Interdisciplinary approach to communication
To begin ...

Do you know when and in which way academics and professionals “discovered” the interdisciplinarity value?
Why an interdisciplinary approach?

Essentially for many reasons

- Human beings are involved
- The peculiarity of the current era
- Communication itself is a complex phenomenon
Why an interdisciplinary approach?

- People act in uncertain situations
- Environments are dynamics and complex
- This implies that broad-based communicational needs appear
Why an interdisciplinary approach?

Communication is the result of an interaction among elements that reciprocally influence each other: messages, environment (or context), transmitter and receiver and their perceptions.
Human beings are involved ...

The psychological perspective - by means of the constructivist approach - clearly put in evidence that:

- Human brain is not a simple information processor
- It is able to query itself, that is to express a question regarding the available information or about a problem to obtain then the possible answer or solution
Human brain ...

- Decisive aspect: the ability of human brain to "give form at reality"

- It is able to produce meanings, that is to understand lived experiences giving them a direction
This means ...

- That knowledge does not emerge as simple acquisition, mechanics information recording

BUT RATHER

- The result of a constructive process
Implication ...

Communication is first of all a cognitive activity having *knowledge* as “product”
Communication can be interpreted as a negotiation of possible meanings between the sender intention, the receiver perceptions, and their effects (that is, what behavior the receiver will do, what sensations the message may cause)
This means that ...

Communication is to conceive a process of building and attribution of meanings at the reality that human beings perform with their relationships.
In summary ...

- Communication is a complex phenomenon that:
  - Involve human beings (and the complexity of their brain)
  - Influence and is influenced from the environment dynamics
In summary ...

In connection with the previous observations, for understanding satisfactory communication is necessary a multidisciplinary approach.