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COMUS

Community-led Urban Strategies for Historic Towns

Workshop: Heritage Management

Yerevan/Armenia

20 -23 of September 2016

Matthias Ripp

Communication



Outline

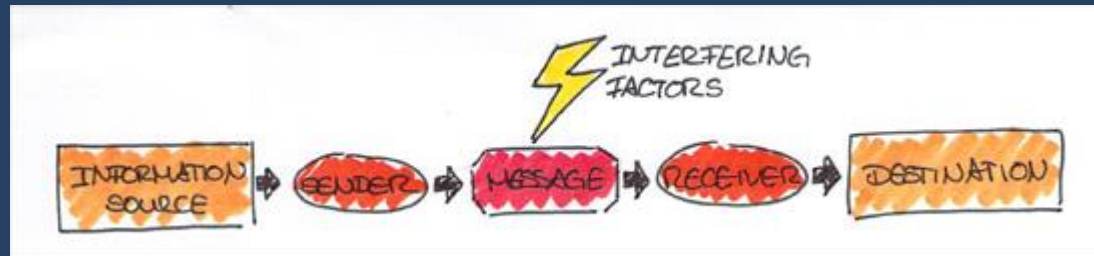
- Communication in general
- Communication Models
- Communication in Heritage

Communication in general

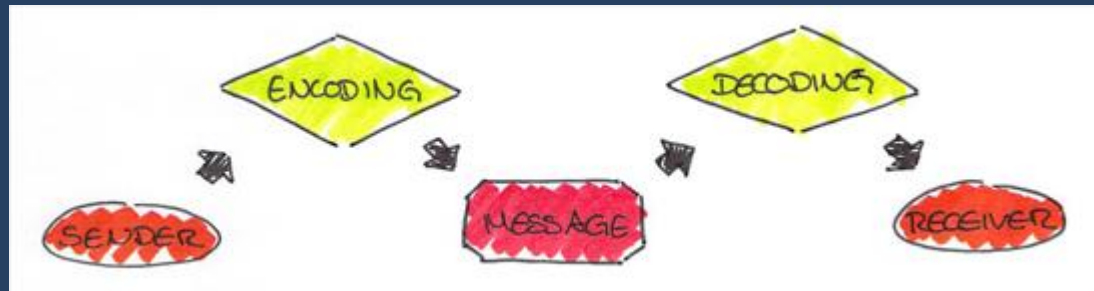
„Two-way process of reaching mutual understanding, in which participants not only exchange information, news, ideas and feelings but also create and share meaning. In general, communication is a means of connecting people or places“

Communication Models

1st Model: Transmission



2nd Model: Encoding-Decoding

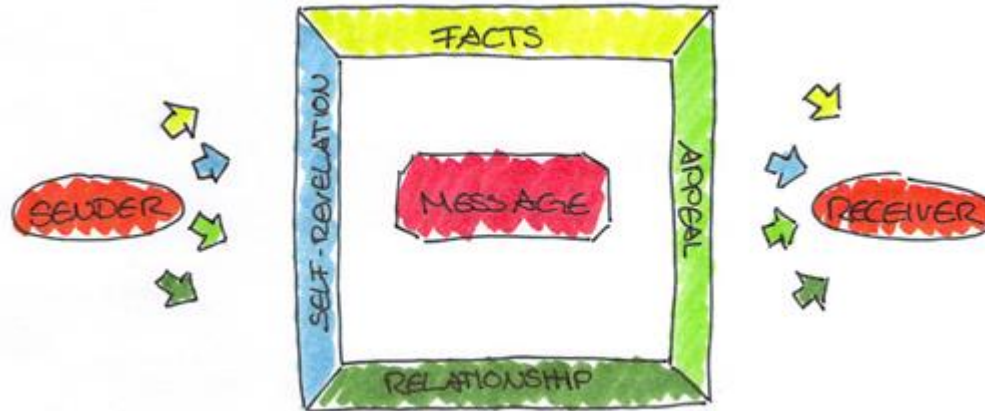


Communication Models

3rd Model: 4-side (Schulz von Thun)

