

Information and communication technologies:
**6. Media communication. Social communication:
verbal, nonverbal communication.**

**Methodological Concept for
Effectively Supporting Key
Competencies Using the Foreign
Language ATCZ62 - CLIL as a**

Strategy at the College



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Media Education

- The relationship between media education and media literacy is simply a relationship between the means and the goal.
- Media education is thus defined by means of media literacy as education for orientation in the mass media, their use and at the same time their critical evaluation as intentional educational influence on achievement of a certain level of media literacy, or simply as education for life with the media
- Media education was gradually formed, and its roots are sometimes laid at Comenius, sometimes up to ancient Greece, but the real development came after the Second World War.

MEDIA COMMUNICATIONS

- Great power, creates its reality;
- Used to increase the range or self-presentation;
- It is good to maintain a positive relationship with the media;
- Neighboring sectors - public realitons and media realitons.

TYPES OF COMMUNICATION MEDIA

Primary - "character sets and rules for their use (native language)"

Secondary - means of recording and transmission of messages (pictures, fonts, print transmission and broadcast technology, computer communication)



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Communication

.The word communication comes from the Latin communicare, which means "to share something together, to do something in common.

. Communication is a basic condition for the existence of every social relationship. It is also a means of socially integrating the individual into the human community. For a perfect interaction with the environment, it is essential to learn to listen to the inner impulse - to consciously observe your thoughts, to cultivate a constant inner conversation, to monitor feelings and to learn to understand them.



Communication - by number of participants



• **Intrapersonal communication** takes place within an individual and takes the form of an inner dialogue. It is a "self-talk", a self-reflection of one's own behavior and communication with the outside.

• **Interpersonal communication** takes place between two or more people between whom there is a relationship. A specific type of interpersonal communication is group communication.

• **Mass communication** involves one communicator and many recipients.



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by communication (participants). This is communication

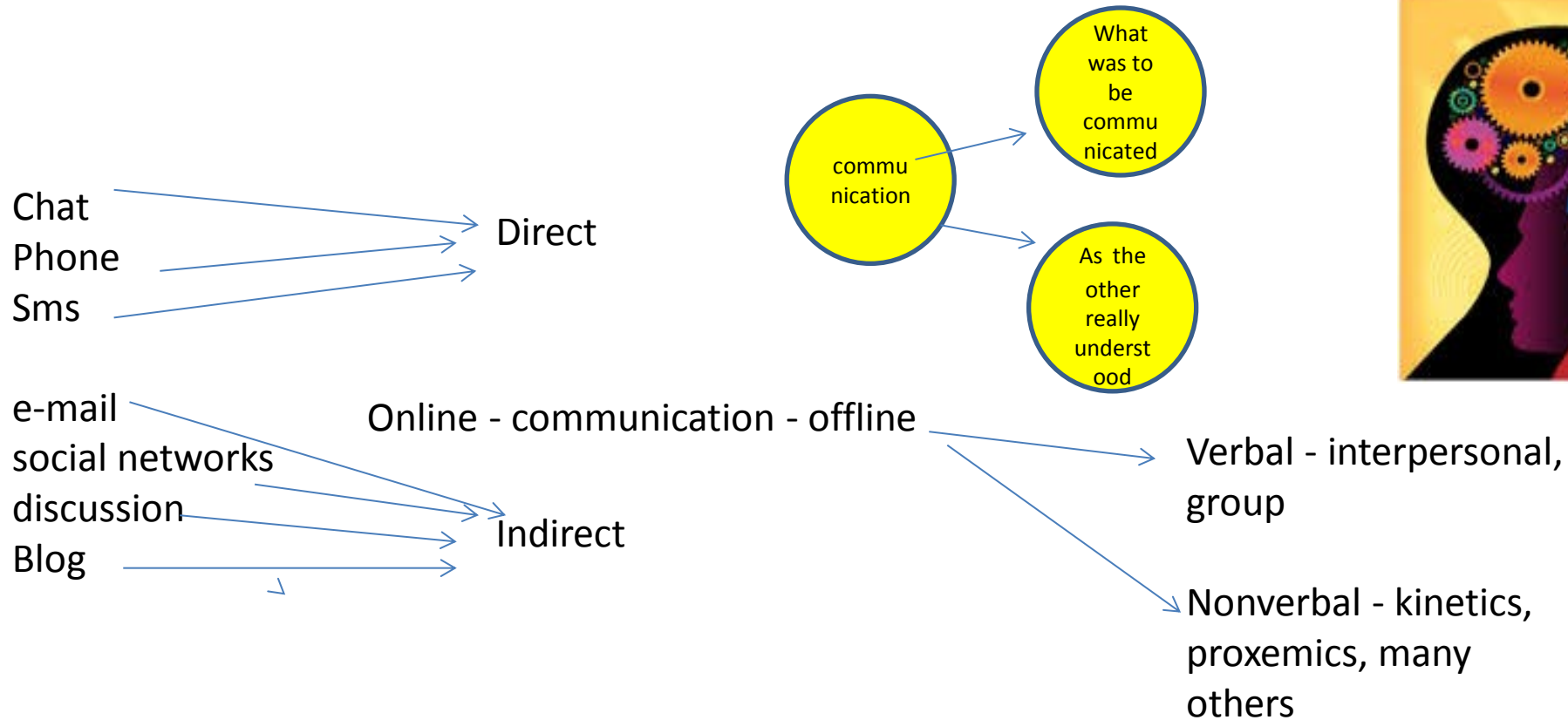
Communication features

Vybíral (2009) defines five basic communication functions:

- inform
- brief
- convince
- Negotiate
- entertain



Types of communication



Social communication

Is a condition and prerequisite for the existence of any human community.

Communication factors:

- Source of communication - communication
- Determination of communication
- - communicant,



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