

Communication Theory

Project *Management* and beyond

Communication

What is Language?

What is Communication?

Communication

What we use to describe the world?

Communication

What we use to DEFINE the world?

Communication

What we use to **CREATE** the world?

Communication

Consider: Language as FUNCTIONAL
as opposed to merely DESCRIPTIVE

Functional Language

Obvious Examples:

Law

Functional Language

Obvious Examples:

Computer Code

Functional Language

Obvious Examples:

Advertising

Functional Language

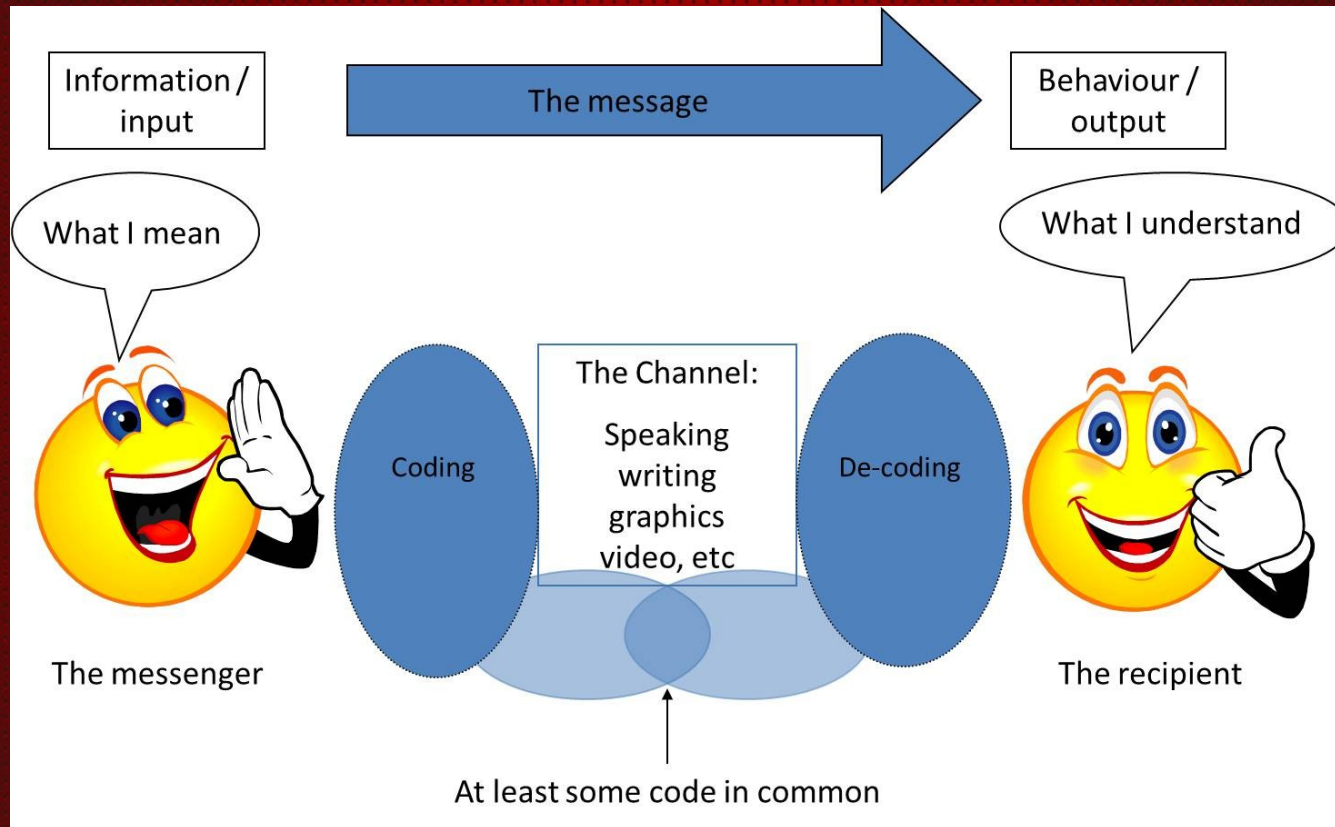
Wait, is ALL language FUNCTIONAL?

Language Theory

“If a tree falls in the forest, and no one is around to hear it, does it make a sound?”

Language Theory

The Communications Process Model



Language Theory: Linguistic Relativity

- “1984” - by George Orwell
- The Sapir-Whorf Hypothesis

Language defines (or at least affects) the boundaries
of its culture/society

The Internet as Condition

Try to define the internet without mentioning
“devices” or “technology...”

The Internet as Condition

The condition of (potentially) all people being connected to each other simultaneously...

through “language”