for the Carson Economic Development Services Department in the City of Carson, California. Frederick has also worked as a Senior Associate for David Paul Rosen & Associates, one of the elite economic development and public policy consulting firms in California. Frederick earned his Doctorate in Policy, Planning, and Development, with areas of study including economic development, public policy, public finance, and real estate development, from the University of Southern California with the successful defense of his dissertation titled, “The Twilight of the Local Redevelopment Era: The Past, Present, and Future of Urban Revitalization and Urban Economic Development in Nevada and California.” He also earned a Bachelor’s of Science and Masters of Science in Economics from the University of Nevada, Reno.
Presentation Material
What is Communication?

“As the world around us becomes increasingly accessible, communication skills become more important than ever. Whether we are speaking with family over dinner, going out on a first date, working with a sales team to market a product, delivering a graduation address, or using technology to interact with friends across long distances, the one constant in all our days is communication. It is important to develop good communication skills so that we maximize our ability to be successful in all our endeavors with other people.”
Why do we Communicate?

Five General “Needs”:

– **Physical Needs**: communication enhances our physical and mental health.

– **Instrumental and Task Needs**: communication results in the fulfillment of practical needs…“I’m hungry!”

– **Relational Needs**: communication is how we establish and maintain relationships with other people.

– **Identity Needs**: communication with others helps shape how we see ourselves.

– **Spiritual Needs**: intrapersonal (communication with oneself) communication is a vital part of satisfying our longing for answers to ‘profound’ questions…‘who am I?’, “why am I here?”, “what is the meaning of life?”

Understanding Your Audience

Before you construct and communicate a message, it is essential to understand your audience…be it an individual, a small group, or a larger group:

– **Demographic Analysis**: Age, Gender, Culture, Religion, Group Memberships, Education, Occupation

– **Psychographic Analysis**: Values, Opinions, Attitudes, Beliefs, Pre-existing Notions about Your Topic and About You

– **Situational Analysis**: Audience Size, Occasion, Voluntariness of Audience, Physical Setting
Our First Exercise – Analyzing Your Audience

Goal: To explore aspects of implementation.

Time Allowed: 10 minutes.

Steps:

– As an individual, write down a brief definition of ‘fairness’. Explain the sources of your definition.

– As a group, share your own individual definitions of ‘fairness’ with other members of your group. Write-down the ways in which your definition of ‘fairness’ differ from the other definitions.

Models of Communication

Three General Models:

– Action Model of Communication (Shannon-Weaver Model or Linear Model)

– Interaction Model of Communication

– Transactional Model of Communication
(1) Action Model of Communication

Sender Encodes → Message → Receiver Decodes

Noise

Channel

(2) Interaction Model of Communication

Context

Sender Encodes → Message → Receiver Decodes

Feedback: various verbal and nonverbal responses to the message made by the receiver.

Context: the physical, emotional, and psychological environment in which the communication takes place.
(3) Transactional Model of Communication

**Feedback:** various verbal and nonverbal responses to the message made by the receiver.

**Context:** the physical, emotional, and psychological environment in which the communication takes place.

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**Our Second Exercise – Mirroring Exercise**

**Goal:** To use the Action Model of Communication.

**Time Allowed:** 10 minutes.

**Steps:**

- As a **group**, select one person to be a **sender**, the rest of the group will serve as **receivers**.
- The **sender** will answer three questions out loud to the group:
  - What did you have for lunch yesterday?
  - What did you do over the holidays?
  - What do you plan on doing over the summer (i.e. vacation)?
- In between each question, each **receiver** will write down the **sender's** answer to each question after each question has been answered.
- As a **group**, have the **receivers** share what they have written down for each question and identify similarities and differences in your answers.
Becoming a Competent Communicator

“The effectiveness of communication refers to how well it achieves its purpose…the idea that the strategic choices we make about how we communicate with others in a given situation directly influence the degree to which our message can be successful.”

Importance of Self-Awareness, Responsiveness and Adaptability, Person-Centered Message, Cognitive Complexity, Ethics and Civility.