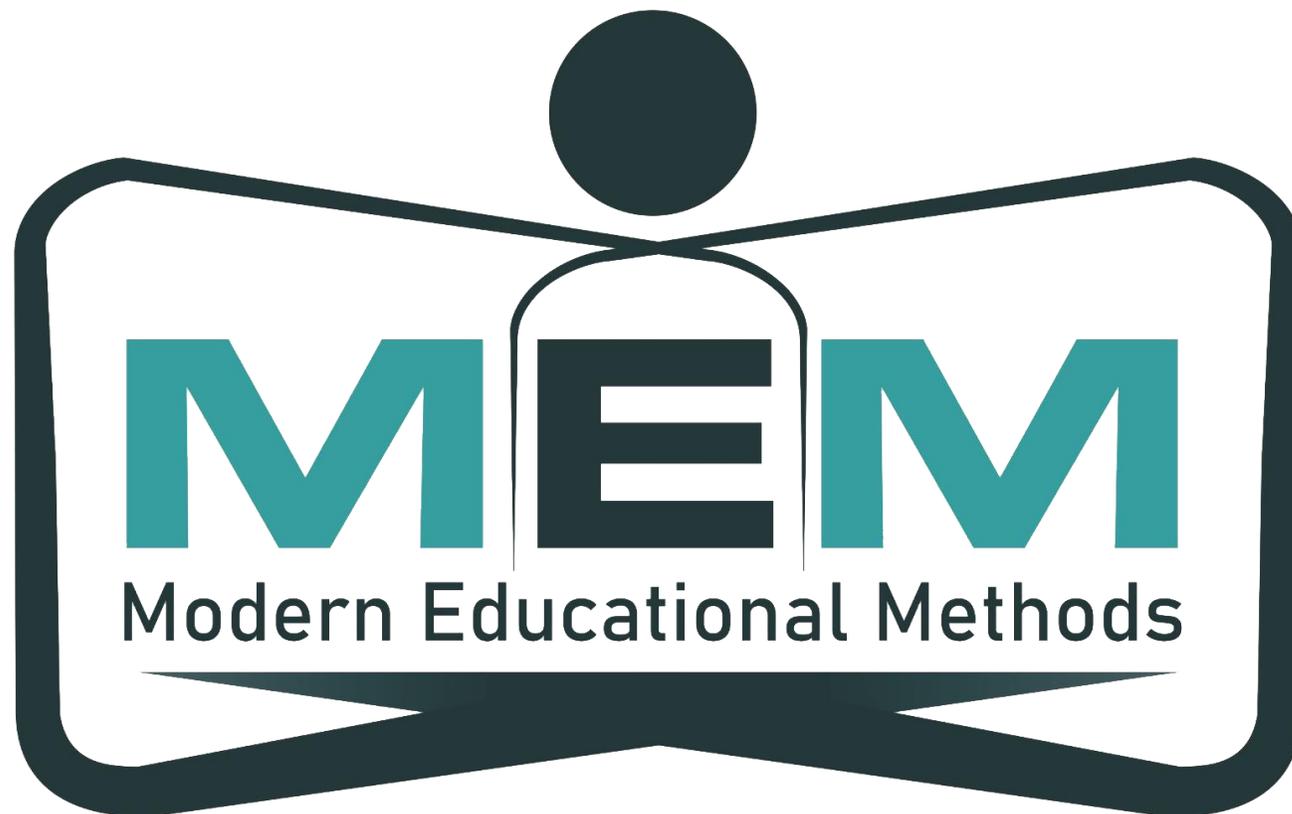


MEM Day 4

LTTA Berlin



