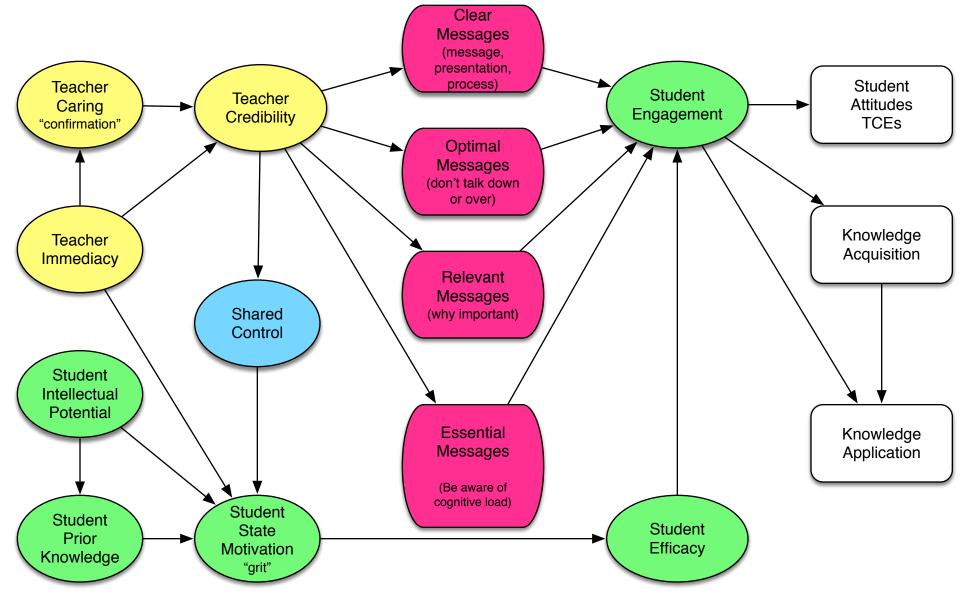
## **Message-Centric Approach to Instructional Communication**

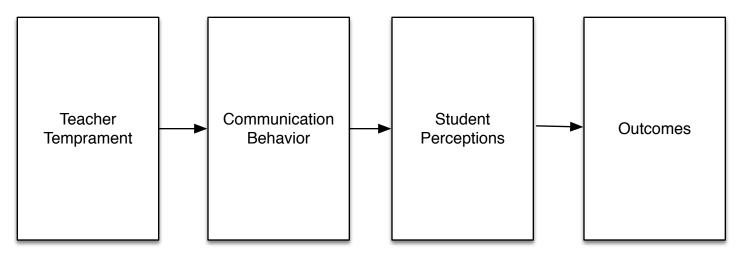
Learning is a COMMUNICATION (message-driven) PROCESS

Knowledge Acquisition is Continuous and Frequently Delayed



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## General Model of Instructional Communication Rhetorical Focus



Student Centered Message-Centric Focus

