



MASTER IN ENTREPRENEURSHIP  
INNOVATION MANAGEMENT  
IN COLLABORATION WITH **MIT SLOAN**

IN COLLABORATION WITH  
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**PARthenope**

MASTER MEIM 2022/2023

# Interpersonal Communication

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**Interpersonal communication:  
involves the information, ideas, and feelings being  
exchanged verbally or non-verbally between two  
or more people**



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**«Why is a good communication  
important for your life?» (3 main  
reasons)**

## Goals of interpersonal communication:

- Expressive
- Transformative

**Sign: a concrete or abstract object that reminds to something else**

**Symbol: a representation of something**



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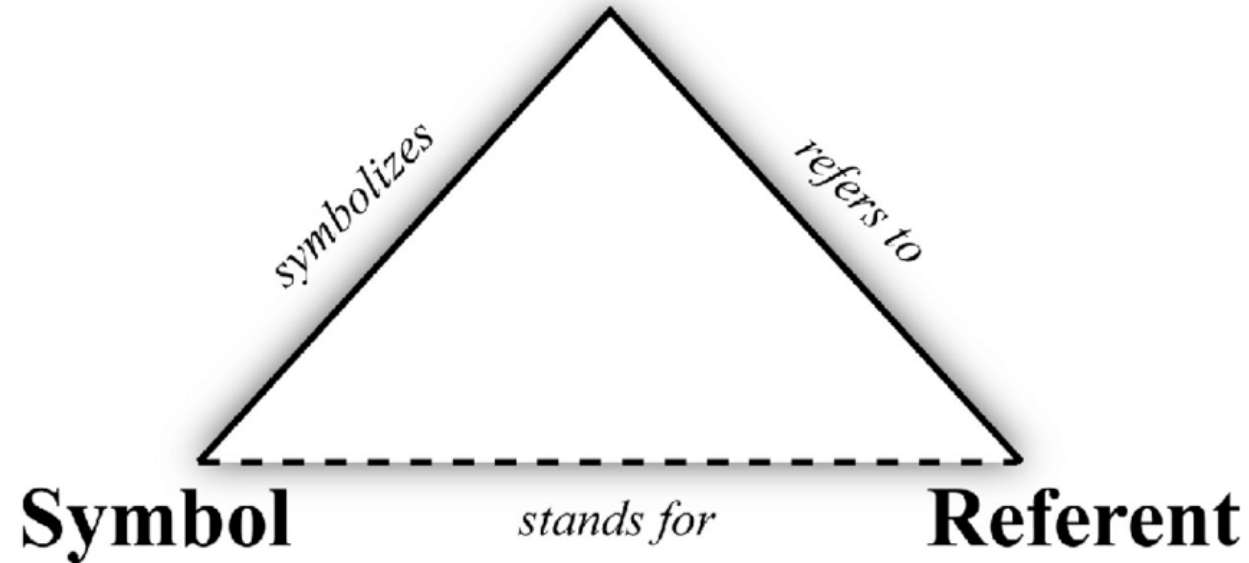
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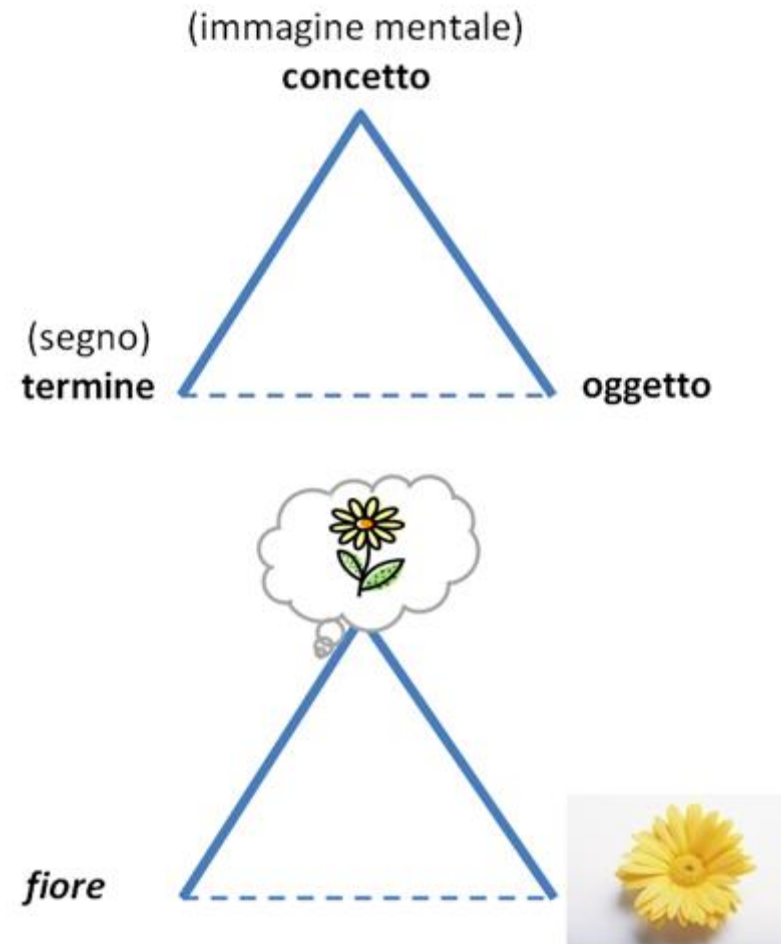