Content layer
Facts of message

*Self revealing
layer
Information
about the sender*

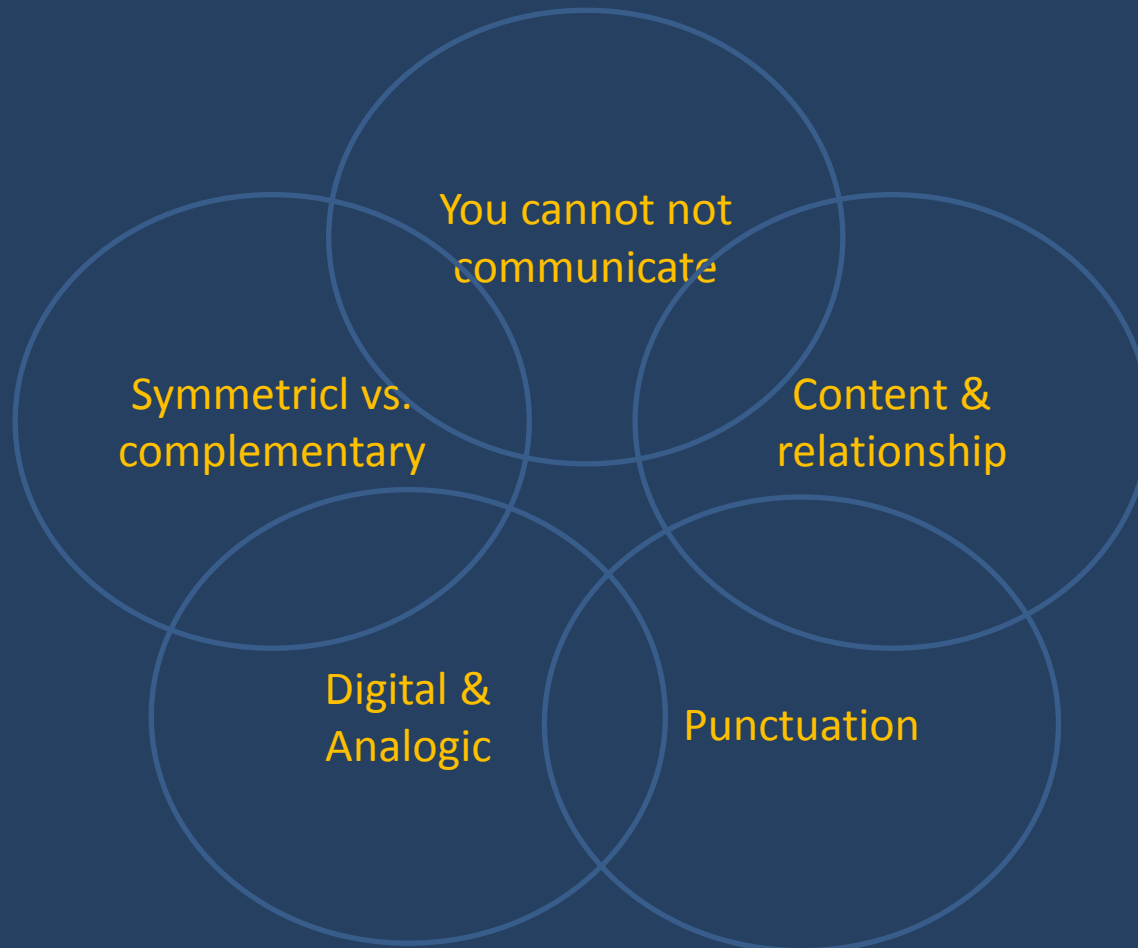


*Appeal layer
what the sender
wants the
receiver to do*

*Relationship layer
what thinks the sender of the receiver*

Communication Models

4th Model: The Pragmatics of Human Communication (Watzlawik)