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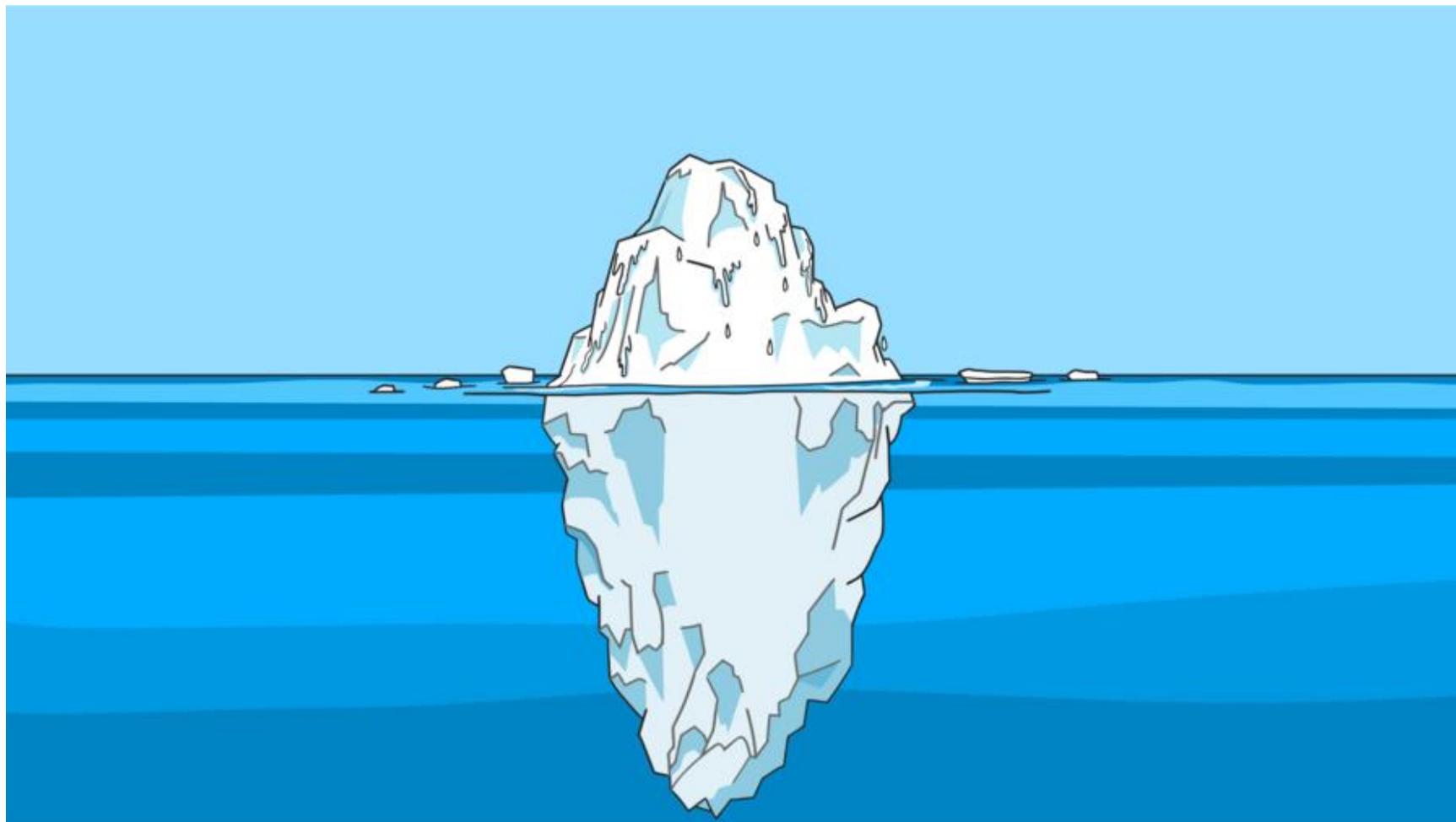