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# Fundamental problem in human communication

# Thought *or* Reference







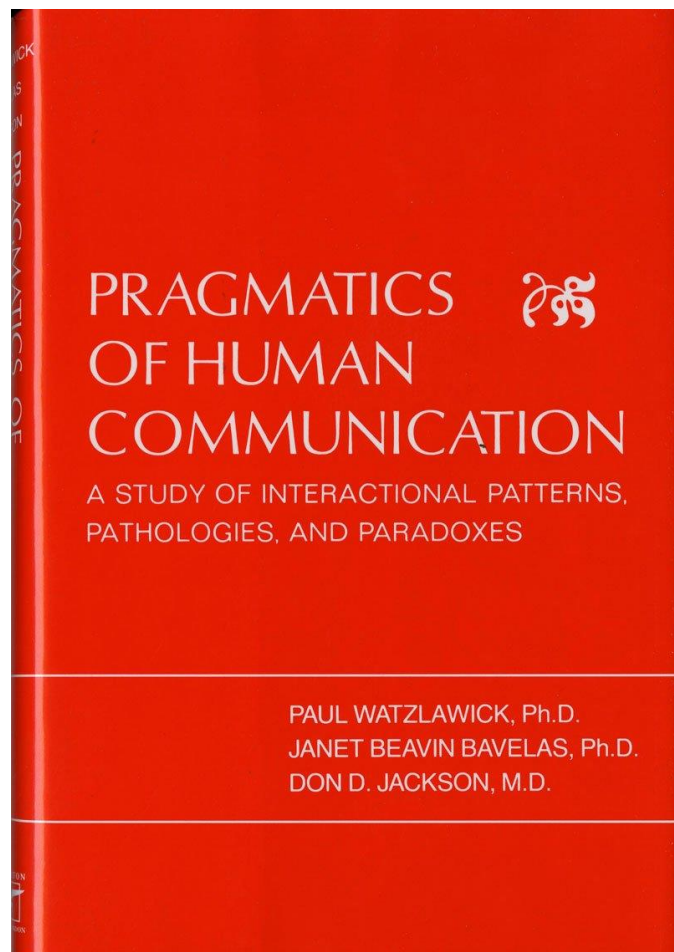


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# Communication:

## 5 axiomes (Paul Watzlawick)

Axiome number 1:  
«One cannot not communicate»





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**I DARE YOU!**

# Communication: 5 axiomes (Paul Watzlawick)

Axiome number 2:  
«Every communication has a  
content and relationship aspect»





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[https://www.youtube.com/watch?  
v=uERAggbYGT0](https://www.youtube.com/watch?v=uERAggbYGT0)

# Communication:

## 5 axiomes (Paul Watzlawick)

Axiome number 4:  
«Communication involves digital  
and analogic (verbal and non-  
verbal) modalities»





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[https://www.youtube.com/watch?  
v=wMEq1mGpP5A](https://www.youtube.com/watch?v=wMEq1mGpP5A)

# Communication channels:

## 1. Verbal



## 2. Non-verbal



## 3. Para-verbal





# Communication channels:

## 1. Verbal



Words

Sentences

Explicit knowledge expressed by language

# Communication channels:

## 2. Non-Verbal



Facial expressions

Gestures

Poses

Body Aesthetics

# Communication channels:

## 3. Para-Verbal



Volume

Tone

Rythme

Energy

# Communication: 5 axiomes (Paul Watzlawick)

Axiome number 5:  
«Communication can be  
symmetrical or complementary»





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<https://www.youtube.com/watch?v=gyLufcT8RMM>

## **A synthesis:**

### **Levels to analyse inter-personal communication:**

- a) Channels of communications**
- b) Content and relationship expressed by the messages**
- c) Power relationship present in the interactions**



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**Finale:**

<https://www.youtube.com/watch?v=rq7qm3T3cPE>



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# Final exercise:

## You choose the clip!





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# What's next for you in communication?