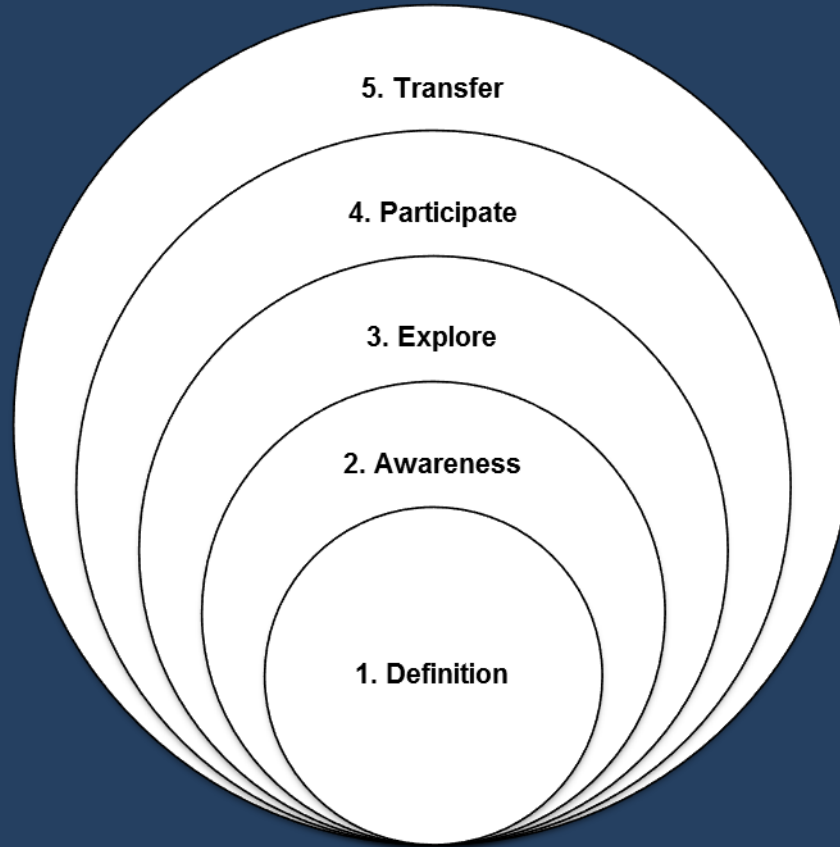
Communication Tools

Example COBA Regensburg

Development	A.Attitude towards Heritage Asset	B.Social and Personal Identity	C.Progress of Proficiency	D.Role of Citizen	E.Level of Involvement	F.Communication	
						Method	Media Example
1. Definition	Identify	Social Identity	BASIC Name	Recipient	Auditive Visual	Presentations Interviews	Exhibitions Flyer Articles
2.Awareness	Being conscious of	Social Identity	BASIC Describe	Recipient	Auditive Visual	Presentations Interviews	Exhibitions Flyer Articles
3.Exploration	Being informed	Social Identity Personal Identity	ADVANCED Put into Context	Recipient Stakeholder	Auditive Visual Motoric Haptic	Discussions Interactive Use of Media	Multimedia (e.g. Visitor Centre)
4.Participate	Being able to act	Social Identity Personal Identity	ADVANCED Know Functional Context	Multiplier Recipient Stakeholder	Auditive Visual Motoric Haptic In social context (interact)	Reactive Instruments Events Workshops Competitions Interactive Use of Media	Audioguides Apps Film
5.Transference	Communicate	Balanced Identity	EXPERT Holistic	Multiplier Experts (internal and external) Stakeholder Lobbyist	Auditive Visual Motoric Haptic in social context (interact)	Networking at Expert Level Conferences Presentations Workshops World Cafés	Audioguides Apps Film

Communication Tools

Example COBA Regensburg



The Attitude (1 to 5) of a citizen indicated the status of the identification process.

Heritage - Communication

