

# Exploring Communication in Texts: A Guide for DP Language & Literature

Understanding how creators communicate meaning in  
both literary and non-literary texts

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# What is Communication in Texts?

**Definition:** Communication in texts refers to how meaning is conveyed between the creator (writer/speaker) and the audience (reader/viewer).

## How do writers and speakers communicate meaning?

- Use of language, structure, and tone to send messages.
- Audiences interpret based on their own experiences.
- Communication happens through both **what** is said and **how** it's said.

# What is Communication?

## Communication in texts means:

- Sharing ideas between the creator and the audience.
- Using language, style, and structure to shape meaning.
- The audience helps construct meaning by interpreting the text.

# The Role of the Creator

Creators (writers, advertisers, speakers) craft language and structure to communicate ideas.

## Creators communicate by:

- Choosing specific language and style to shape the message.
- Assuming what the audience knows or understands.
- Controlling how the text is structured to make meaning clearer.

# The Role of the Audience

Audiences bring their knowledge, experiences, and perspectives to interpret the text.

## **Audiences interpret texts by:**

- Bringing their own experiences and knowledge.
- Understanding the message based on their background.
- Interpreting texts in different ways depending on their perspective.

# How Language Shapes Meaning

## Language shapes meaning by:

- Using specific words (diction) to create an effect.
- Using figurative language like metaphors or similes to add depth.
- Choosing formal or informal language to connect with the audience.

# Style and Communication

Style refers to the creator's unique use of language, whether formal, informal, poetic, or direct.

## Style impacts communication by:

- Setting the tone—formal, informal, or poetic.
- Helping readers understand whether a text is serious, humorous, etc.
- Influencing how we feel about the message being communicated.

# Tone in Communication

## Tone shows the creator's attitude by:

- Reflecting emotions like joy, sadness, sarcasm, or anger.
- Guiding how the audience should feel about the message.
- Creating the emotional atmosphere of the text.



# Structure and Communication

## Structure affects communication by:

- Organizing ideas clearly to guide the audience's understanding.
- Using linear or non-linear formats to change how the message is received.
- Helping or challenging the audience to follow the message.

# Audience Assumptions

## Creators assume the audience:

- Knows certain cultural or historical context.
- Understands key concepts relevant to the message.
- Shares similar values or beliefs, which can affect how they interpret the text.

# Communication in Non-Literary Texts

## Non-literary texts communicate by:

- Using direct language to inform, persuade, or entertain.
- Combining text and visuals (e.g., in advertisements, speeches).
- Focusing on a specific purpose and audience to shape meaning.

# Communication in Literary Texts

## Literary texts communicate by:

- Using complex language and themes to explore deeper meanings.
- Relying on character development, symbolism, and tone.
- Allowing multiple interpretations based on the reader's perspective.

# Cultural Context and Communication

## Cultural context affects communication by:

- Shaping how texts are written and understood.
- Influencing the values, beliefs, and experiences shared in the text.
- Allowing readers from different cultures to interpret texts differently.

# Non-Verbal Communication in Texts

## Non-verbal communication in texts includes:

- Imagery, symbolism, and layout that add meaning without words.
- Subtext—hidden or implied messages.
- Visual cues that guide interpretation (e.g., in advertisements or political cartoons).

# Communication in Visual Texts

## Visual texts communicate by:

- Using color, images, and layout to send a message.
- Combining visuals with words to influence interpretation.
- Relying on audience perception to understand both images and text.

# Ambiguity in Communication

## Ambiguity creates multiple meanings by:

- Allowing different interpretations of the same text.
- Making the audience think more deeply about the message.
- Adding complexity, especially in literary and creative texts.



# Challenges in Communication

## Challenges in communication happen when:

- The audience and creator don't share the same background or knowledge.
- The text is too complex or unclear.
- Cultural differences affect how messages are understood.

# The Role of the Audience in Communication

## The audience helps create meaning by:

- Engaging with the text actively, not passively.
- Filling in gaps left by the creator to interpret the message.
- Bringing their own experiences to shape understanding.

# Communication Across Genres

## Different genres communicate in different ways by:

- Using specific conventions in literature, advertisements, news, etc.
- Changing language and structure depending on the genre.
- Helping readers understand the purpose and context of the message.

# Cross-Cultural Communication in Texts

## Cross-cultural communication influences texts by:

- Allowing readers from different backgrounds to interpret themes differently.
- Requiring shared cultural knowledge for full understanding.
- Showing how communication styles vary between cultures.

# Conclusion: The Power of Communication

## Communication in texts involves:

- The relationship between creators and audiences.
- Using language, structure, and style to convey meaning.
- How we, as readers, shape the meaning through interpretation.