UNDERSTANDING COMMUNICATION



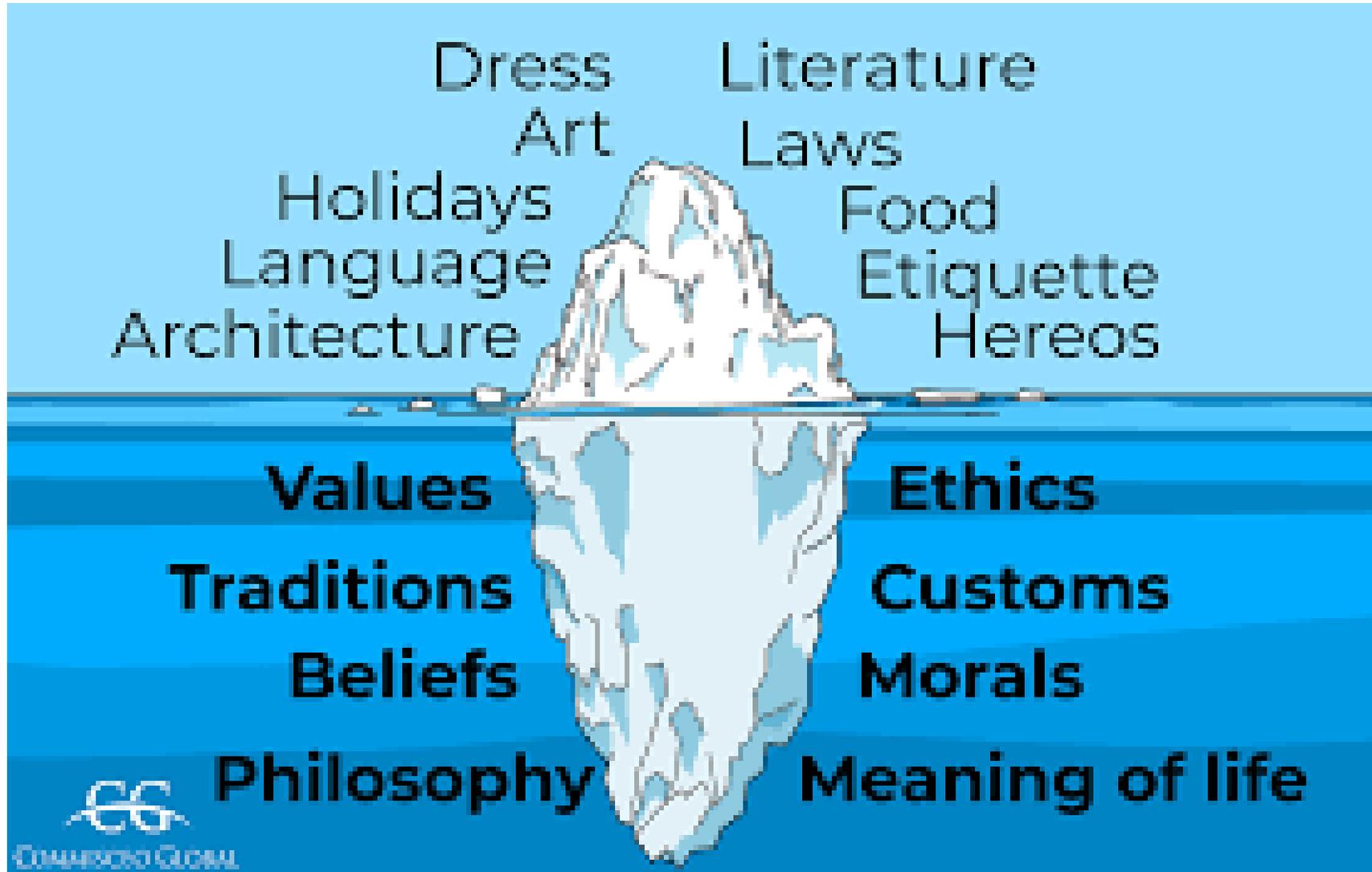


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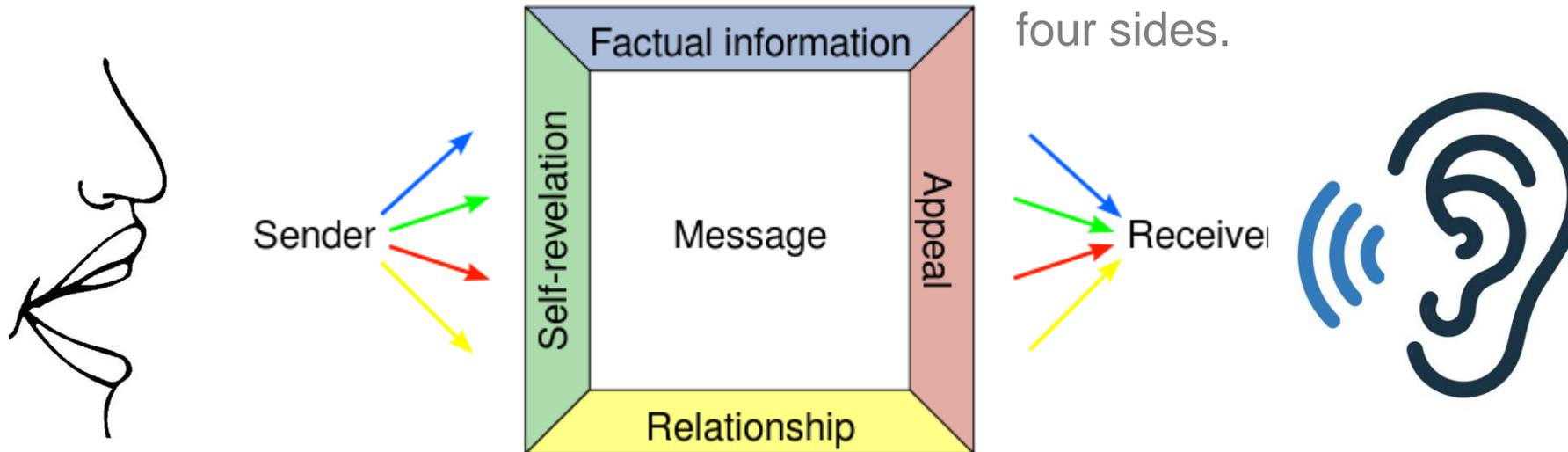




FOUR-SIDES MODEL

The **four-sides model** (also known as **communication square** or **four-ears model**) is a communication model by von Thun. According to this model every message has four dimensions

The model is used to explain how communication can be disturbed, depending on 4 mouths (**sender message**) and 4 ears (**received message**). Each of the the 4 sides represent how a message can be misunderstood individually on every of the four sides.





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The four sides of communication

On the **factual level** the sender gives data, facts and statements. It is the task of the sender to send this information clearly and understandably.

The receiver approves with the **Factual ear**, whether the message fulfills the criteria of truth (true/untrue) or relevance (relevant/irrelevant)

In a long-term team, the matter layer is clear and needs only a few words.

The relationship indicator or what I think about you (you-statement) and how we get along (we-statement):

