



Effizienzverlust durch rationalisierte Kommunikation (German Edition)

Hans-Jürgen Borchardt

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Essay aus dem Jahr 2010 im Fachbereich Medien / Kommunikation - Fachkommunikation, Sprache, Note: keine, , Sprache: Deutsch, Abstract: Kommunikation. Es geht nicht ohne. Wir brauchen sie ununterbrochen, um zu erklären, motivieren, zu loben, Anweisungen zu geben, Angebote abzugeben, Reklamationen abzuwickeln, zu schimpfen etc., etc. Jeden Tag kommunizieren wir im Alltagstrott mehr oder weniger gedankenlos, ohne die unendlichen Vorteile, die beim bewussten Gebrauch möglich sind, zu nutzen.

Kommunikation ist Interaktion. Es ist der Gedanken- und Meinungs austausch mit dem Ziel der wechselseitigen Beeinflussung. Wer diesen Prozess konstruktiv gestalten will, muss möglichst schnell

das Kommunikationsziel

die Absicht

den Grund bzw. das Motiv und

die Erwartungshaltung

des Gesprächspartners erkennen, um die Diskussion, die Auseinandersetzung, das Gespräch, den Streit zielführend zu gestalten. Um das zu erreichen, muss man zuhören und nicht unterbrechen. Jede Unterbrechung ist, vereinfacht und übertrieben formuliert, eine Missachtung der gegnerischen Argumente und löst immer Verärgerung oder Aggression aus.

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