Depending on how he talks to him (way of formulation, body language, intonation ...) he expresses esteem, respect, friendliness, disinterest, contempt or something else.

Depending on which message the receiver hears with **relationship ear**, he feels either depressed, accepted or patronized. A good communication is distinguished by communication from mutual appreciation.

The self-revealing or what I show about myself: In every news there is information about the sender. This message consists of intended and unintended emotional self-expression. Thus, every news becomes information about the personality of the sender.

The **self-revealing ear** of the receiver perceives which information about the sender is hidden in the message.

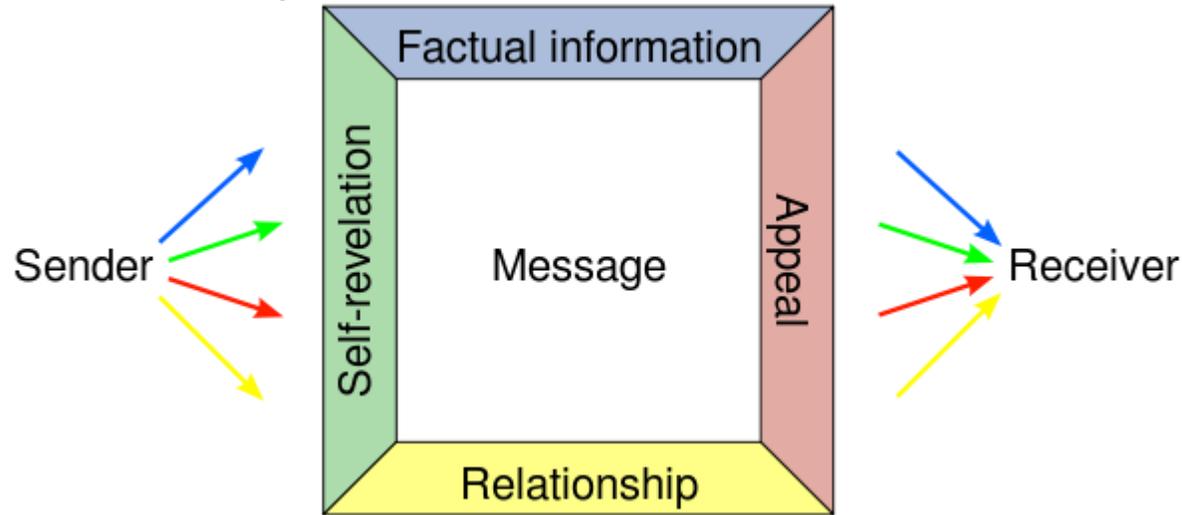
The appeal or what I want to make you do. This **appeal-message** should make the receiver do something or leave something undone. The attempt to influence someone can be less or more open (advice) or hidden (manipulation). On the **Appeal ear** the receiver asks himself: "What should I do, think or feel now?"



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"There is something green in the soup."



Factual level:

There is something green.

Self-revealing layer:

I don't know what it is.

Relationship layer:

You should know what it is.

Appeal layer:

Tell me what it is!

Factual level:

There is something green.

Self-revealing layer:

You do not know what the green item is, and that makes you feel uncomfortable.

Relationship layer:

You think my cooking is questionable.

Appeal layer:

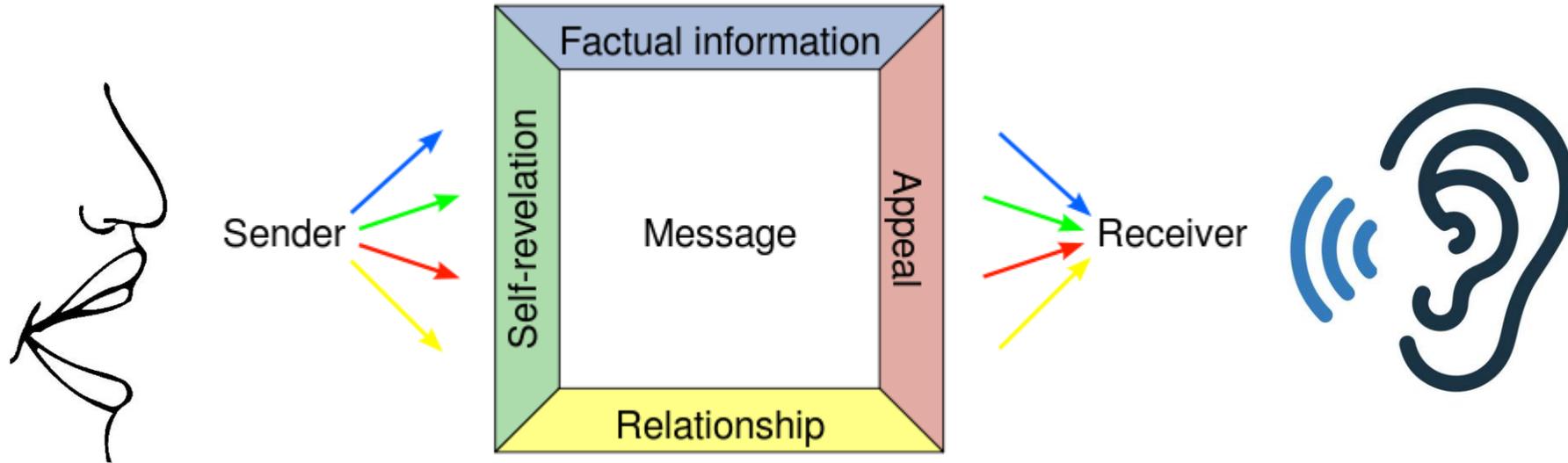
I should only cook what you know in the future!



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"If you don't like the taste, you can cook it yourself."



Factual level:

There is something green.

Factual level:

Self-revealing layer:

You do not know what the green item is, and that makes you feel uncomfortable.

Self-revealing layer:

Relationship layer:

You think my cooking is questionable.

Relationship layer:

Appeal layer:

I should only cook what you know in the future!

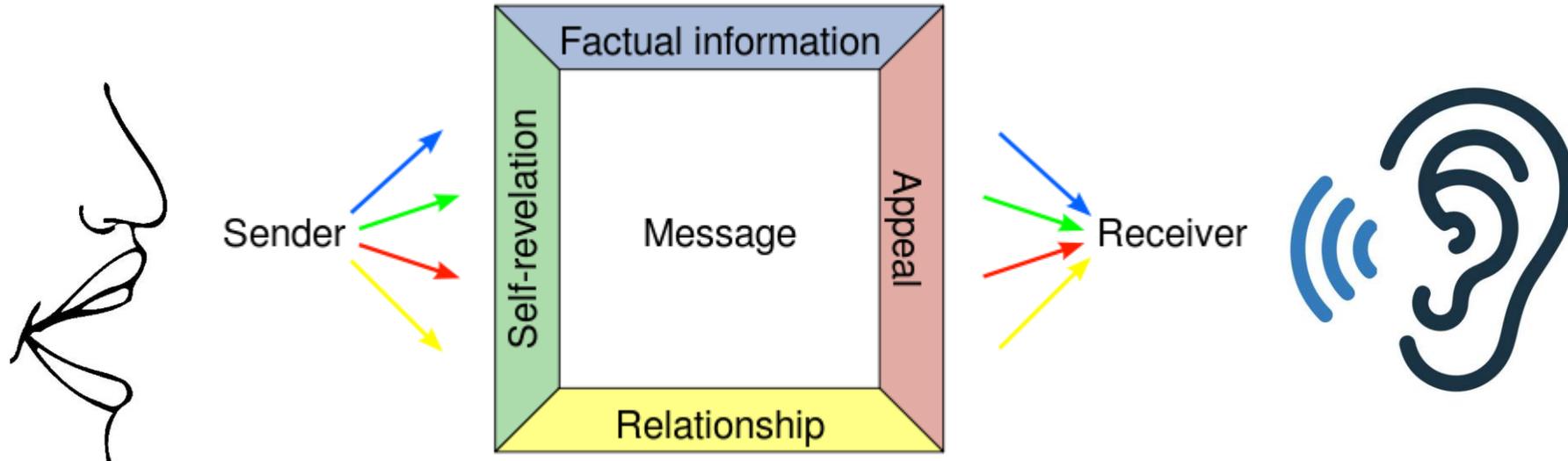
Appeal layer:



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The Me-You-Statement



Factual level:

Taking an observable fact

Self-revealing layer:

Revealing how it makes you feel

Relationship layer:

Giving your proposal, based on
the relation with the receiver

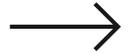
Appeal layer:

*Make an acceptable appeal, with
asking the receivers agreement*

Fact checking



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Where to start

Identify the author of the
message →

Who is speaking? Is it a well-known media outlet, a public figure, or a website or an Internet user you have never heard of?

Cross-check the message,
once the source has been
identified: →

If several reliable media outlets give the same information, quoting different sources, it has a good chance of being true.

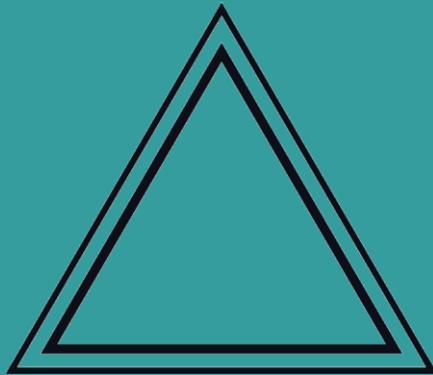
We can also check the source on governmental sites, European sites, or national press agencies

Go back to the first
source whenever possible. →

The idea is that it is better to hear a conversation directly than to rely on the account of someone who spoke to someone who was there.



Triangulating the information



Look for information on global warming in social media



Check the selected information in a scientific source



Check the information in one of the media you regularly consult



Check the information in an international newspaper